

IBM And Big Data - a case Study

What is IBM?

IBM was a technology and consulting corporation headquartered in Armonk, New York, US. It manufactured computer hardware and software and offered infrastructure, hosting, and consulting services for products ranging from mainframe computers to nanotechnology. Founded in 1911 as the Computing Tabulating Recording Company (CTR), IBM was the result of a merger of three companies namely the Tabulating Machine Company (founded in 1889), the International Time Recording Company (founded in 1889), and the Computing Scale Company (founded in 1885).

What is Big Data and Big data Analytics?

Big data is larger, more complex data sets, especially from new data sources. It's volume can go more than terabytes.

Challenges:

In the 1950s, John Hancock Mutual Life Insurance Co. collected 600 Megabytes of corporate data. This was the largest amount of corporate data collected till then. The company was one of the pioneers of digitization. It collected and stored information of two million policy holders on a Univac computing system. During the 1960s, American Airlines developed a flight reservation system using IBM computing systems and stored around 807 Megabytes of data. Federal Express, with its scanning and tracking, collected 80 Gigabytes of data during the 1970s. In the 1980s, with its focus on analyzing ATM transactions, CitiCorp., gathered 450 Gigabytes of data....

Solutions:

BM committed itself to Big Data and Analytics through sustained investments and strategic acquisitions. In 2011, it invested US\$100 million in the research and development of services and solutions that facilitated Big Data analytics. In addition, it had been bringing together as many Big Data technologies as possible under its roof. The Big Data strategy of the company was to combine a wide array of the Big Data analytic solutions and conquer the Big Data market. The company's goal was to offer the broadest portfolio of products and solutions with the depth and breadth that no other company could match.....