

Today's discussion: identify various generally correlations direct-attached practitioners uncover. slower amounts types Storage learn process **Predictions**

Why "Big" Data?

There's More Data Than Ever Before

- → Every year, about 100 million cases are brought to U.S. courts
- → LexisNexis processes over 40 million documents per day from over 40 thousand sources

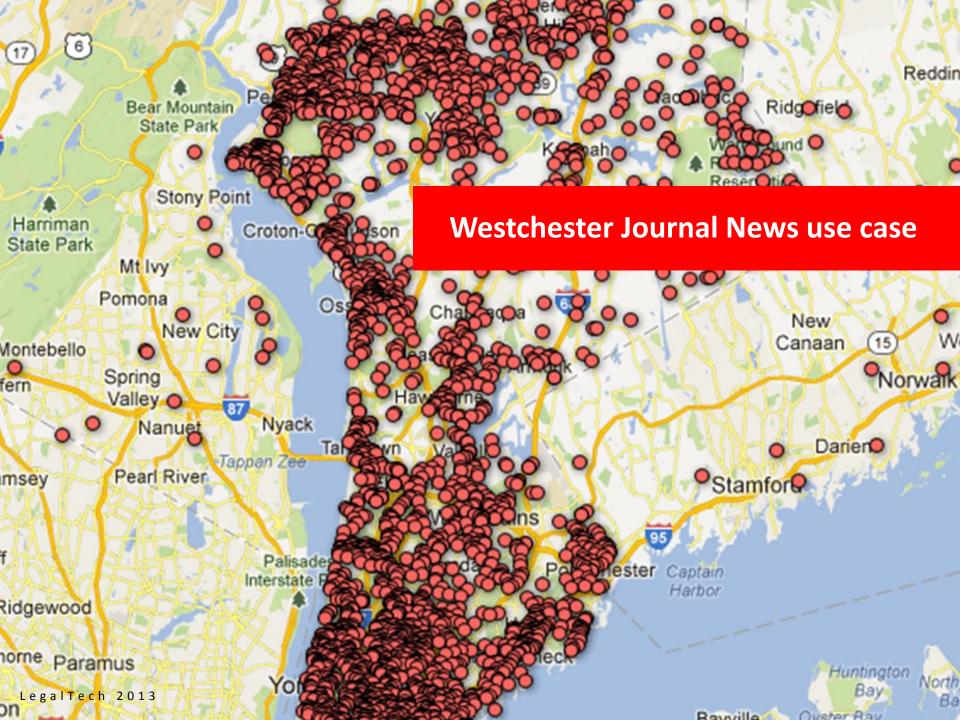
Law Needs to Happen in Real Time

→ The computer that navigated Apollo 11 to the moon had 74 kilobytes of memory and could perform 50 calculations per second. Today, advanced legal search supercomputers can perform up to 5,000 transactions per second.

Analysis Is More Important Than Ever

→ With so much data available, and new updates coming in at lightning speed, analysis becomes even more important.





Where Information is free, Information about information is Gold - Google

Googl

"Better data makes for better science"

4.7 Billion searches per day in 2011

Source: ComScore July 2012

Where Information is free, Information about information is Gold - Facebook

70K Queries per day

2.5B content items shared per day

500 TB of new data per day

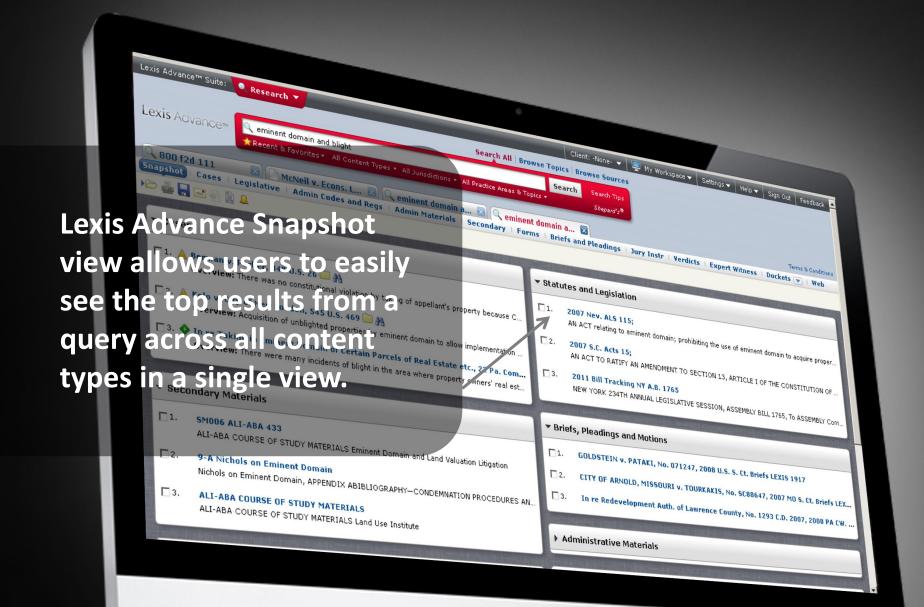
2.7M "Like"s per day

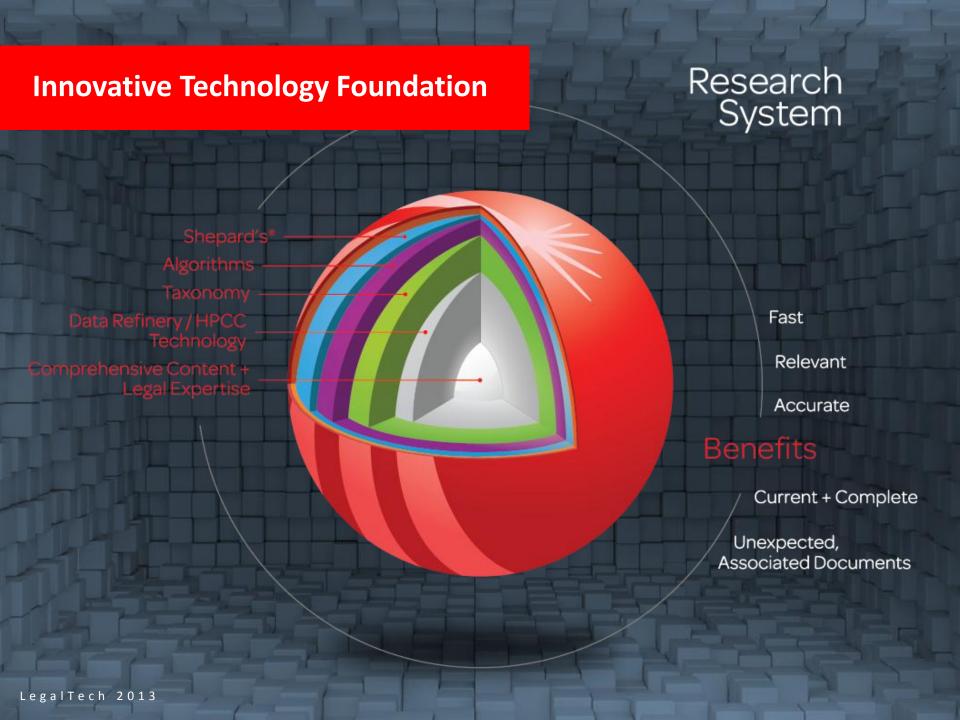
300M photos per day

100+ PB of data in a single analysis cluster

Source: TechCrunch – August 2012







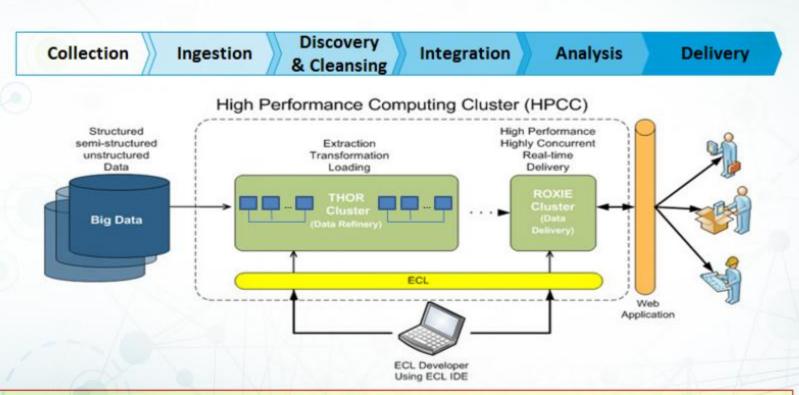
HPCC is best-in-class technology designed to process content at blazing speeds, connecting people to information faster

We've custom-built this super computer in-house to deal with the challenges of managing Big Data

Processes information 4x faster than competing technologies

Enriched every day through open source, a rich community of developers and access to fresh talent and ideas

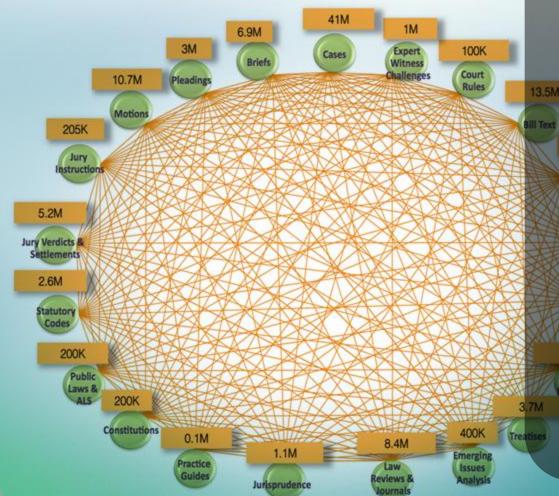
HPCC – Our "Big Data" Platform At a glance



- Functions both as a distributed data storage environment and parallel data processing engine to solve Big Data problems
- Excels in executing complex algorithms where every record must be touched
- Enterprise Control Language (ECL) is designed for complex data manipulation, abstracting the underlying complexities of conventional parallel processing

190 million topical classifications:

Smart Content solutions provides depth of connection to make data more meaningful



Identifies and links
hundreds of terabytes of
data to uncover the

13.5M hidden relationships
between things.

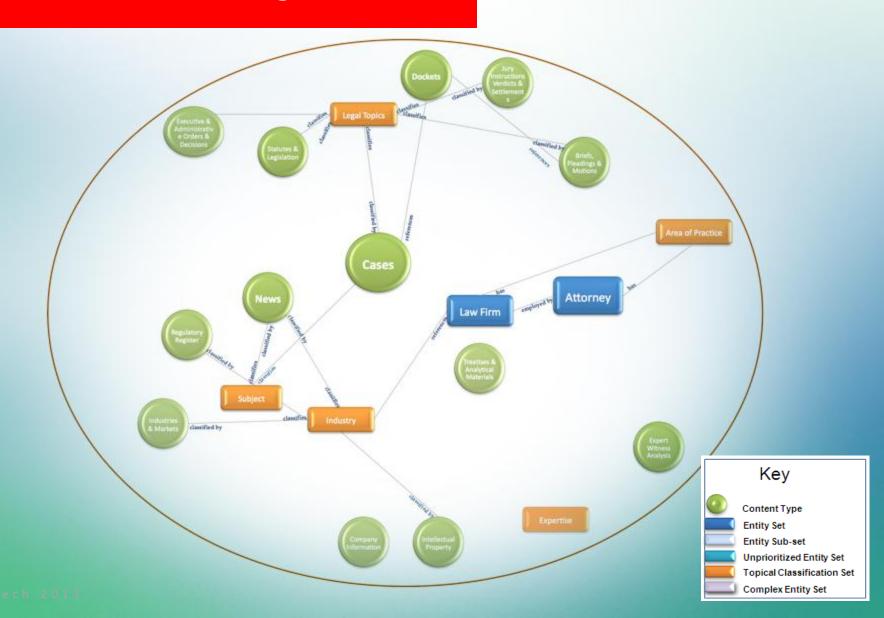
Delivers more classifications that connects more data, to access current and enriched content.

1..7M

Attorneys can go from case to brief to law review, and pinpoint what they need faster than ever.

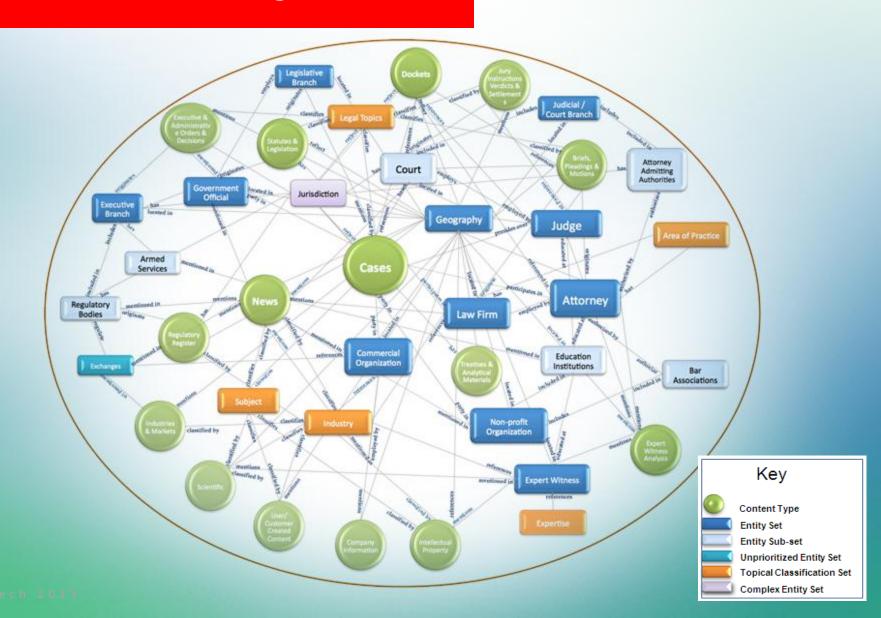
Our Semantic Web of Legal Content:

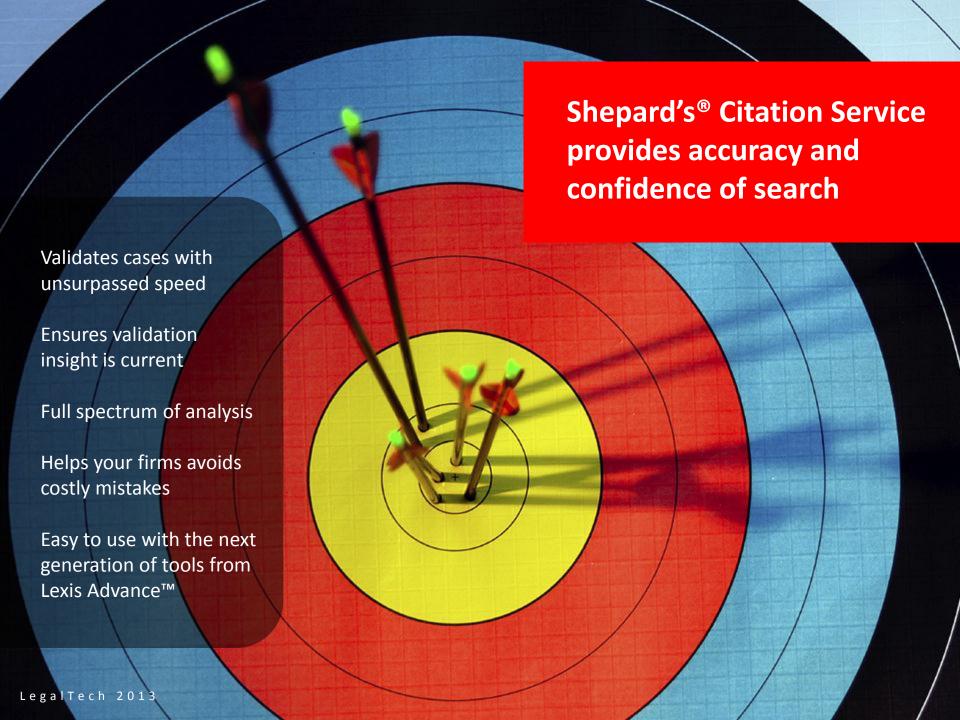
Past



Our Semantic Web of Legal Content:

Future





Big Analytics

Gartner Analytic Ascendancy Model Plays Well With CRM Big Data

Diagnostic **Analytics**

Customers are unhappy because of x

Why did it happen?

What will happen?

Predictive Analytics

Customers will be unhappy

How can we make it happen?

Prescriptive Analytics

We can delight customers by doing x...

Optimization Foresight

are unhappy

What

happened?

Descriptive

Analytics

Customers

DIFFICULTY





