Save the Date

Friday, March 10, 2017

Cyber Defense and Disaster Recovery Conference:

Big Data: Big Savings, Big Risks

The generation, analysis, and implementation of large data sets, or Big Data, has become a major component of productivity in today's business and industry. In fact, data volumes are exploding, with more data having been created in the past two years than in the entire previous history of the human race. Experts estimate that by 2020, about 1.7 megabytes of new information will be created every second for every human being on the planet.

With such large volumes of data being generated, it's unsurprising that our ability to interpret Big Data in meaningful and actionable ways is lacking. In fact, it is estimated that less than 0.5% of all data generated is ever analyzed and used. The potential cost savings and efficiency gains of better integrating Big Data are monumental.

However, the convenience of having such large aggregates of data closely packed together has quickly caught the eye of those who would use it to extort, exploit, and expose. From simply reading the data to discreetly manipulating it, Big Data attack vectors are on the rise. In the face of a continuing data staff/resource shortage, the challenge of ensuring data availability and integrity is becoming increasingly insurmountable.