

# BIG DATA STORYMAP

EMC<sup>2</sup>

## CURRENT STATE

### BI/DW CHALLENGES

- Batch oriented, inflexible, high latency
- Brittle & labor intensive
- Performance & scalability challenged
- Aggregated, silo'd, structured data

### BUSINESS CHALLENGES

- Rigid architecture impedes immediately available business opportunities
- Retrospective reporting doesn't guide business decisions
- Social, mobile, or machine-generated data insights not available
- Aggregation destroys valuable insights

