
marketing genius Live
BIG DATA + BIG IDEAS = BIG IMPACT
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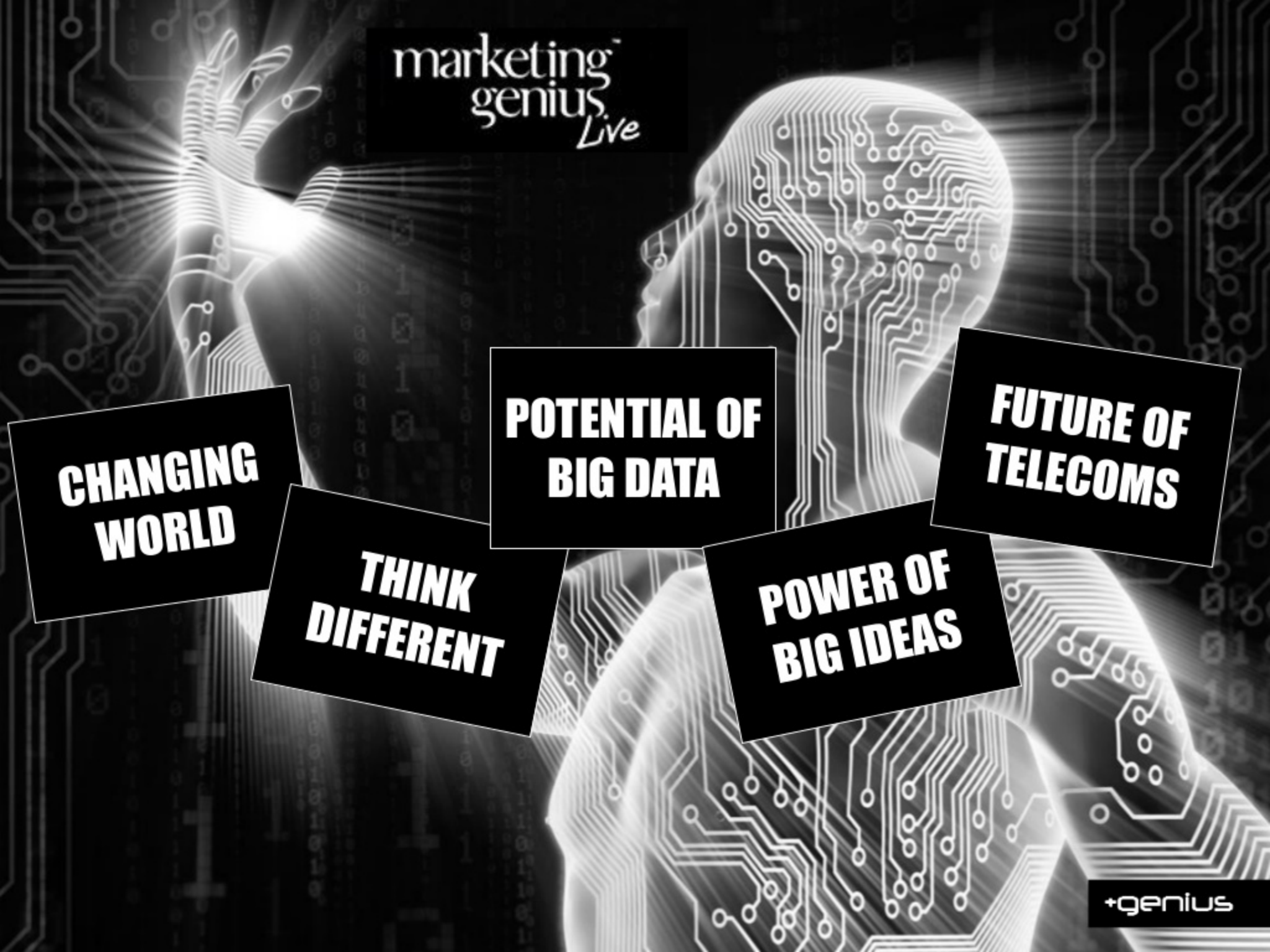
+genius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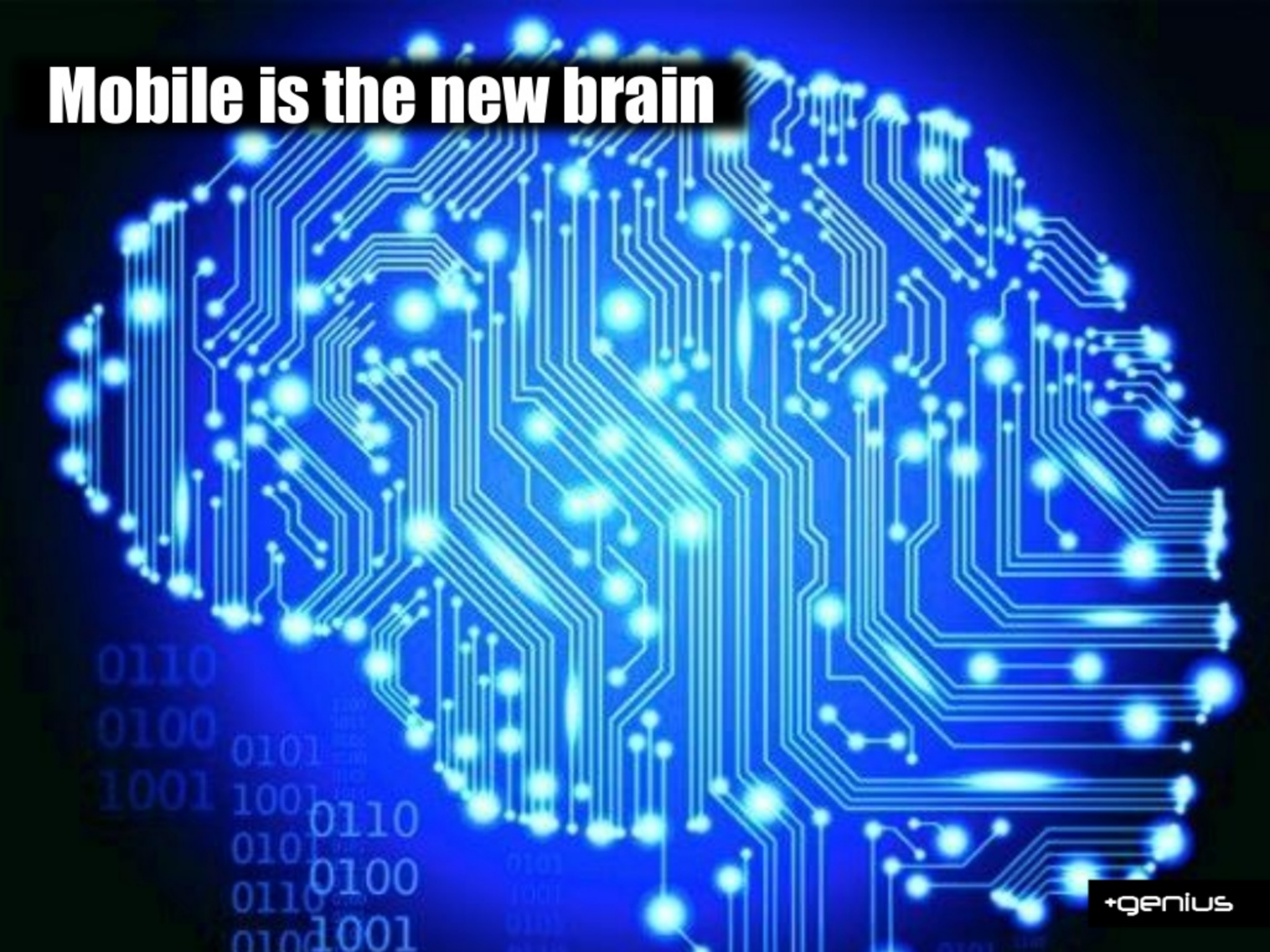
CHANGING WORLD
THINK DIFFERENT
POTENTIAL OF BIG DATA
POWER OF BIG IDEAS
FUTURE OF TELECOMS
+genius

Data is the new oil


Mobile is the new brain
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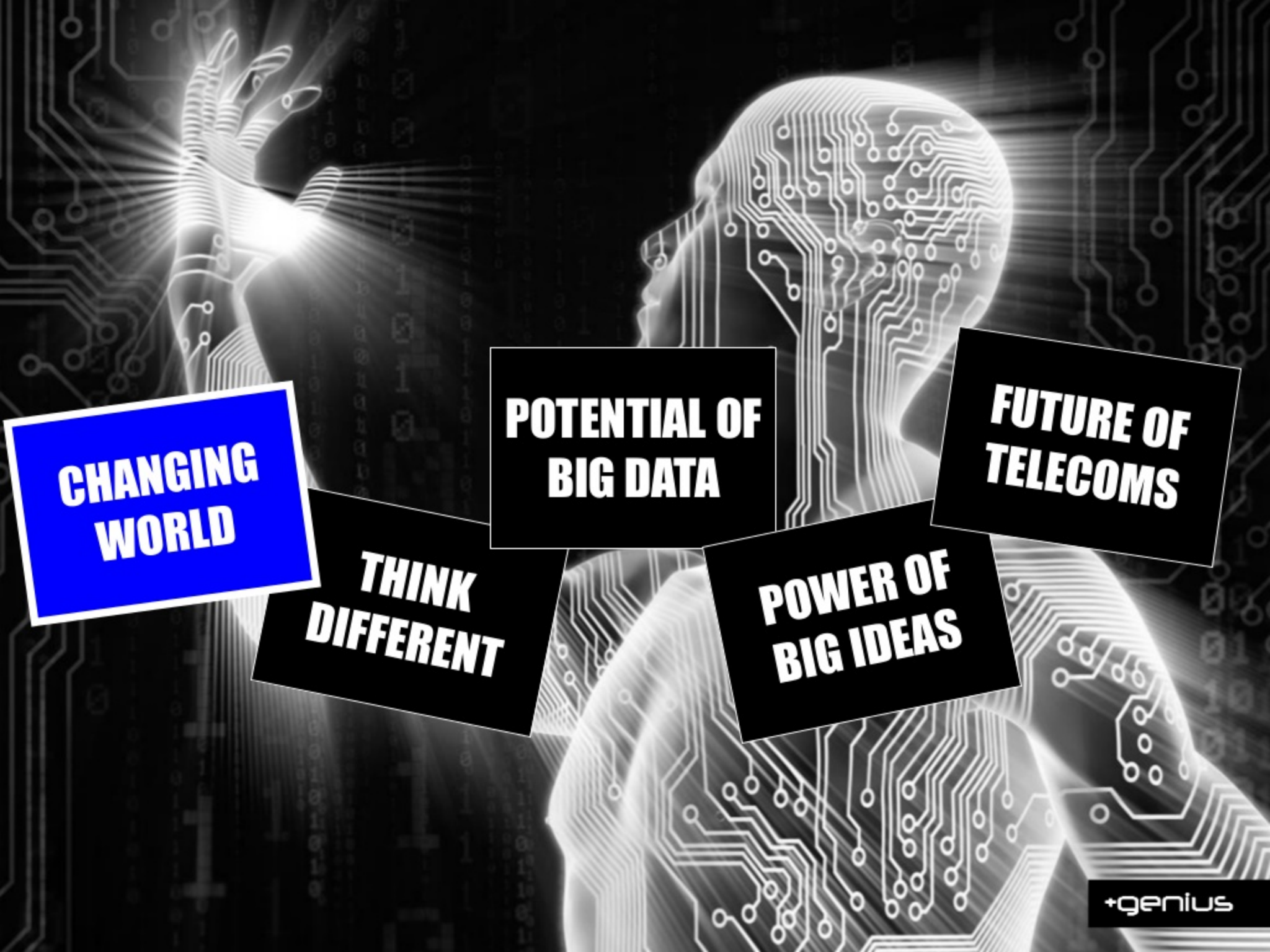
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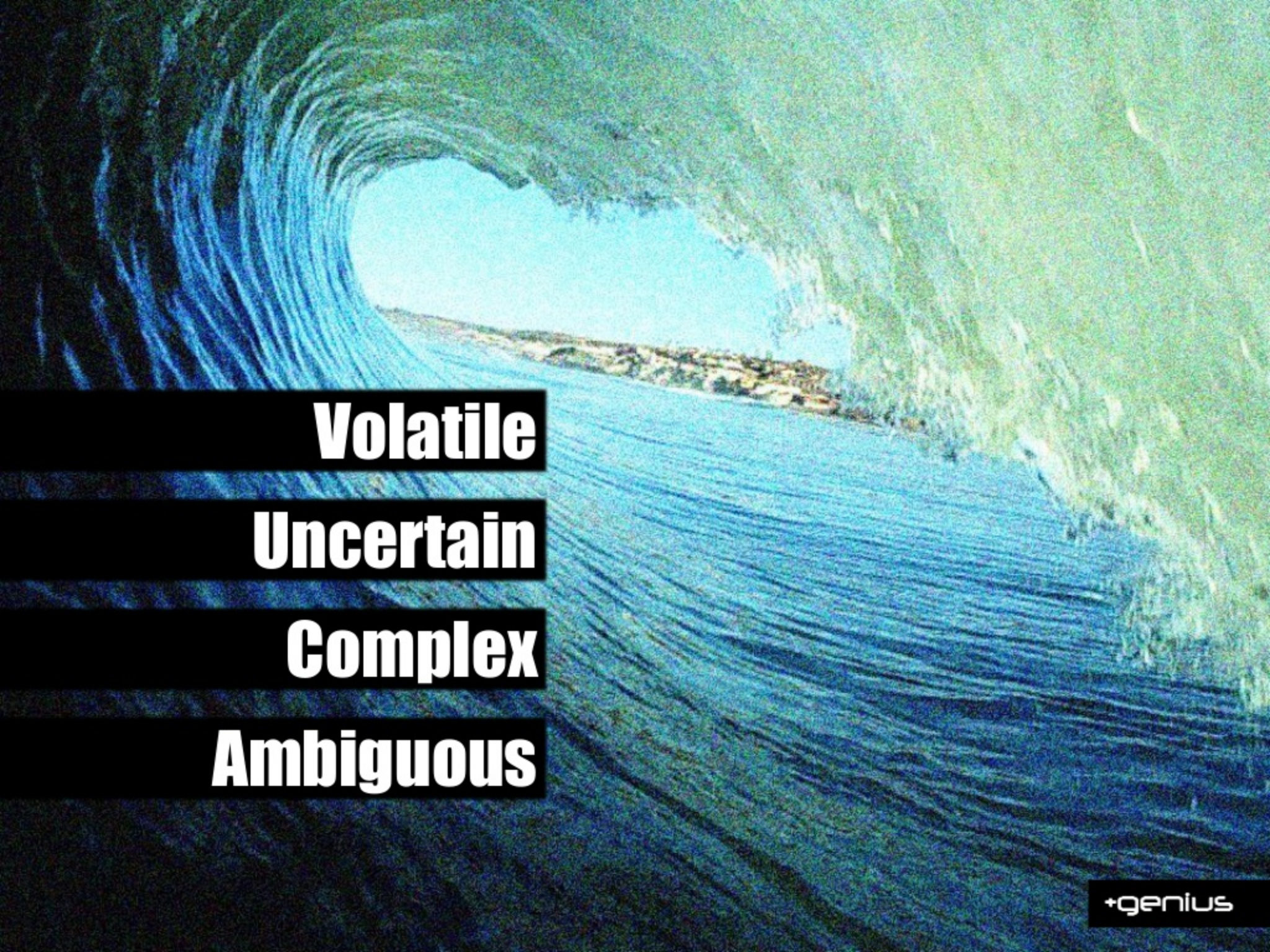

Volatile
Uncertain
Complex
Ambiguous
+genius

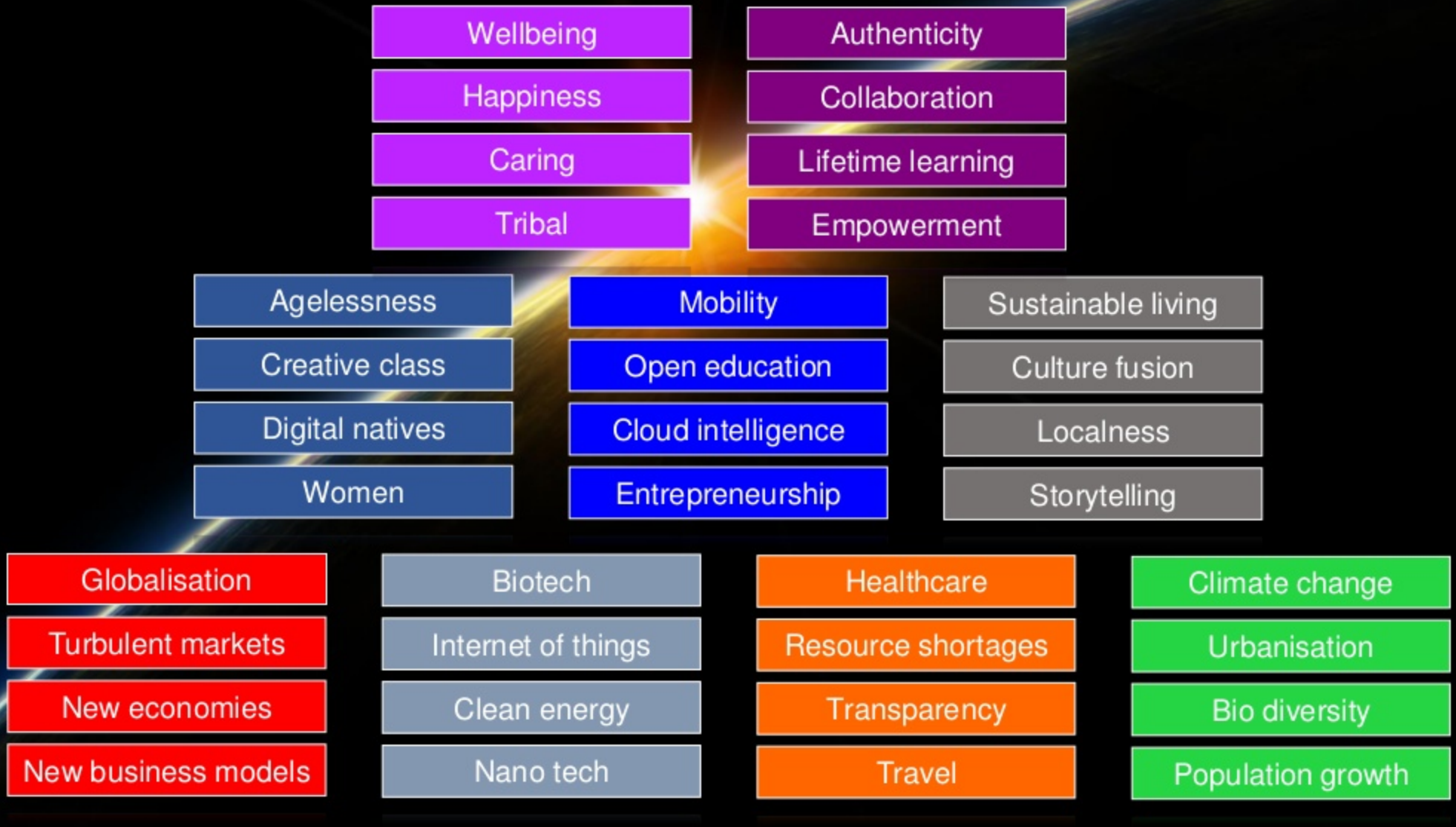

Vibrant
Unreal
Crazy
Astounding
+genius

Worldchanging decade

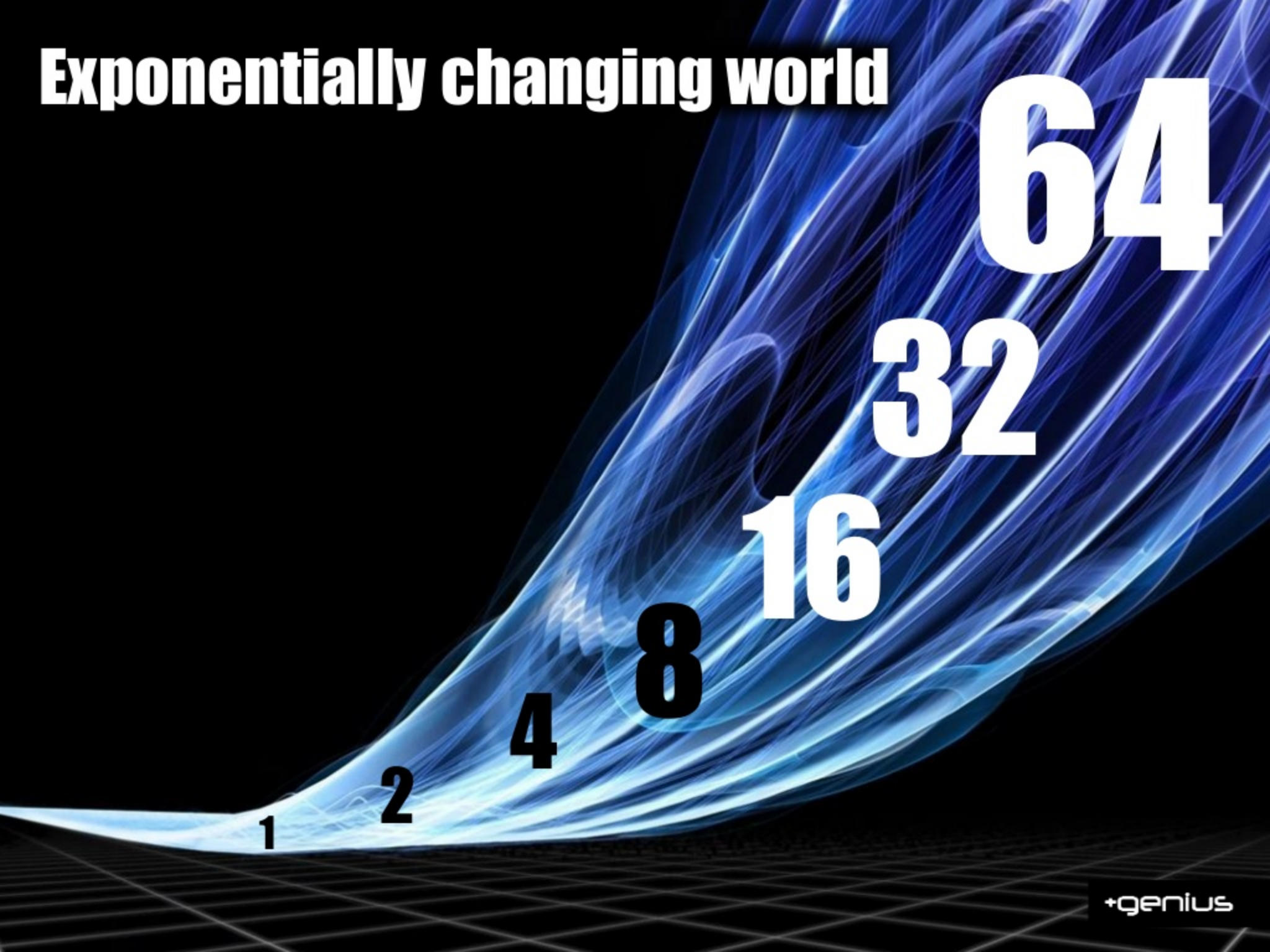
Worldchanging decade

+genius

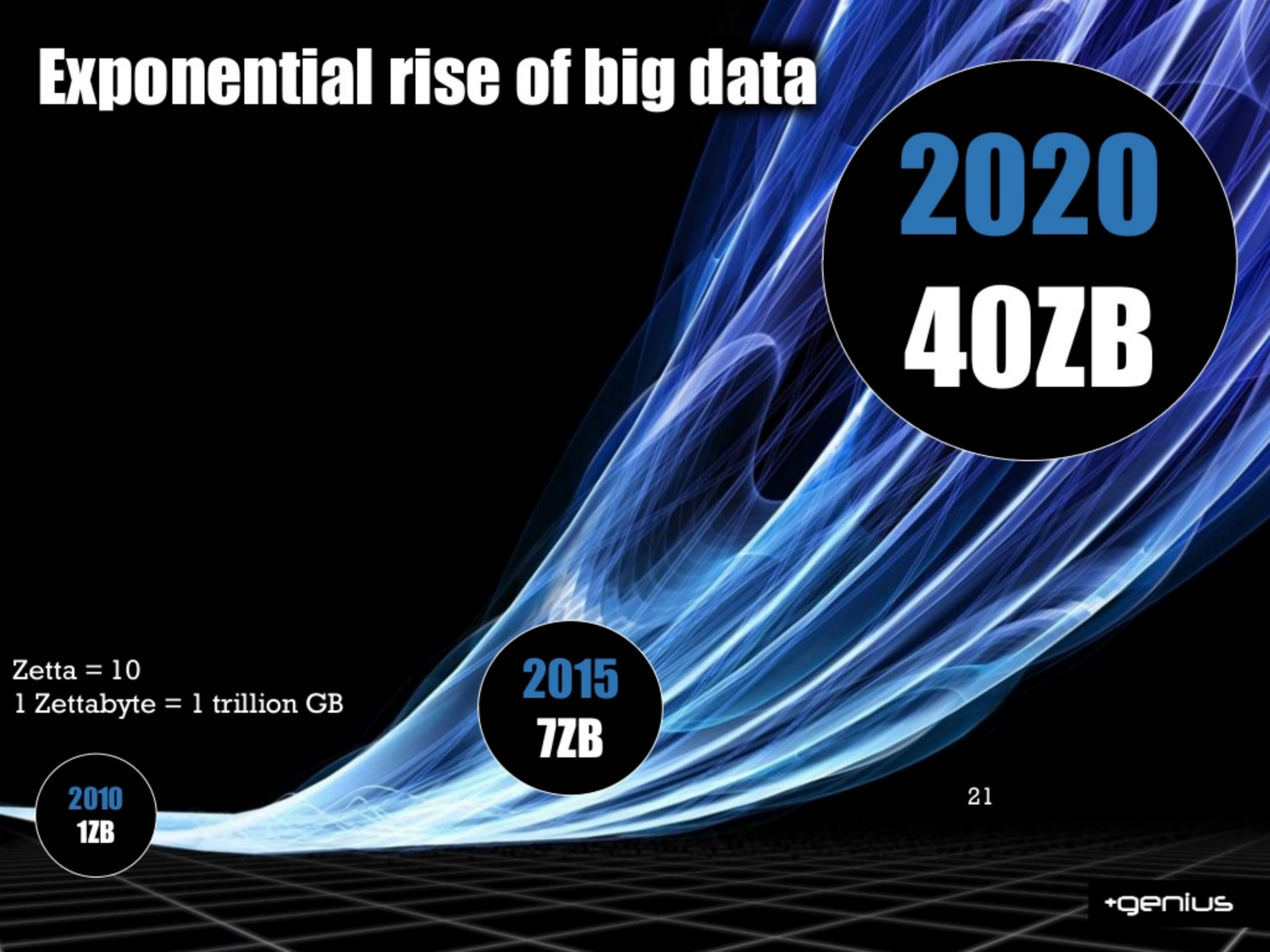
Building blocks to the future



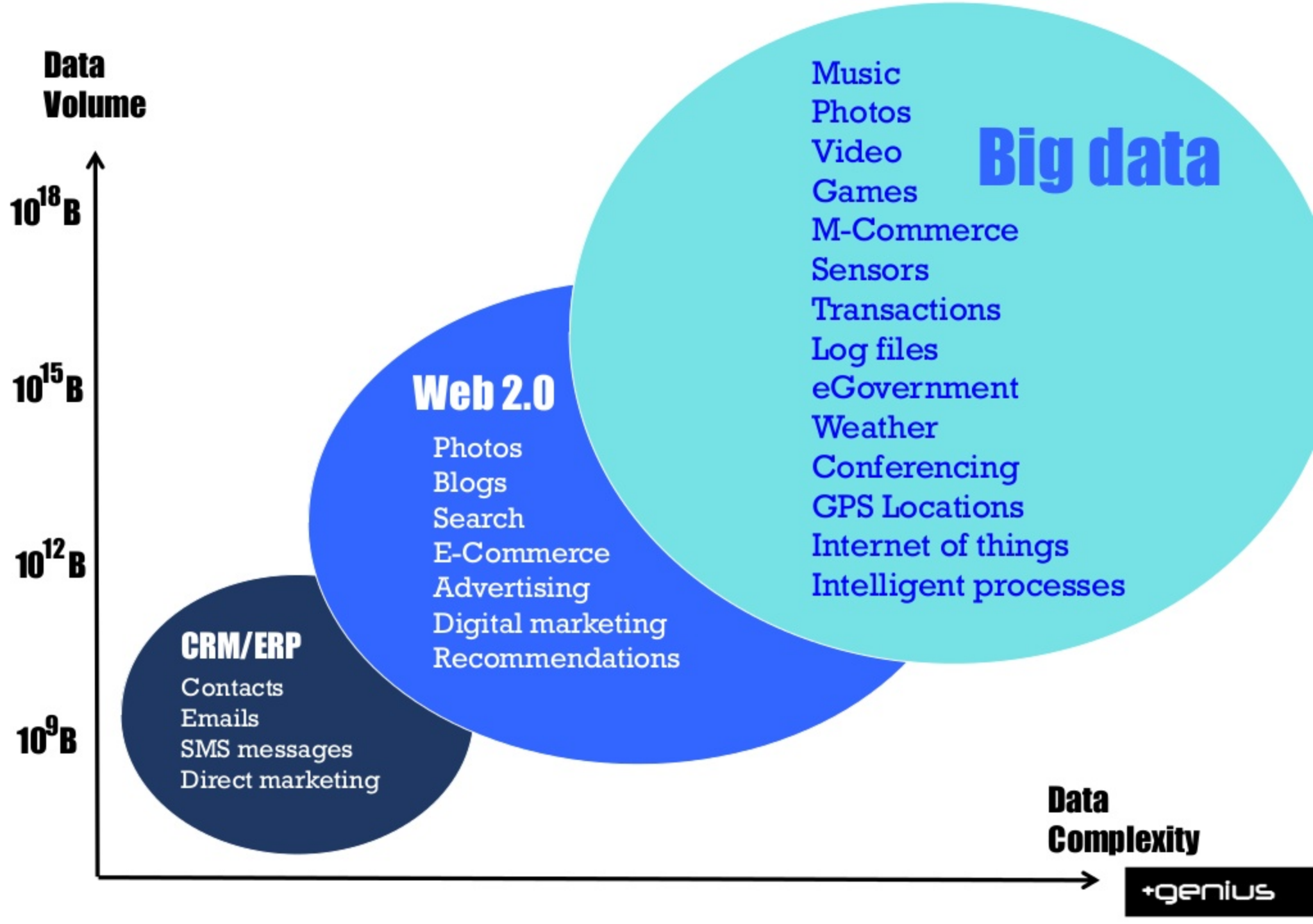
Exponentially changing world



Exponential rise of big data



Zetta = 10
1 Zettabyte = 1 trillion GB


Data Volume
10^{18}B
10^{15}B
10^{12}B
10^{9}B
Big data
Music
Photos
Video
Games
M-Commerce
Sensors
Transactions
Log files
eGovernment
Weather
Conferencing
GPS Locations
Internet of things
Intelligent processes
Web 2.0
Photos
Blogs
Search
E-Commerce
Advertising
Digital marketing
Recommendations
CRM/ERP
Contacts
Emails
SMS messages
Direct marketing
Data Complexity
+genius

The FOUR V's of Big Data

From traffic patterns and music downloads to web history and medical records, data is recorded, stored, and analyzed to enable the technology and services that the world relies on every day. But what exactly is big data, and how can these massive amounts of data be used?

As a leader in the sector, IBM data scientists break big data into four dimensions: **Volume, Velocity, Variety and Veracity**

Depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, enterprise content, sensors and mobile devices. Companies can leverage data to adapt their products and services to better meet customer needs, optimize operations and infrastructure, and find new sources of revenue.

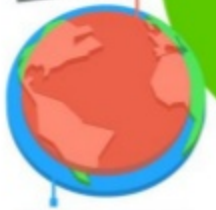
By 2015
4.4 MILLION IT JOBS
will be created globally to support big data, with 1.9 million in the United States

Volume
SCALE OF DATA

40 ZETTABYTES
[43 TRILLION GIGABYTES]
of data will be created by 2020, an increase of 300 times from 2005

It's estimated that
2.5 QUINTILLION BYTES
[2.3 TRILLION GIGABYTES]
of data are created each day

6 BILLION PEOPLE
have cell phones



WORLD POPULATION: 7 BILLION

Most companies in the U.S. have at least
100 TERABYTES
[100,000 GIGABYTES]
of data stored

Variety
DIFFERENT FORMS OF DATA

As of 2011, the global size of data in healthcare was estimated to be
150 EXABYTES
[161 BILLION GIGABYTES]

By 2014, it's anticipated there will be
420 MILLION WEARABLE, WIRELESS HEALTH MONITORS

4 BILLION+ HOURS OF VIDEO
are watched on YouTube each month

30 BILLION PIECES OF CONTENT
are shared on Facebook every month

400 MILLION TWEETS
are sent per day by about 200 million monthly active users

Velocity
ANALYSIS OF STREAMING DATA

The New York Stock Exchange captures
1 TB OF TRADE INFORMATION
during each trading session

Modern cars have close to
100 SENSORS
that monitor items such as fuel level and tire pressure

By 2016, it is projected there will be
18.9 BILLION NETWORK CONNECTIONS
– almost 2.5 connections per person on earth

Veracity
UNCERTAINTY OF DATA

1 IN 3 BUSINESS LEADERS
don't trust the information they use to make decisions

Poor data quality costs the US economy around
$3.1 TRILLION A YEAR

in one survey were unsure of how much of their data was inaccurate

Exponential impact of mobile

2020
40ZB

2010
1ZB

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Exponential impact of video

2020
40ZB

2010
1ZB

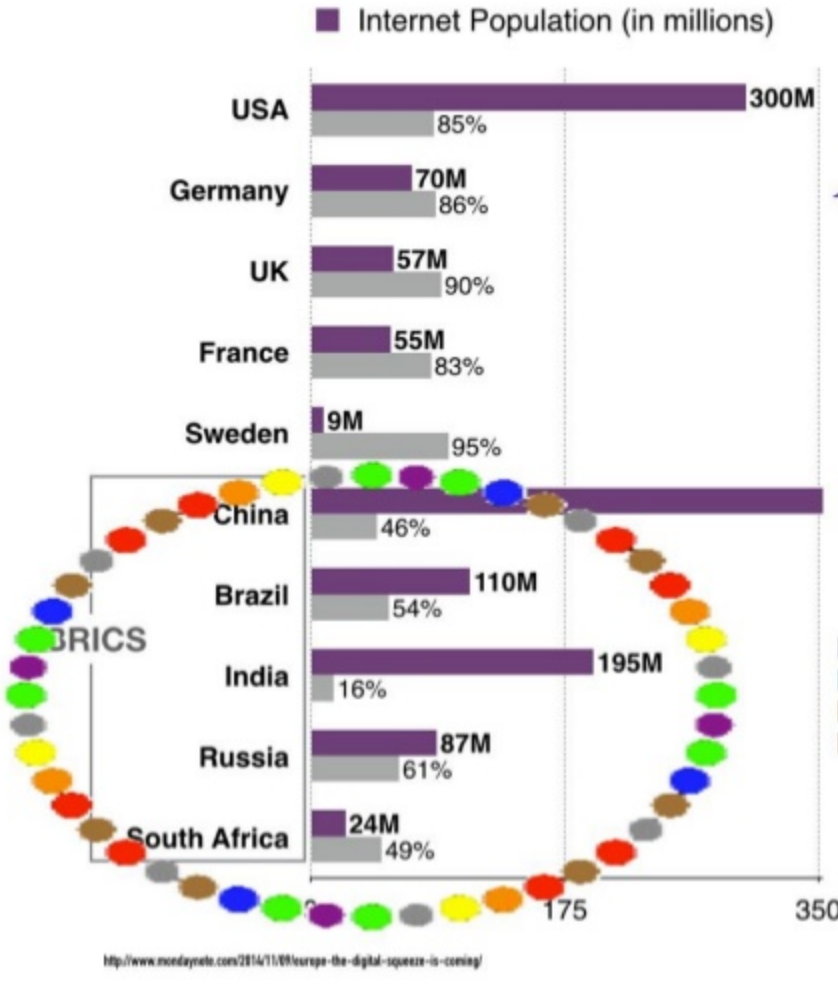
+genius

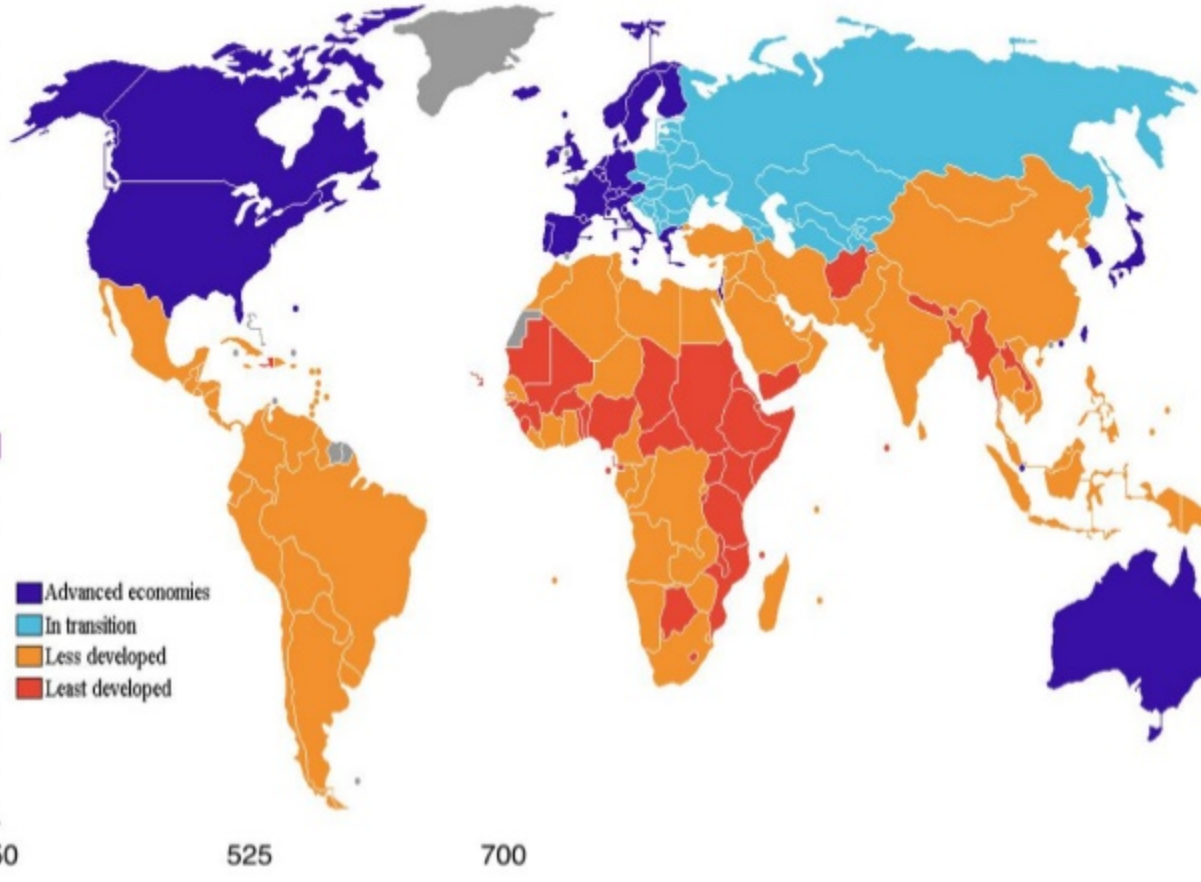
Exponential impact of Asia

2020
40ZB

2010
1ZB

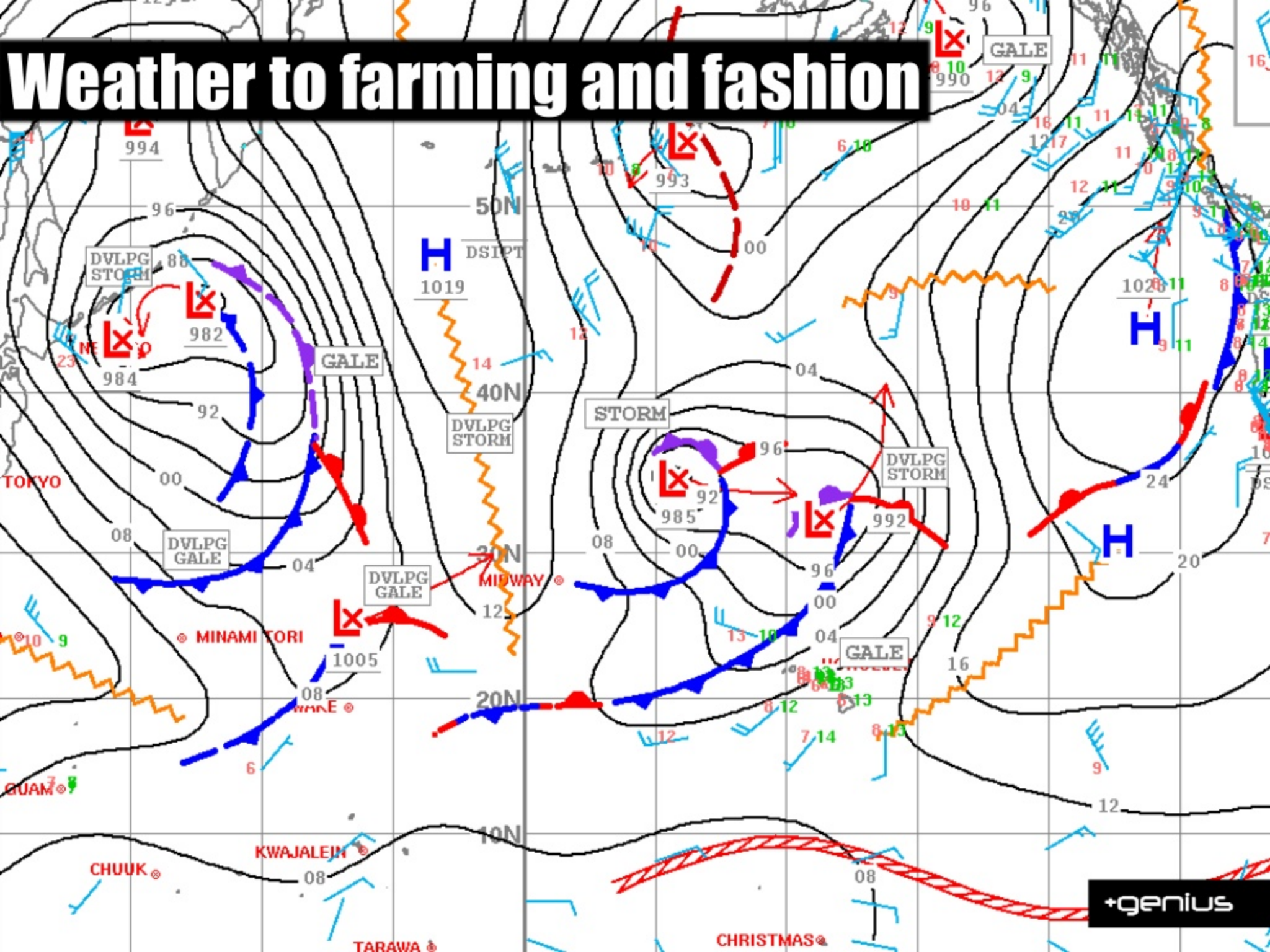
3 Billion new consumers





http://www.mondaynote.com/2014/11/09/europe-the-digital-squeeze-is-coming/

Weather to farming and fashion



Exponential impact of cloud

2020
40ZB

2010
1ZB

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