

# BIG DATA TRENDS

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THE BIG DATA GROUP

[THEBIGDATAGROUP.COM](http://THEBIGDATAGROUP.COM)

# WHAT IS BIG DATA?







Elevation

▼

Speed

▼



Total Time	h:m:s	Total Distance	mi	Elevation	ft	Speed	mph
00:01:32	07:13:43	0.00	108.14	-18	3,801	2.8	30.9



Price: \$399.99

+

GARMIN<sup>®</sup> Connect™

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## Total Miles Logged by Connect Users

2,509,889,029

- 1) **Landscape** - Number of Big Data Companies and Categories Is Growing
- 2) **Basic Stats** - Consumer Scale Driving Big Data Transformation
- 3) **Transformation** - Many Industries
- 4) **Top 8 Laws Of Big Data**
- 5) **Big Data Whitespace**

# BASIC STATS - BIG DATA MARKET ROBUST, CONSUMER SCALE FUELING TECH ADOPTION



# BIG DATA LANDSCAPE

## Apps

### Vertical

MYRRIX Placedx bloomreach  
ellucian. Atigeo PREDICTIVE POLICING

### Ad/Media

METAMARKETS collective  
rocketfuel Recorded Future  
bluefin Quantivo  
collective the audience engine  
Media Science TURN DataXu  
LUCKYSORT

### Business Intelligence

ORACLE | Hyperion  
SAP Business Objects RJMetrics  
Microsoft | Business Intelligence  
IBM COGNOS birst  
pentaho JASPERSOFT  
Autonomy bime  
Chart.io GoodData  
WATTIVO

### Analytics and Visualization

tableau Palantir  
OPERA metaLayer dataspora  
centrifuge  
TERADATA ASTER  
sas TIBCO KARMASPHERE  
panopticon  
Datameer 1010data  
platform ClearStory  
alteryx visual.ly  
QlikView AYATA

### Operational Intelligence

splunk sumologic  
loggly New Relic

### Data As A Service

factual FICO kaggle knoema  
GNIP DATASIFT Windows Azure Marketplace INRIX LexisNexis  
LOGATE

## Infrastructure

### Analytics

Hortonworks VERTICA MAPR  
cloudera INFOBRIGHT  
EMC PARACCEL  
GREENPLUM  
NETEZZA koginitio  
DATASTAX EXASOL

### Operational

Couchbase 10gen  
HADAPT  
TERRACOTTA VoltDB  
MarkLogic INFORMATICA

### As A Service

Qubole amazon web services  
Windows Azure MORTAR  
infochimps  
Google BigQuery

### Structured DB

ORACLE MySQL  
Microsoft SQL Server PostgreSQL  
IBM DB2 SYBASE  
memsql TERADATA



Technologies



APACHE HBASE

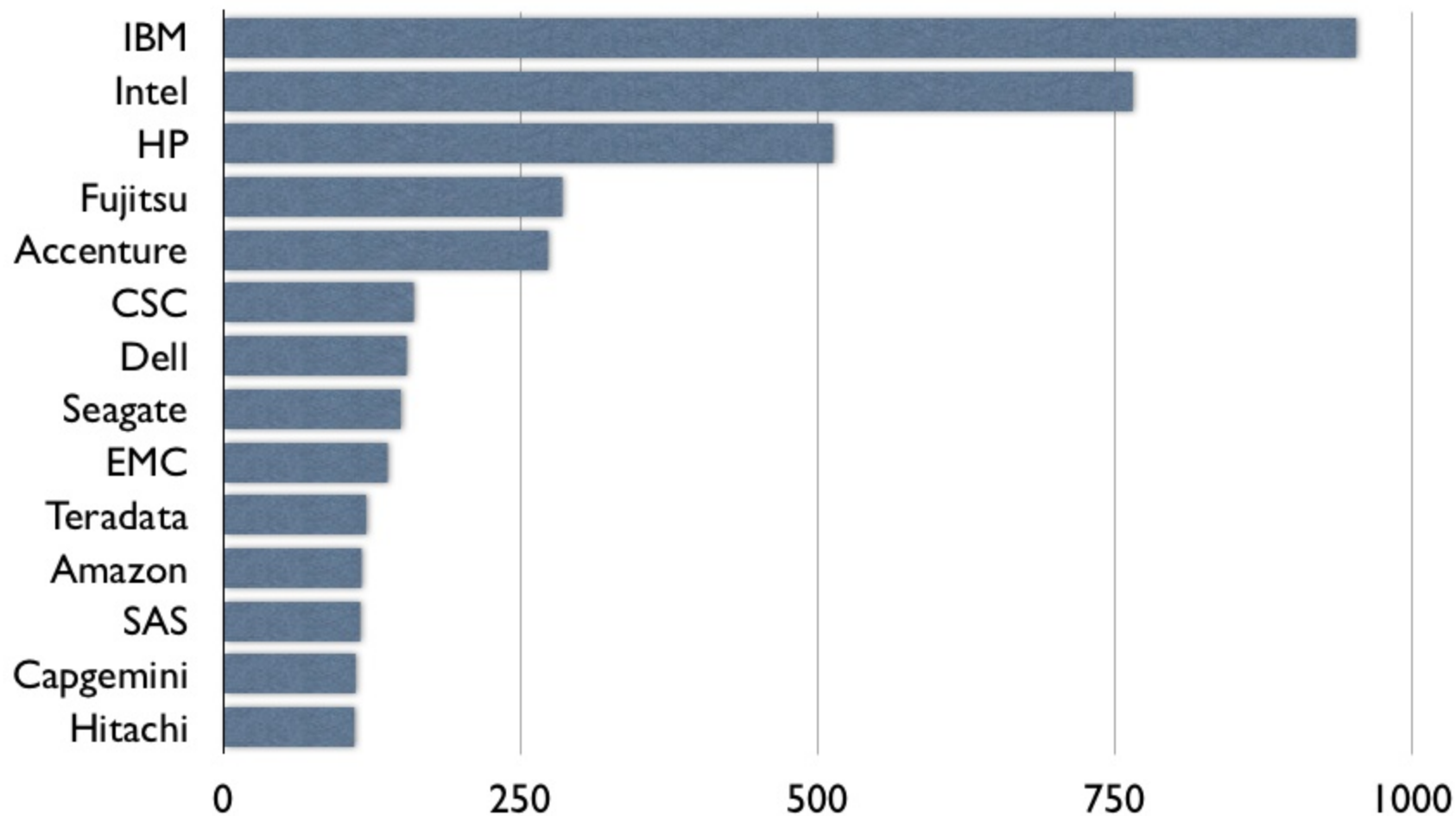
Cassandra



# MARKET GROWTH

# Big Data Overall Revenue \$5.1B in '11

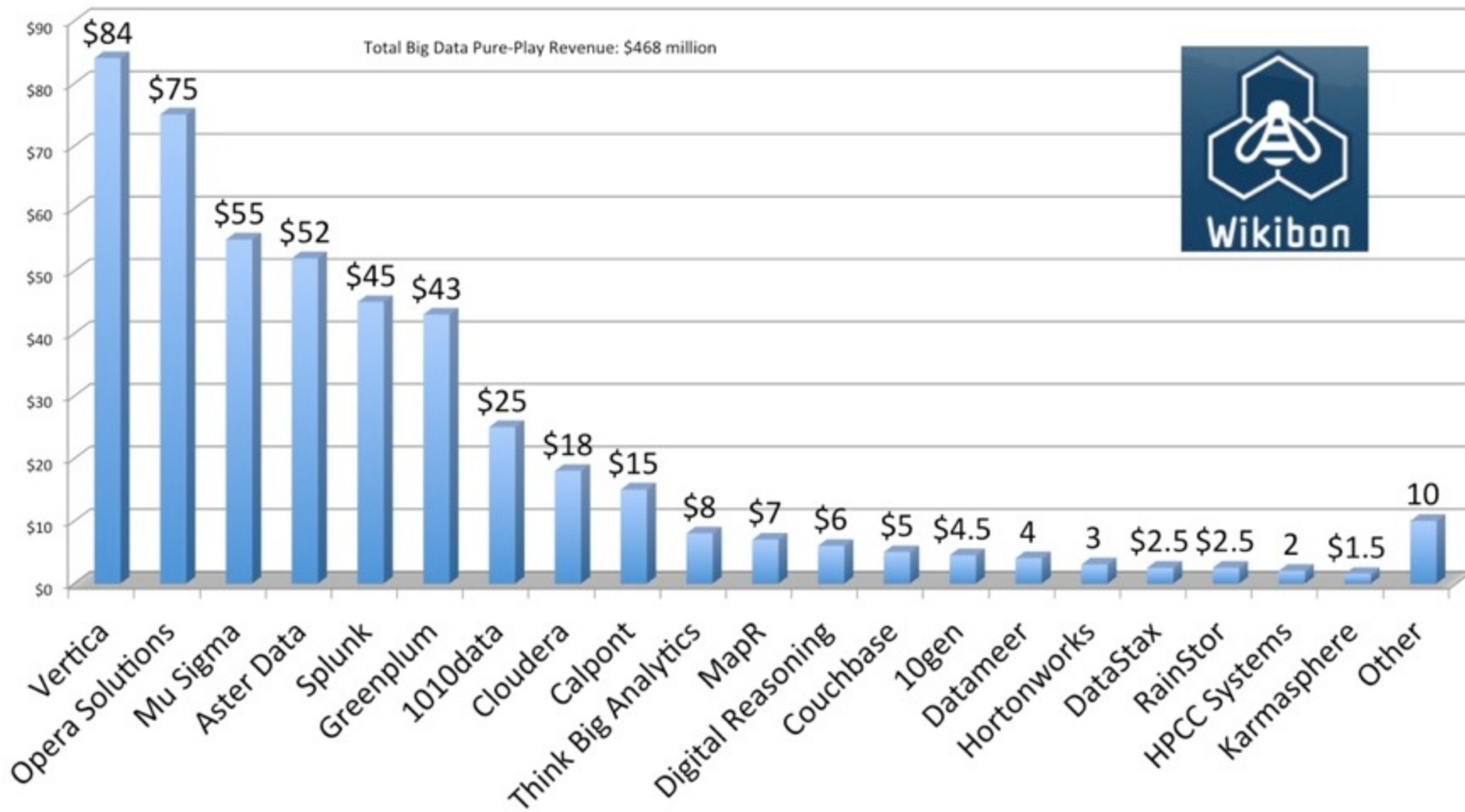
Vendors With Big Data Revenues Over \$100M



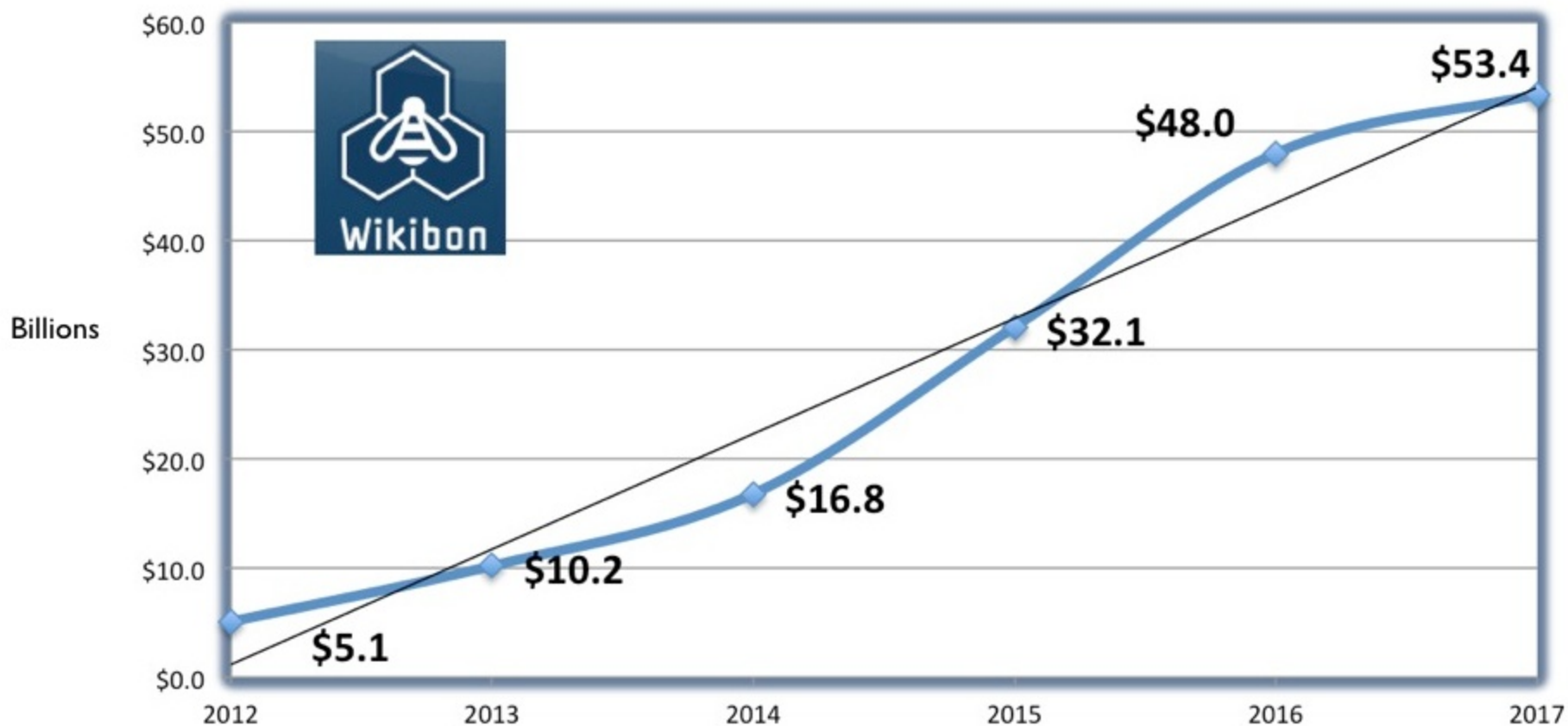
Source: Wikibon

# Big Data Pure-Play Revenue \$468M in '11

2011 Big Data Pure-Play Vendors, Yearly Big Data Revenue (in \$US millions)



# Big Data Overall Revenue \$53.4B By 2017

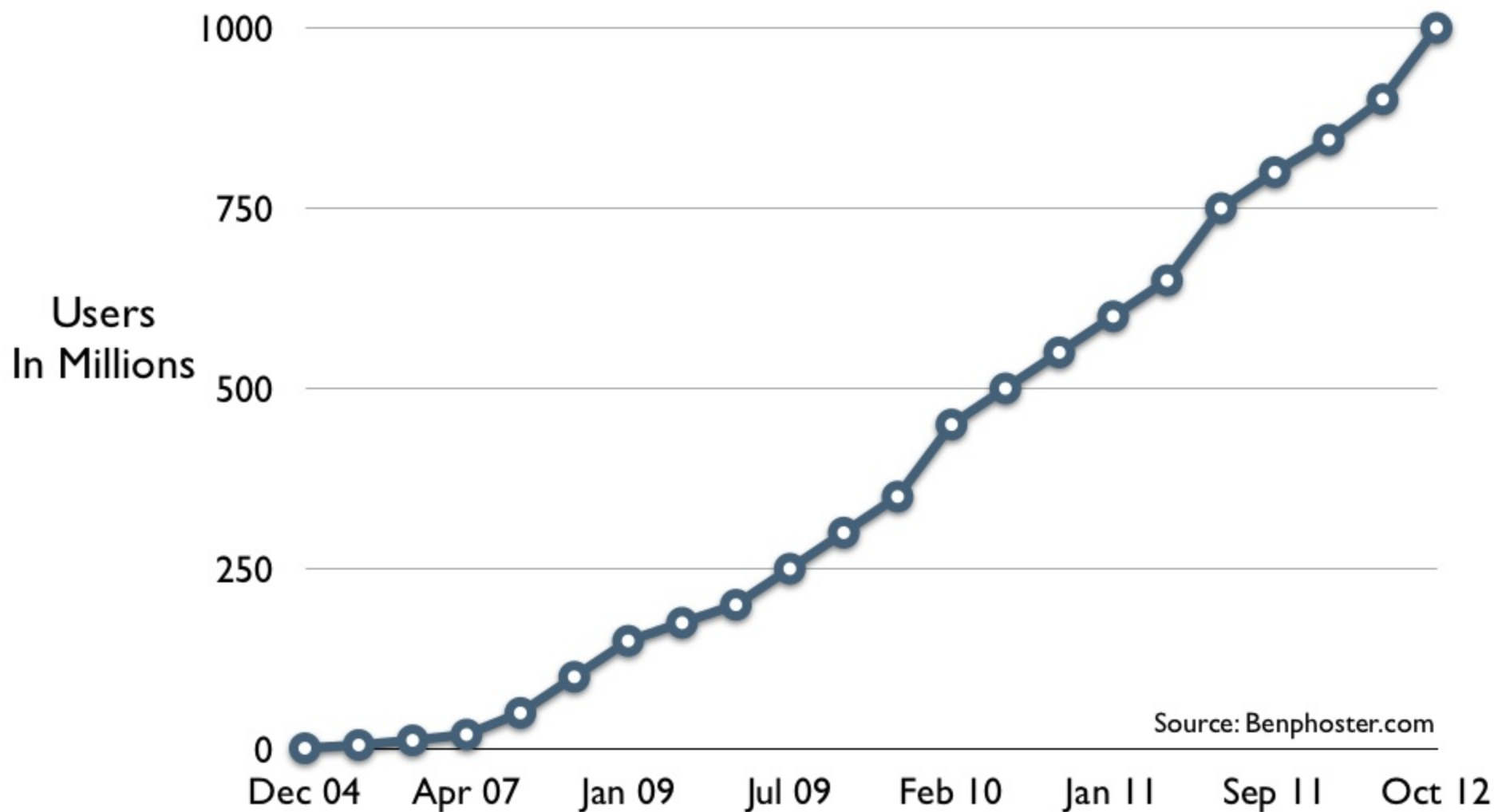


Source: Wikibon

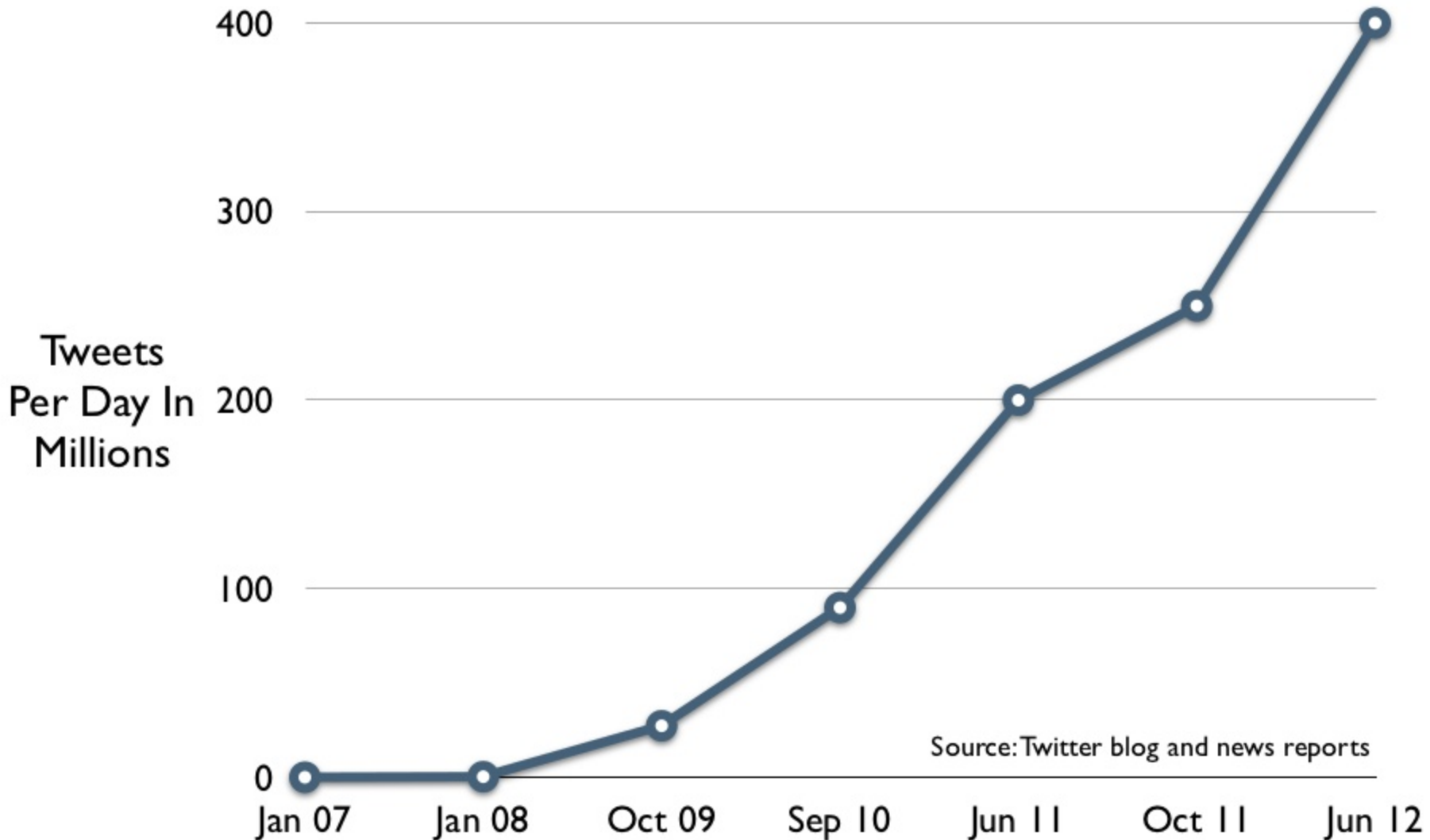


# DATA GROWTH

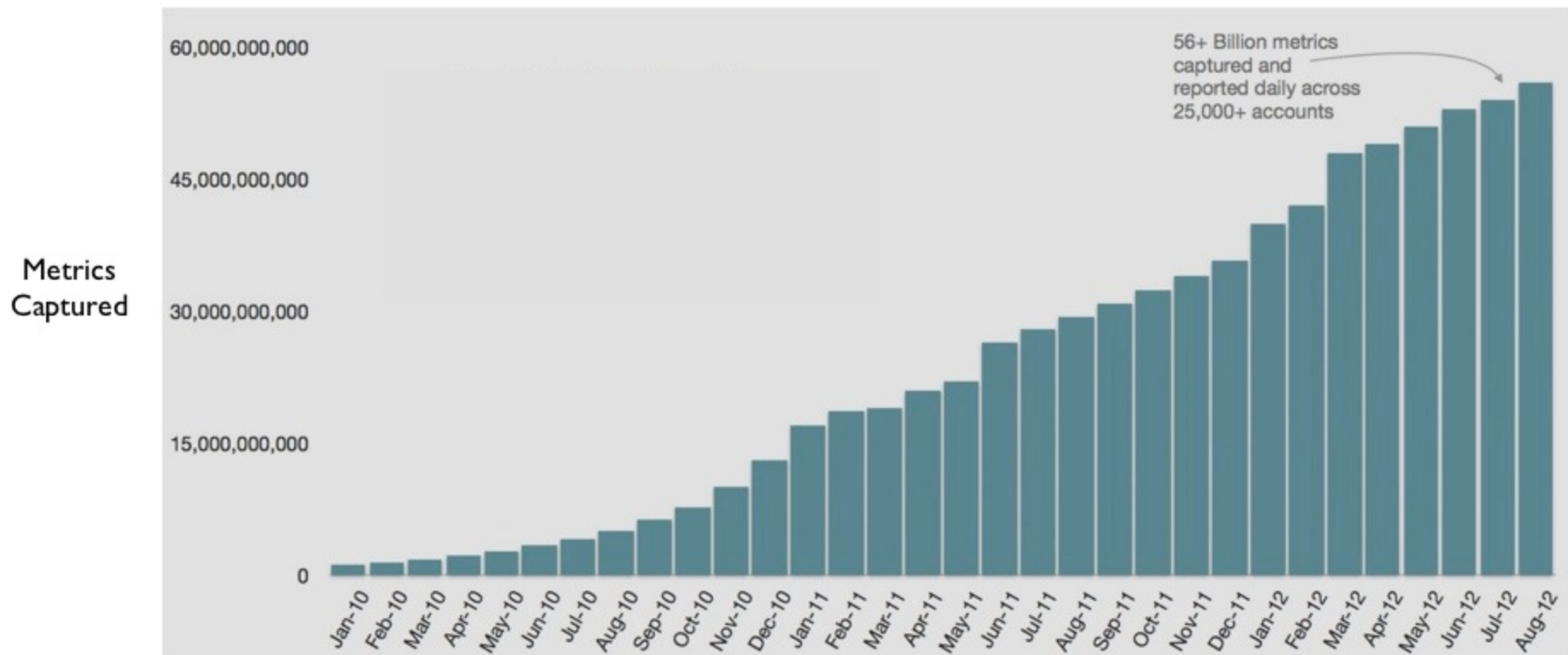
# Facebook at 1B Users in Oct '12



# Twitter at 400M Tweets Per Day in Jun '12



# New Relic at 56B Metrics Captured in Aug '12





# 94% Corporate Data Growth Y/Y

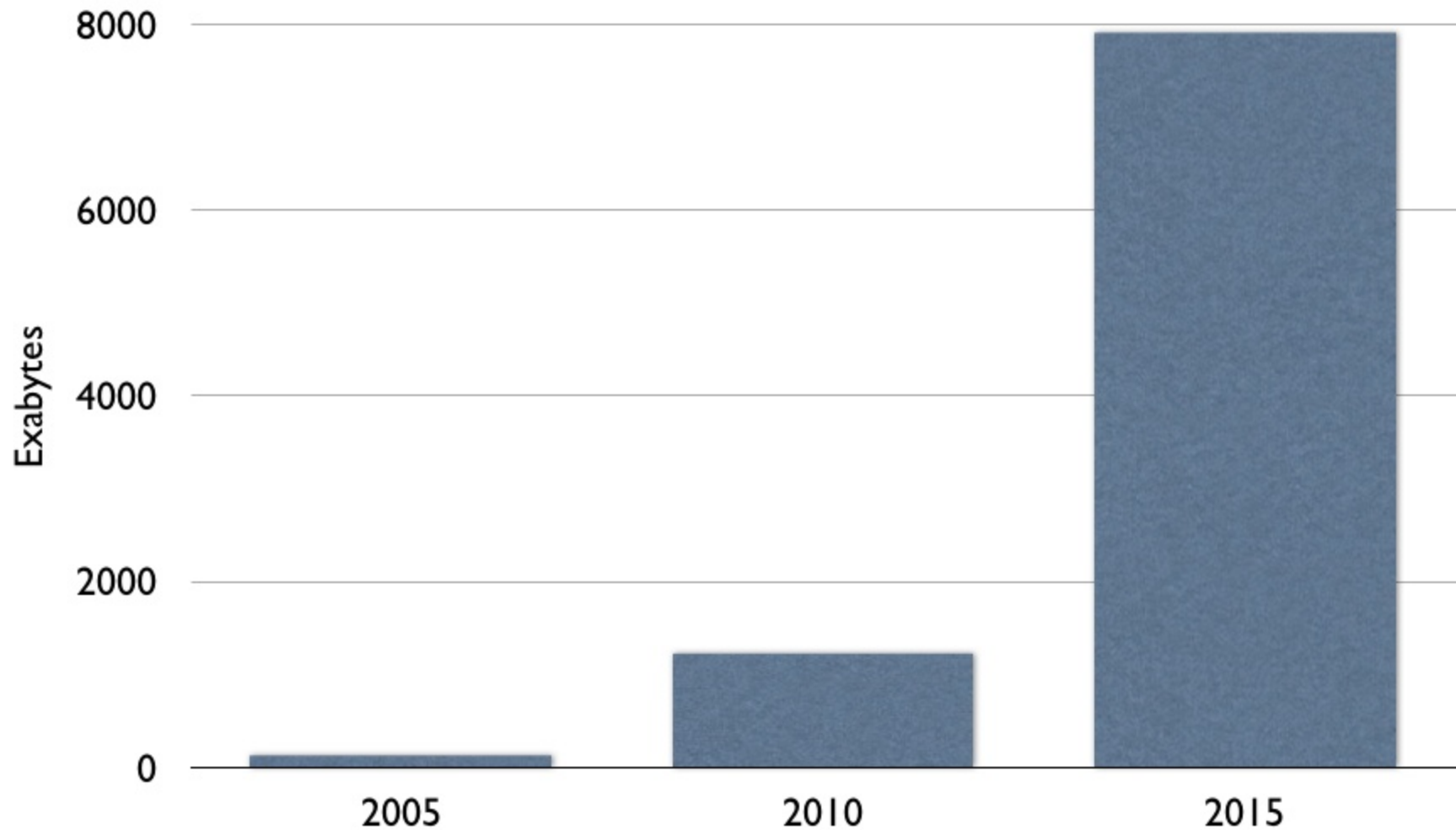
Area	Growth Rate
Database systems	97%
Overall corporate data	94%
Data of average organization	50%

Source: Forrester

# Big Data: By The Numbers

- Walmart handles 1M transactions per hour
- Google processes 24PB of data per day
- AT&T transfers 30PB of data per day
- 90 trillion emails are sent per year
- World of Warcraft uses 1.3PB of storage

# Worldwide Data Growth at 7.9EB / Yr in '15



Source: IDC, EMC. 1EB = 1 Billion GB.

# Bandwidth of Our Senses

