

## Uncovering the message from the mess of big data

Combination of technological progress, innovation and use of social developments

Foundamental dimentionis:

- Technological
- Cultural

### Key figures

- 80 Billion content on FB
- Zynga - 1 petabyte/day
- 2 Billion on YouTube/day
- 220 Billion on Google/month
- 2008 : Connected devices > humans
- Market : \$250 billion for 6 years
- Poor quality data > \$600 billion a year

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# Big Data Presentation

# Uncovering the message from the mess of big data

Combination of technological progress, innovation and use of social developments

Fundamental dimensions:

- Technological
- Cultural

## Key figures

- **30 Billion** content on FB
- Zynga : 1 petabyte/day
- **2 Billion** on Youtube/day
- **220 Billion** on Google/month
- **2008** : Connected devices > humans
- Market : **\$250 billion** for 4 years
- Poor quality data > **\$600 billion** a year

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# Volume

- In 2010 1,2 zettaoctets
- In 2020 40 zettaoctets

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# Variety

Different size :

- Text mining
- Image mining

Different tools to collect data

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# Velocity

- The speed of generation of data
- How fast the data is generated and processed to meet the demands

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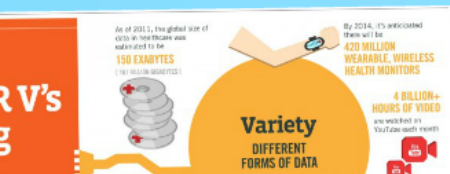
# Smart Data

**Veracity**

**Complexity**

Data Management → More efficient

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Business

New business models

Advertisement revenue

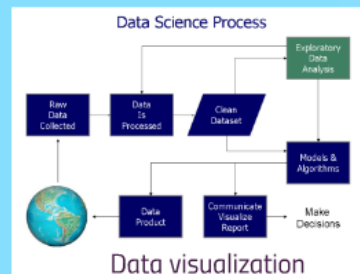
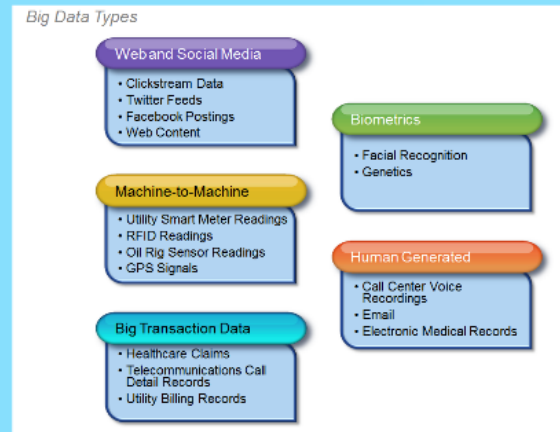
Big data selling

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Traffic reorientation

# Technical

## Automation of data exchange



Advanced analysis

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Financial

Cheaper

Easier

Better

Quicker

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