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An Integrated Big Data & Analytics Infrastructure

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Incremental Value by including Big Data?

- Collect unsolicited opinions on services
- Determine public / group mood
- Analyze data from sensors & other automated devices



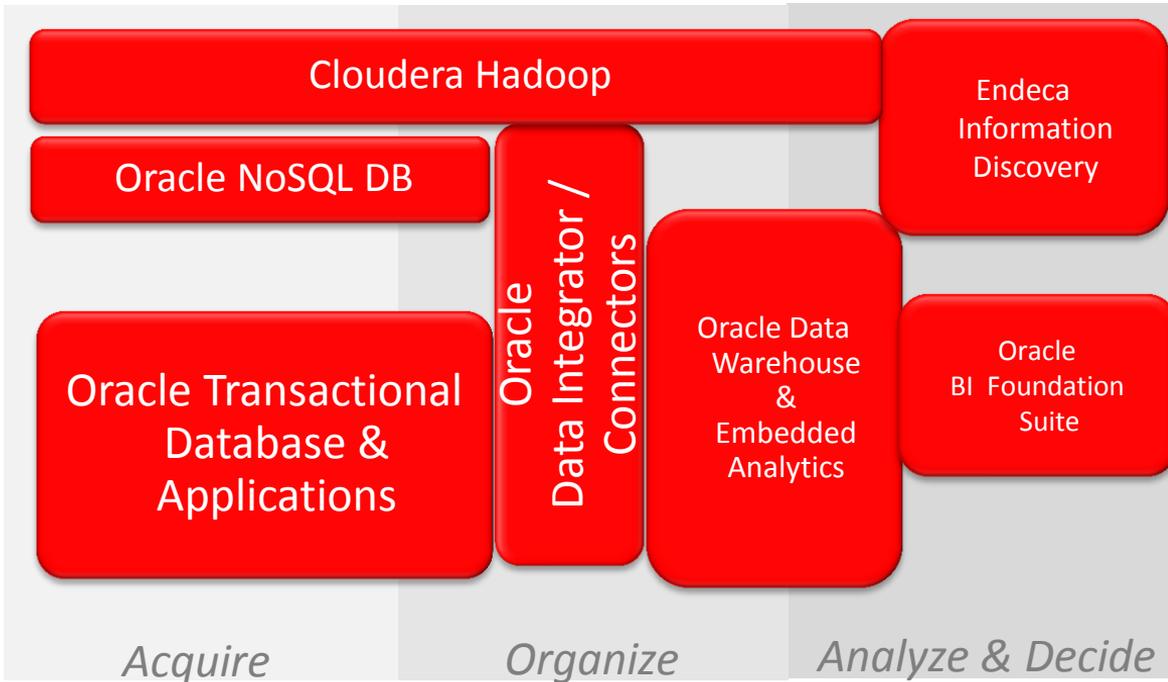
Technical Challenges & Strategies



CHALLENGES	STRATEGY
<ul style="list-style-type: none">• Fragmented Solutions	<ul style="list-style-type: none">• Specialized but integrated data stores and tools
<ul style="list-style-type: none">• Difficulty of Self-Service BI	<ul style="list-style-type: none">• Flexible, guided, automated, easy-to-use tools, data discovery
<ul style="list-style-type: none">• Data Not Current	<ul style="list-style-type: none">• Solutions for Just-in-Time well-understood data
<ul style="list-style-type: none">• Time to ROI / Development Time	<ul style="list-style-type: none">• Horizontal and industry pre-built solutions, appliance-like solutions & Cloud solutions where feasible
<ul style="list-style-type: none">• Rapidly Growing Diverse Data & User Communities	<ul style="list-style-type: none">• Enterprise class solutions serving 1000s of users optimized for diverse workloads and providing 100s TB of data (and more)
<ul style="list-style-type: none">• Deployment Manageability, Security & Expense	<ul style="list-style-type: none">• Pre-integrated solutions that are centrally managed with advanced security / governance

Oracle's Software Components...

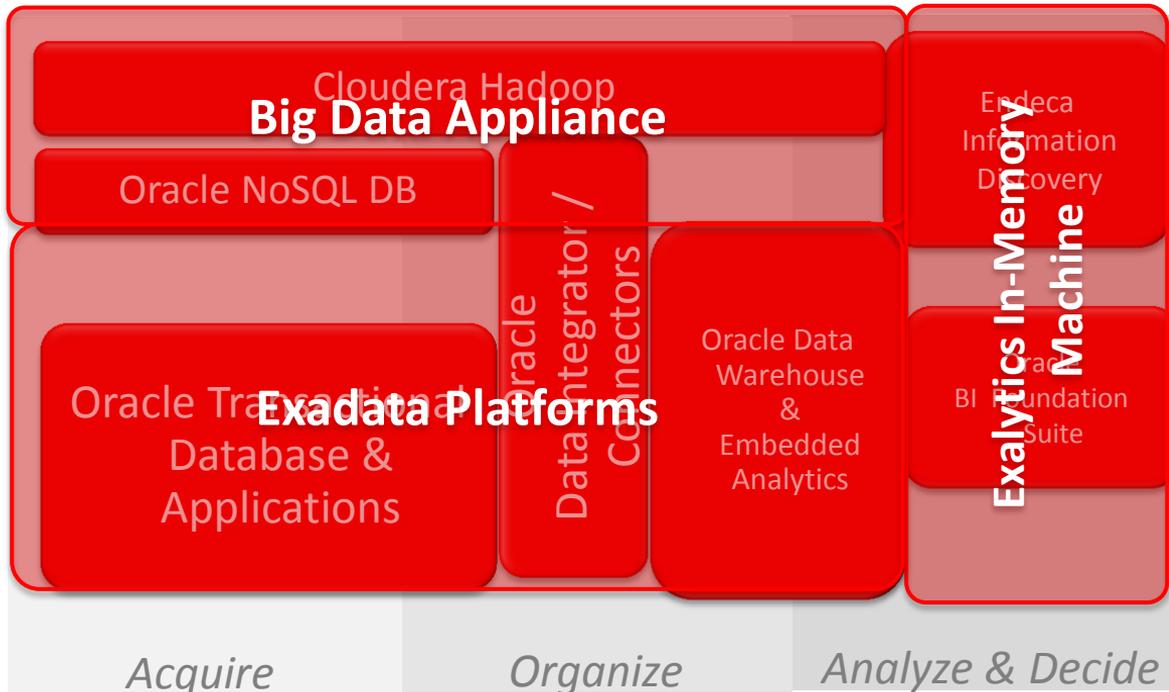
*Unstructured Data /
Sparse Data of Value*



*Structured Data /
Highly dense data*

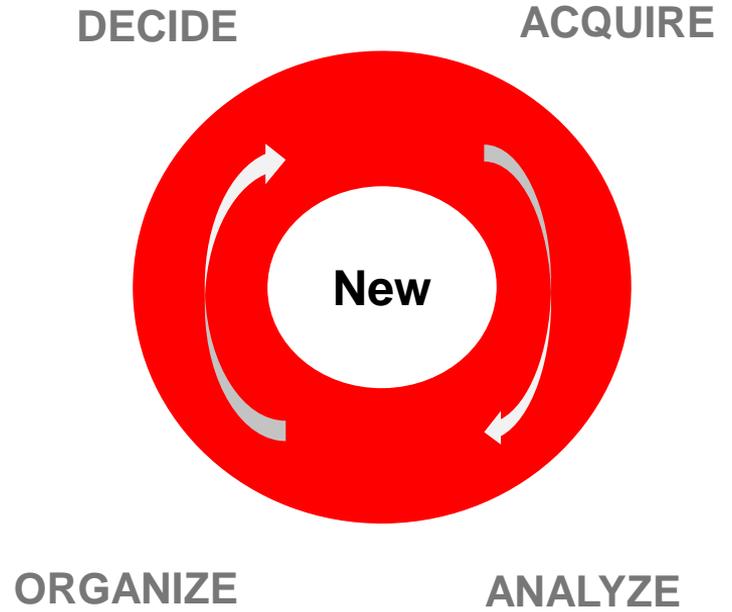
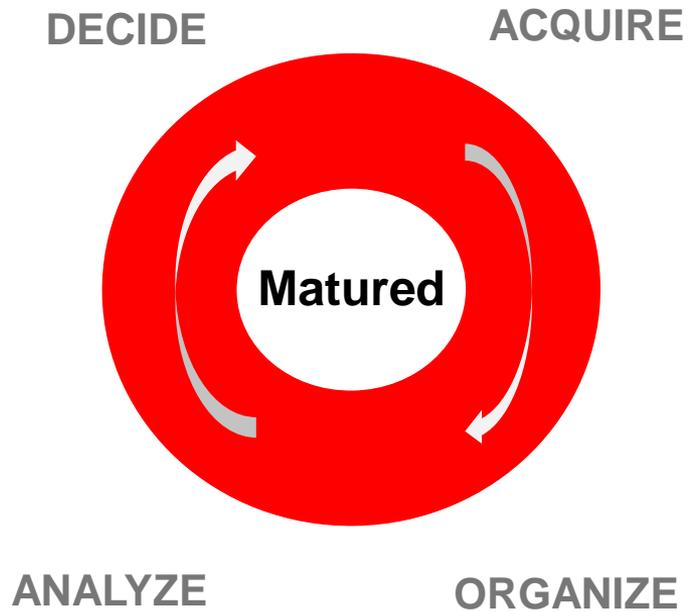
... and Engineered Systems

*Unstructured Data /
Sparse Data of Value*



*Structured Data /
Highly dense data*

Matured vs. New Data Analysis Processes



Data Discovery – Value in Sources of Data?

Typical Website Analytics Solution Build-out

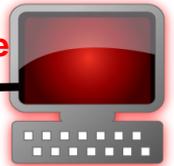
Oracle
Database
DW

twitter
Sensors

Website Logs & Data

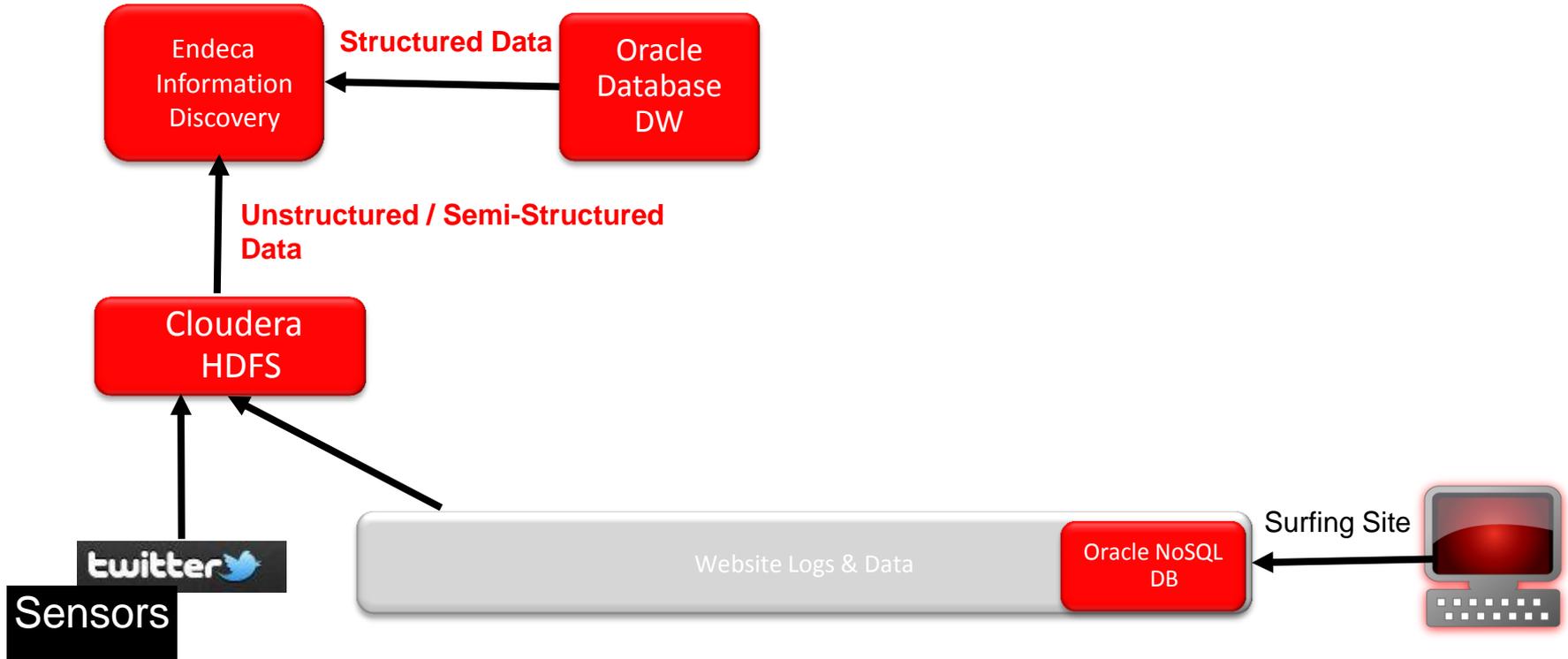
Oracle NoSQL
DB

Surfing Site



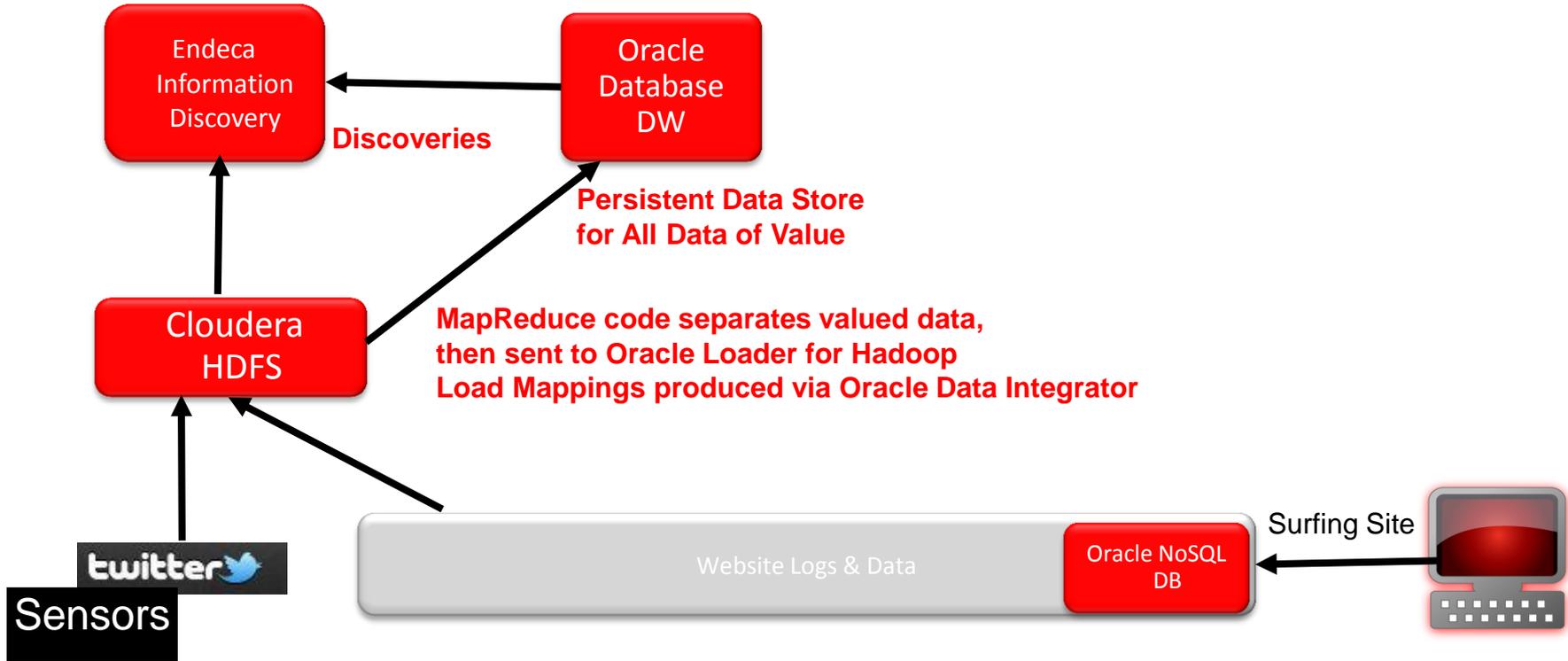
Determine Value of Data of All Types

Typical Website Analytics Solution Build-out



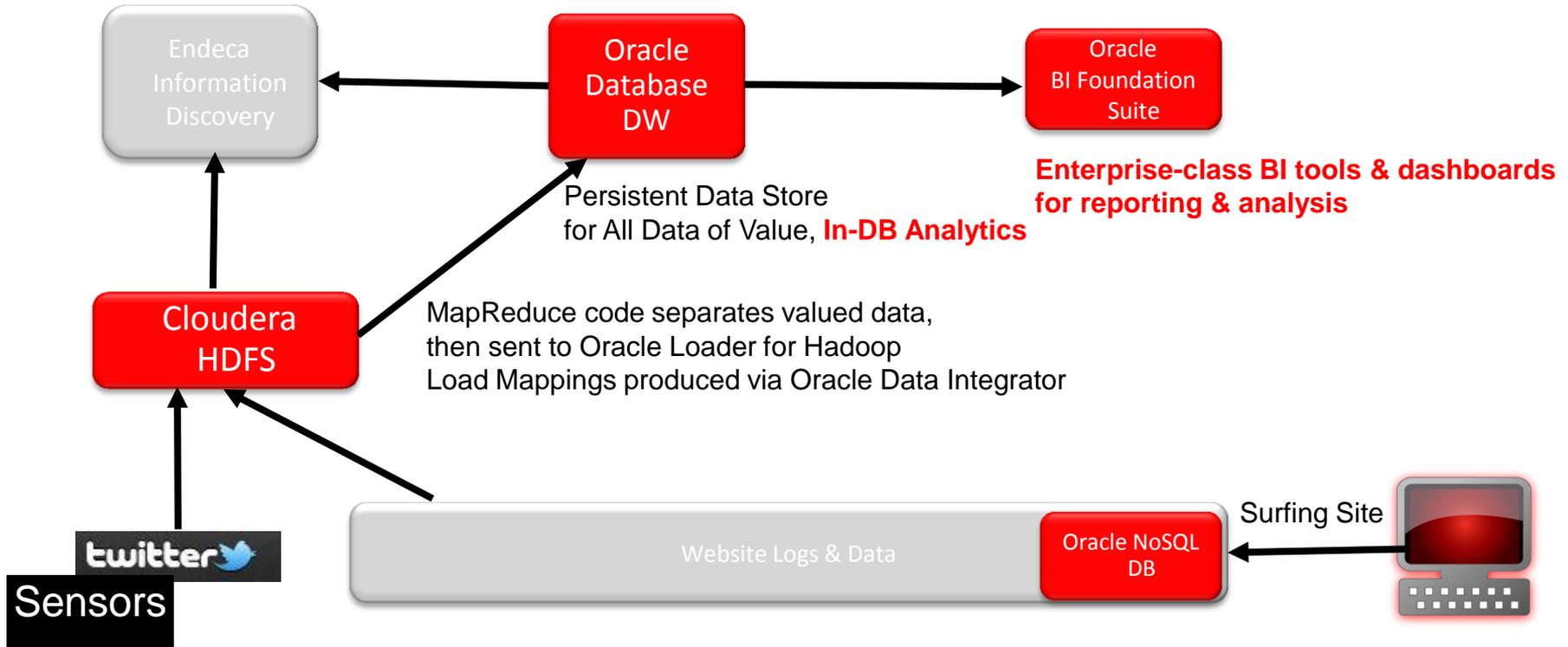
Valuable Data Found – Now Store it Securely

Typical Website Analytics Solution Build-out



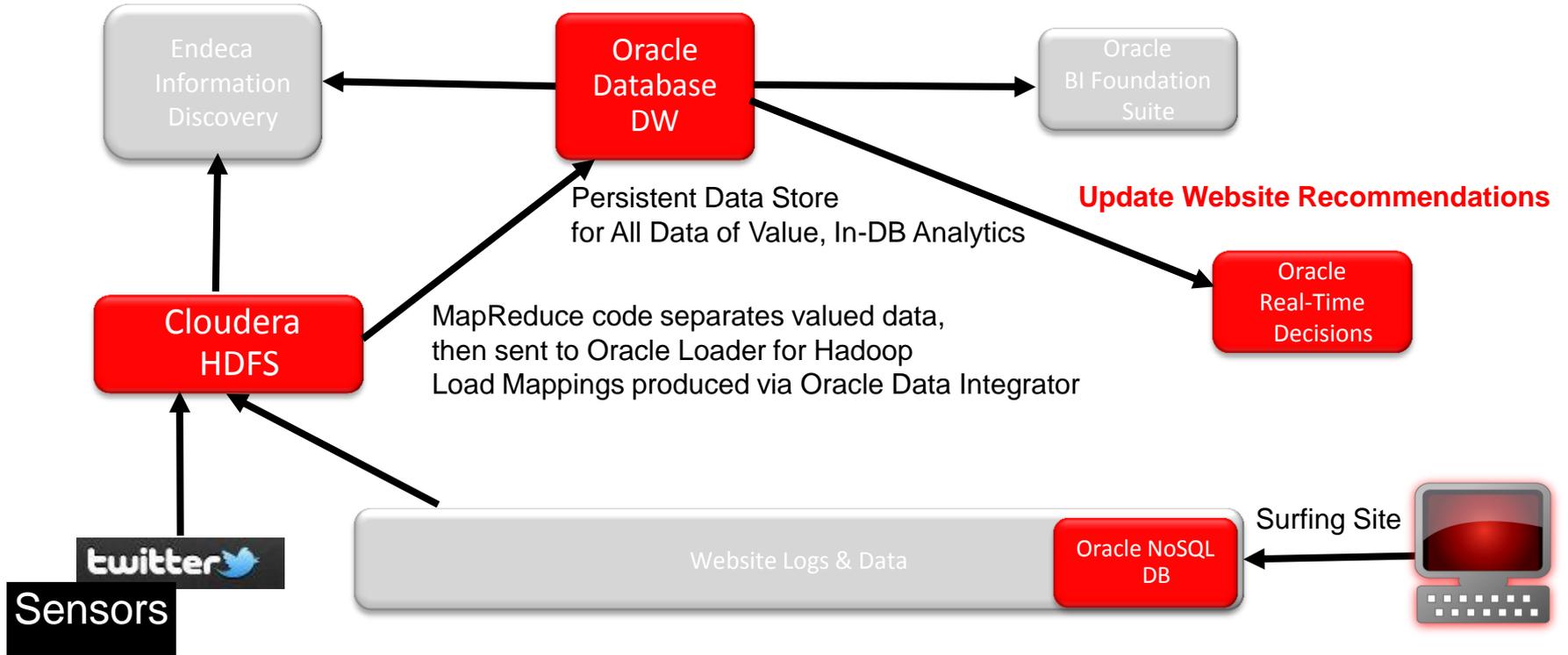
Deploy Widely Available Reports & Analytics

Typical Website Analytics Solution Build-out



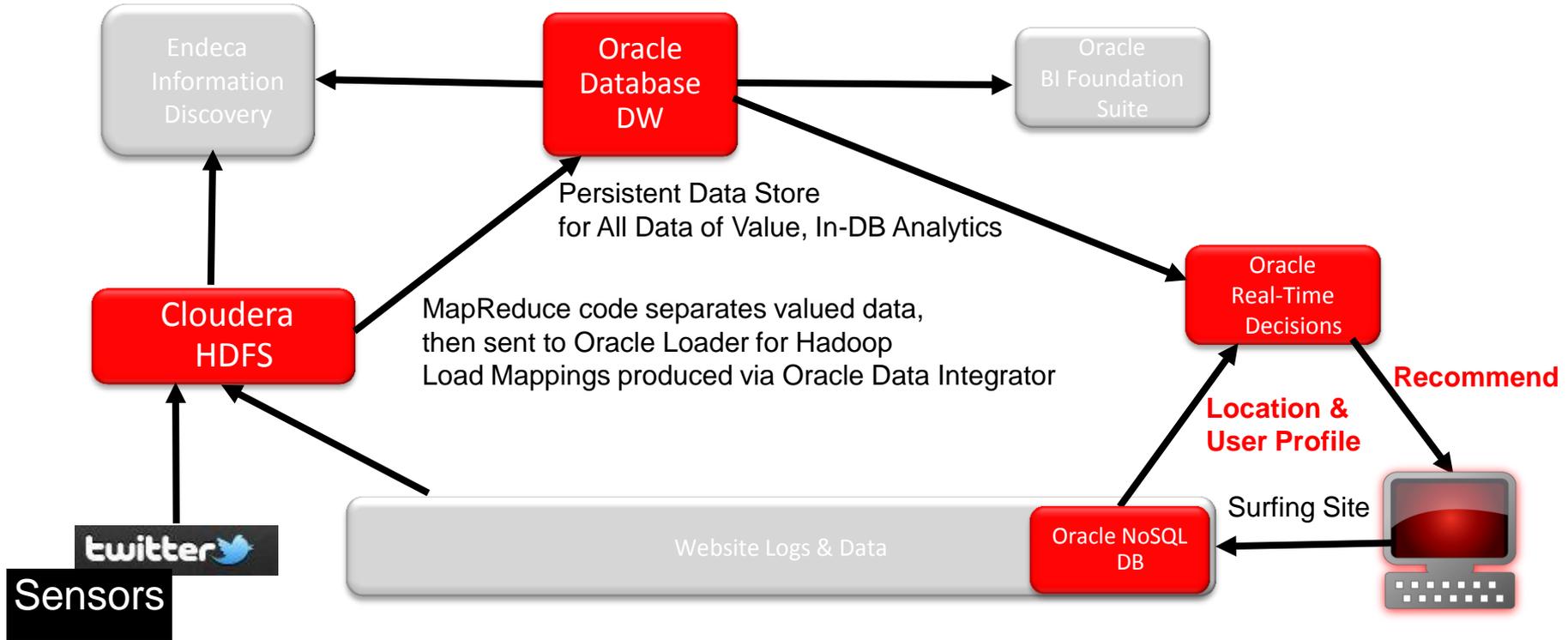
Feed the Recommendation Engine

Typical Website Analytics Solution Build-out



Make Well-Tuned Real-Time Recommendations

Typical Website Analytics Solution Build-out



Summary: Our Customers' Goals

Better Insights, Decisions, Actions

- From measurement to analysis, forecasting & optimization
- Insights across time, functions and roles
- Persistent version of the truth for **ALL DATA**

Complete, Open, Integrated

- From discovery to dashboards to analytics to data management
- Standards based & blending of Open Source components
- Systems & software integration & optimization

World Class Analytics Infrastructure

- Best of Breed capabilities at each layer of the stack
- Complete analysis of **ALL DATA**
- Enterprise Architecture: scalable, reliable, manageable & secure



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