

IBM Big Data in Government

Turning big data into smarter decisions



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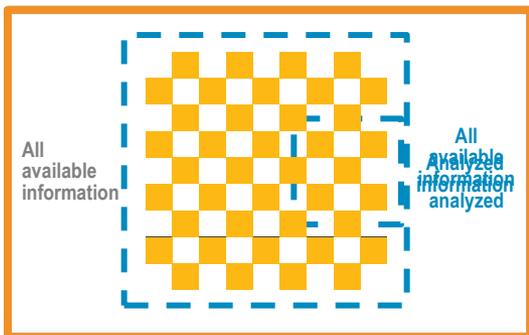
The Big Data Paradigm Shift



Big Data Creates A Challenge – And an Opportunity

What If You Could...(Four Key Paradigm Shifts)

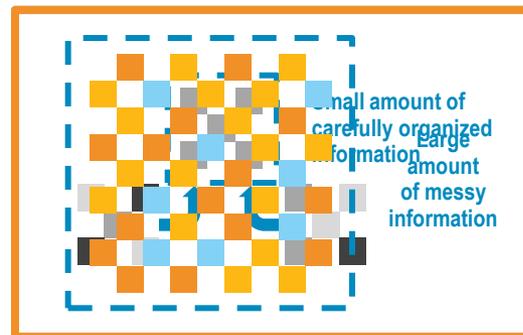
BIG DATA TRADITIONAL APPROACH



Analyze small **Subjects** of information **all** information

Leverage more of the data being captured

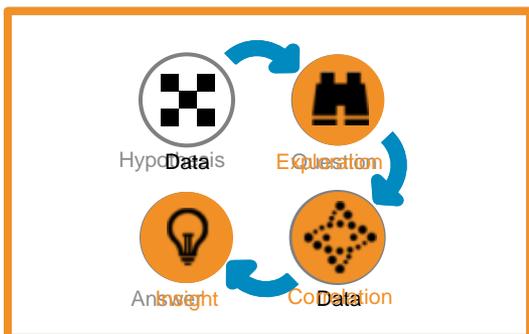
BIG DATA TRADITIONAL APPROACH



Carefully cleanse information, **before** any analysis needed

Reduce effort required to leverage data

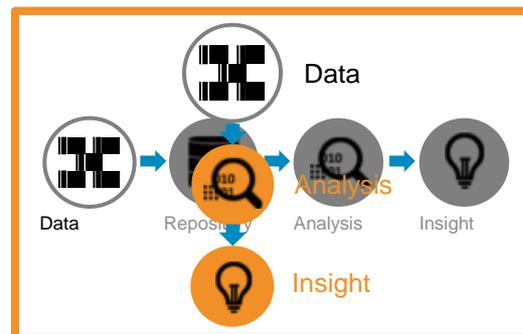
BIG DATA TRADITIONAL APPROACH



Start with **Hypothesis** and test against selected **Data**

Data leads the way—and sometimes correlations are good enough

BIG DATA TRADITIONAL APPROACH



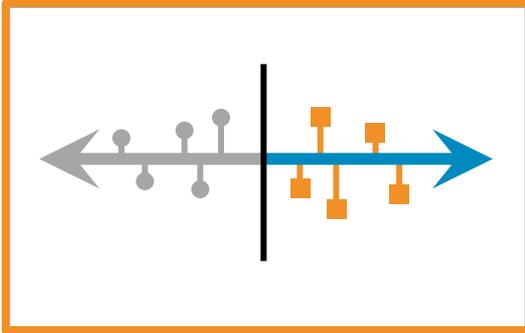
Analyze data **after** it's stored and large **generated warehouse**

Leverage data as it is captured

Big Data Creates A Challenge – And an Opportunity

Harnessing Big Data For Analytics

BIG DATA TRADITIONAL APPROACH



What ~~will~~ has happened and why should you do

Predict and decide the best action

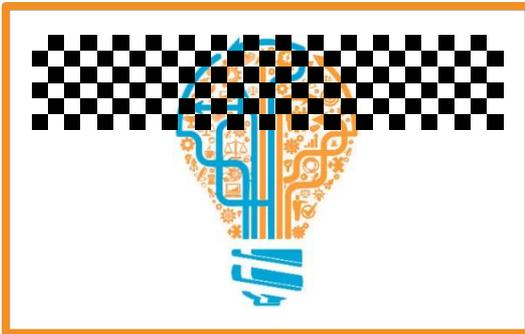
BIG DATA TRADITIONAL APPROACH



the realm of the specialist **everything**

Intuitive analytics for everyone

BIG DATA TRADITIONAL APPROACH



Pre-programmed analysis predict using
on structured data information

BIG DATA TRADITIONAL APPROACH

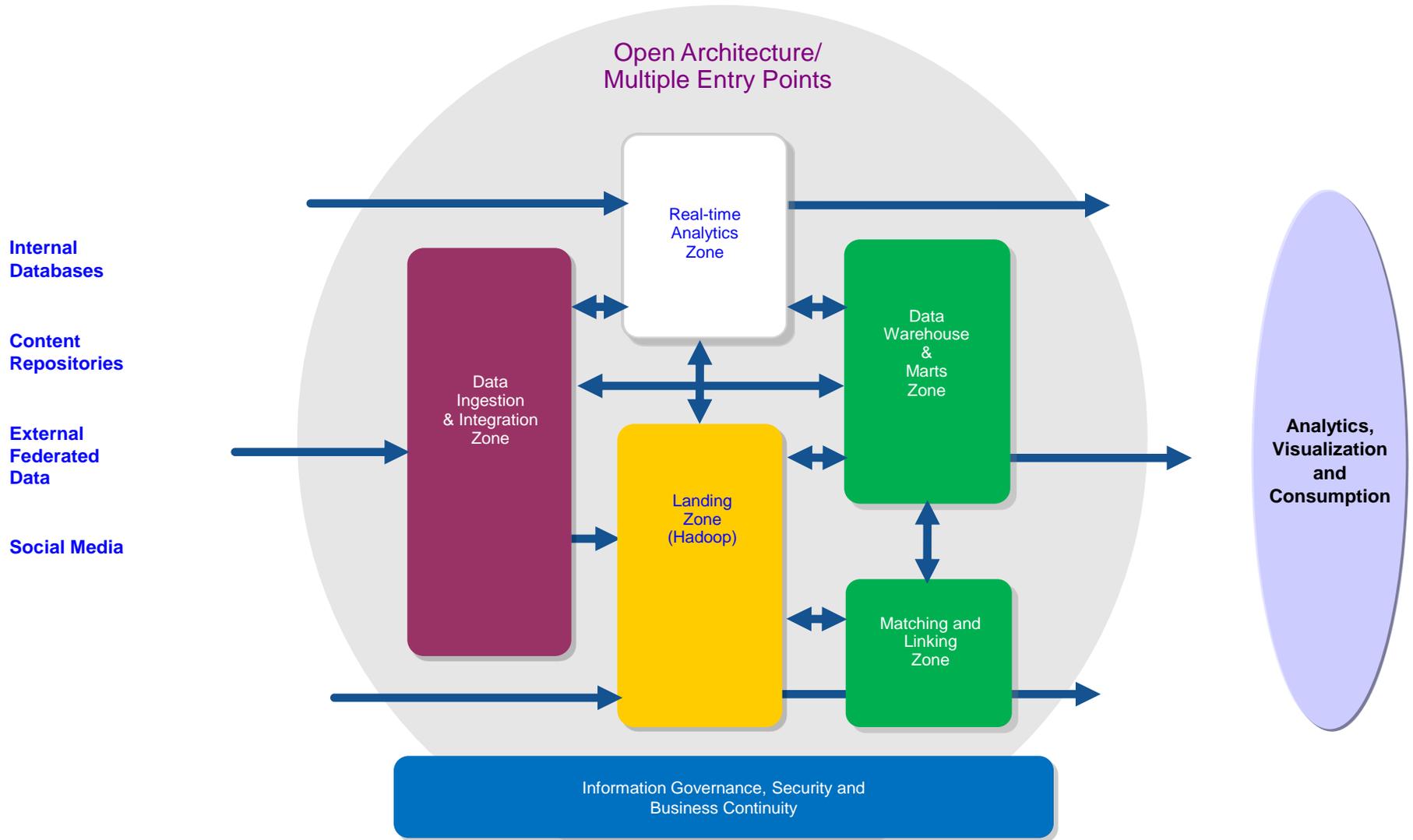


Scheduled **Real-time**

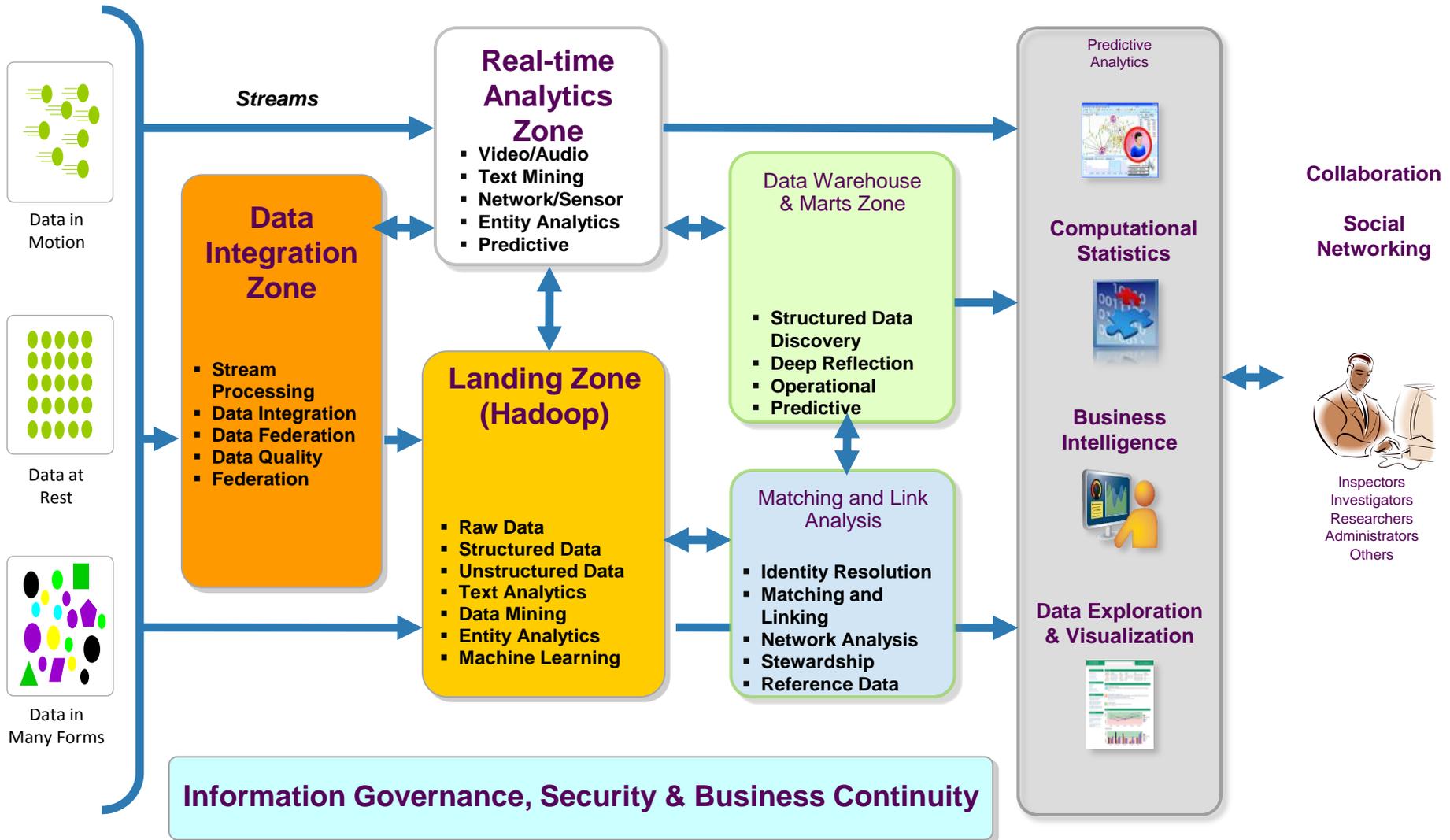
IBM Big Data Platform



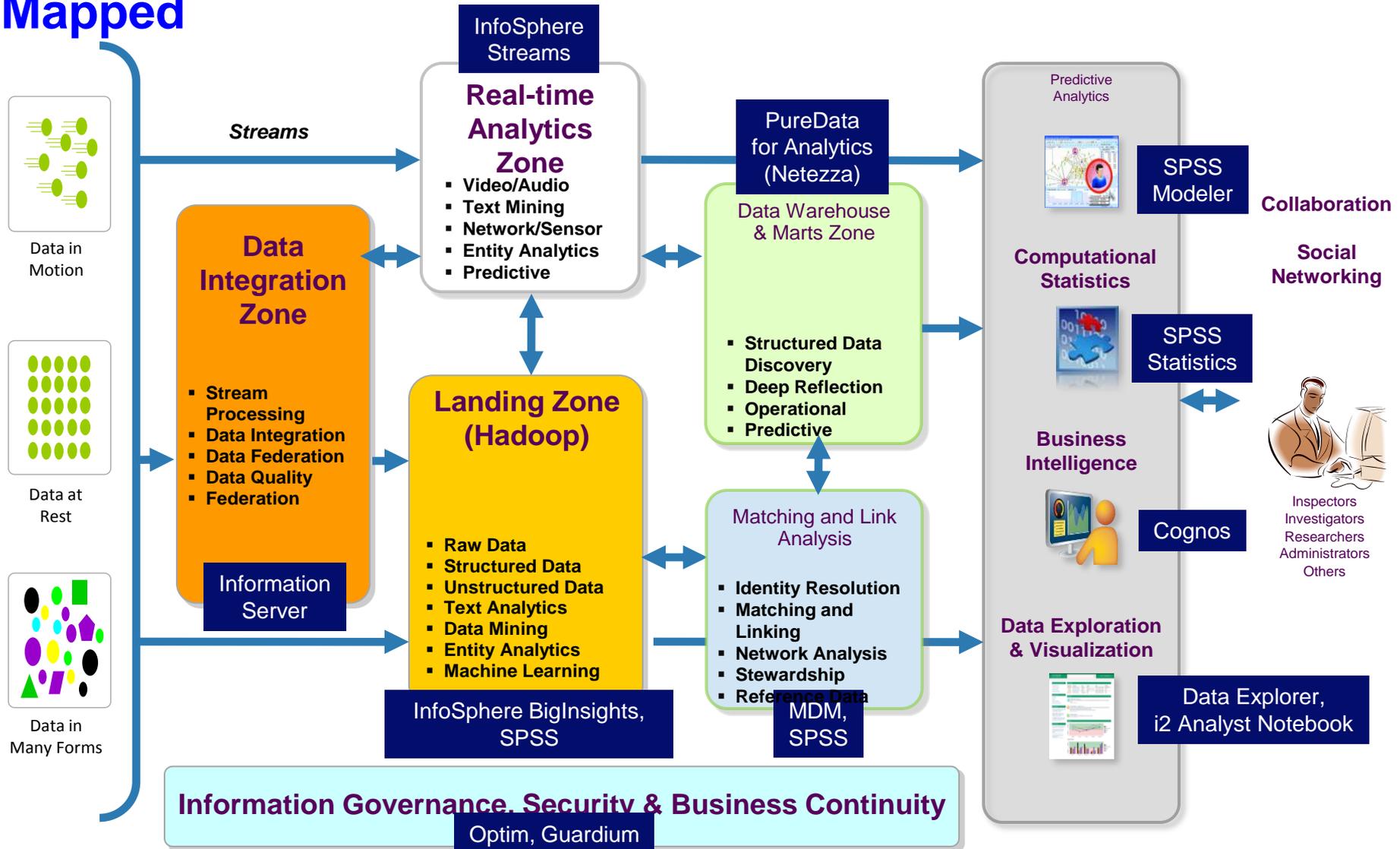
Next Generation Analytics Reference Architecture



Next Generation Architecture Zones



Next Generation Architecture Zones with IBM Products Mapped



THINK

BIG

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