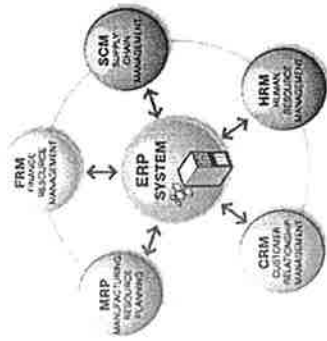


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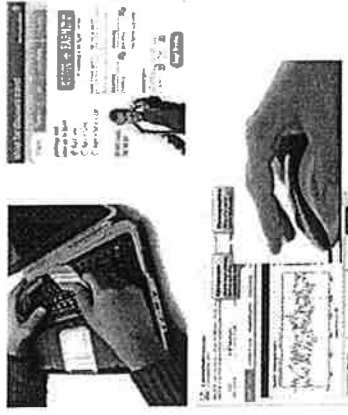
June 2013

1. What is BIG DATA? (빅데이터란?)
2. Issues with Big Data (빅데이터의 문제)
3. Big Data & Business Analytics (비즈니스 애널리틱스)
4. Big Data Cases (사례)
5. Big Data Strategy for Competitive Advantage (빅데이터 전략)

Big Data Examples

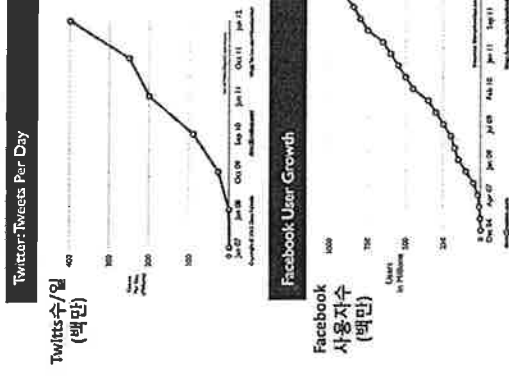


Enterprise Systems



Internet/Web/click Stream

Big Data Examples



Social Network Systems Data

Big Data - Videos



Data Baby

<http://youtu.be/ZiqY7p1v950>



Why Big Data Matters: Extracting Insights, Making Better Decisions
<http://youtu.be/YSDW54tGo8>

Big Data Examples



New Digital Technology

e.g.) Progress Car Insurance
 – Capture data of driving behavior



GPS Location + Smart Device

e.g.) Boston Pothole-tracking apps

Digital Technologies

→ Hyper-Turbulent Business Environments



- ✓ Blurring Industry Boundaries (e.g., Smart Phone Ecosystem)
- ✓ Changing the Rules of Game (e.g., Music/Movie Ecosystem - iTunes)
- ✓ Creating New Organizational Forms and Structures (e.g., 카카오)

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IT-Driven Big Data Era

Ubiquitous Information & Digital Technologies:

- Organizations can collect data at every interaction with customers & supply chain partners and at every interface in business processes
- Data explosion creates a so-called **Big Data** era.

Examples of new data sources



Car Insurance – Driving Behavior

GPS - Location

Digitally Connected World

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Agenda

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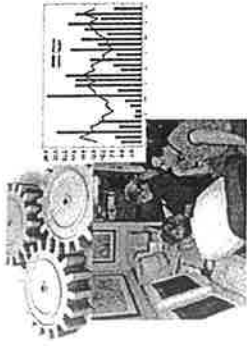
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Problems with BIG DATA?



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The Problem with Big Data Different Issues & Focus



Small Data (Before) vs. Big Data (Now)

- How to collect data
- Statistical Inference
- **Business Process-oriented** operational efficiency
- How to process big data
- Analytics (Data Mining, Visualization, Hadoop, ...)
- **Data-driven** businesses & Innovations

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Big Volume

Kilobyte = roughly 1000 bytes, ½ page of typed text

Megabyte = 1000 Kbytes, 3 MB = a five minute MP3 song

Gigabyte = 1000 Mbytes = a compressed movie

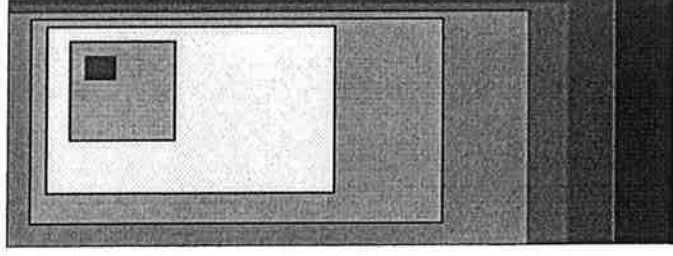
Terabyte = 1000 Gbytes, 15 TB = all books in library of Congress

Petabyte = 1000 Tbytes, Google processes 1.2 PB/hr

Exabyte = 1000 Pbytes = 15 bil copies of magazine

Zetabyte = 1000 Ebytes, 1.2 ZB = info in 2010 (It takes 114 years for Google to process...)

Yottabyte = 1000 Zbytes = too big to imagine?



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Variety: Diverse Types of Data

Structured vs. Unstructured

Only 3 % of unstructured data are tagged and half are used for analysis.

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