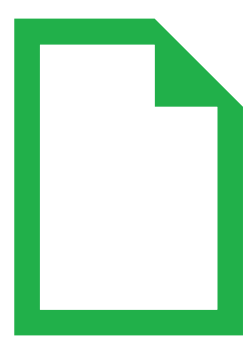
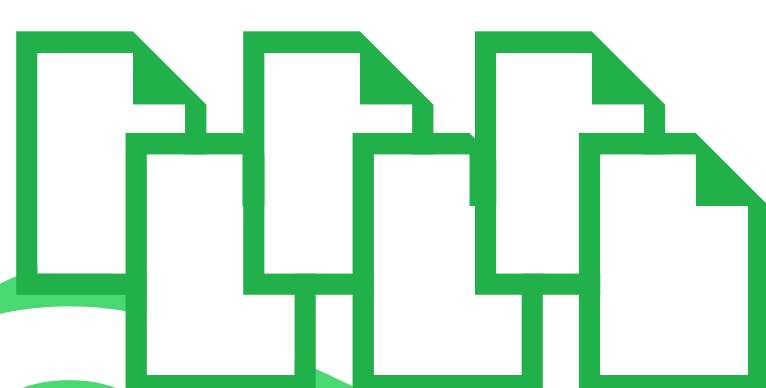


WHAT'S THE DEAL WITH BIG DATA IN 2016?

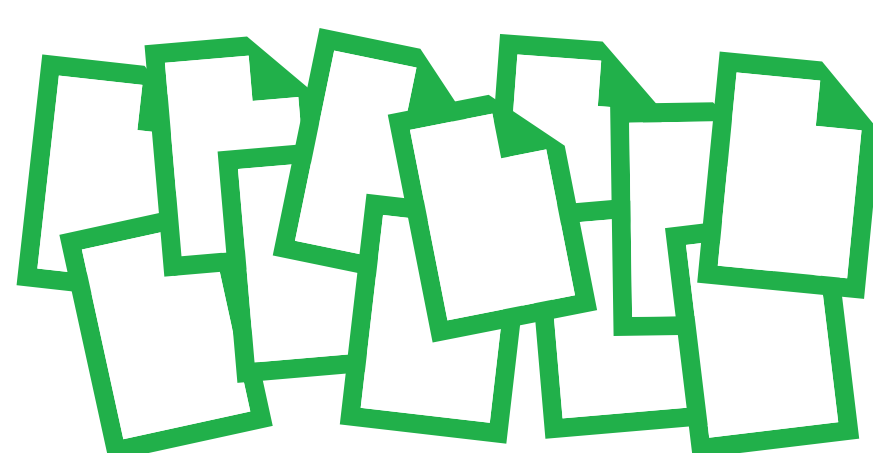


This is **DATA.**

What happens when it gets **BIGGER?**



Eventually, it becomes **CLUTTERED** and **UNSEARCHABLE.**



It becomes **BIG DATA.** (and it needs **technology** to sort it out)

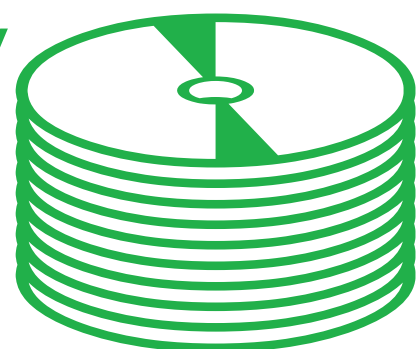
EVER HEARD OF THE **THREE Vs**? YOU SHOULD!

VOLUME



We're creating **MORE DATA** than ever before!
In fact, **90%** of all data in the world was created in the past **2 YEARS**

Every day, we create another **2 BILLION GIGABYTES** (about **10 million** Blu-Ray discs)

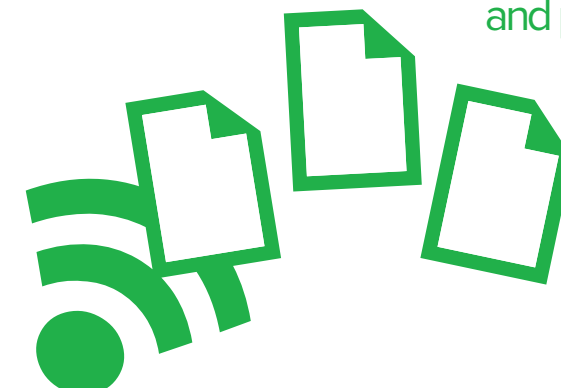


VELOCITY



With bigger **BANDWIDTH** comes bigger traffic
Businesses now face the task of capturing and making use of **huge quantities** of **real-time data**

LIVE DATA is collected from smartphones, GPS, traffic, weather, payments, oceans, shipping, casino chips, greenhouses, pet collars, cameras, transport, healthcare, browsing, toasters, and pretty much everything

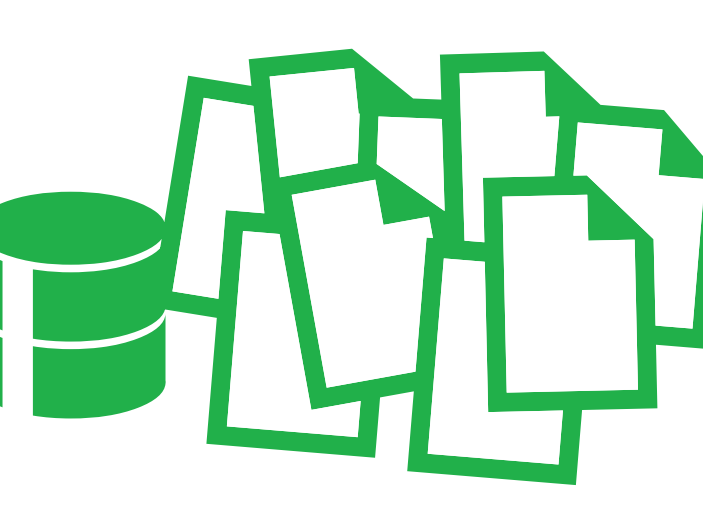


VARIETY



So what exactly is **BIG DATA** made up of?
STRUCTURED data in **databases**
UNSTRUCTURED stuff from **social media**, documents, audio, video, emails, and much more...

An estimated **90%** of the world's data is **unstructured**



SO NOW YOU'VE GOT ALL THIS DATA... WHAT CAN YOU DO WITH IT?

THE GOOD



FINDING CURES
understanding disease patterns

NEW RESEARCH
making discoveries



FIGHTING CRIME
predicting criminal activity

BIG BUSINESS
data-driven decisions



THE BAD

PROFITEERING
targeting consumers with their own data; the rich get richer



Is someone collecting your data without your permission?
PRIVACY

GREY AREAS
Could governments have ulterior motives?



SILVER LINING SOLUTIONS

CONNECTIVITY & DATA STORAGE

- HIGH SPEED INTERNET CONNECTIONS
- POWERFUL CLOUD INFRASTRUCTURE
- RESILIENT DATA CENTRE HOSTING
- MOBILE DATA PACKAGES



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