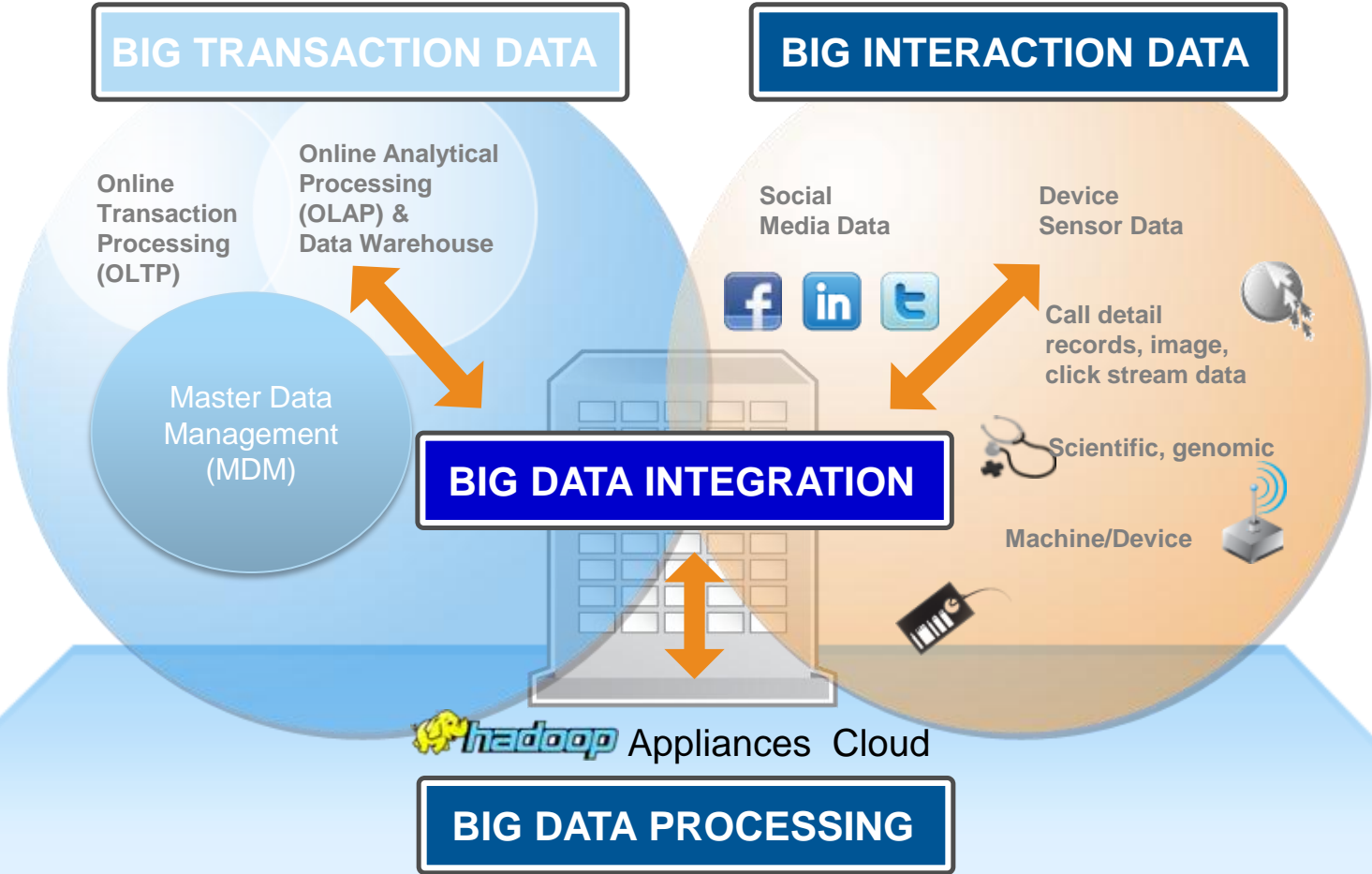


Big Data

mer enn sosiale medier

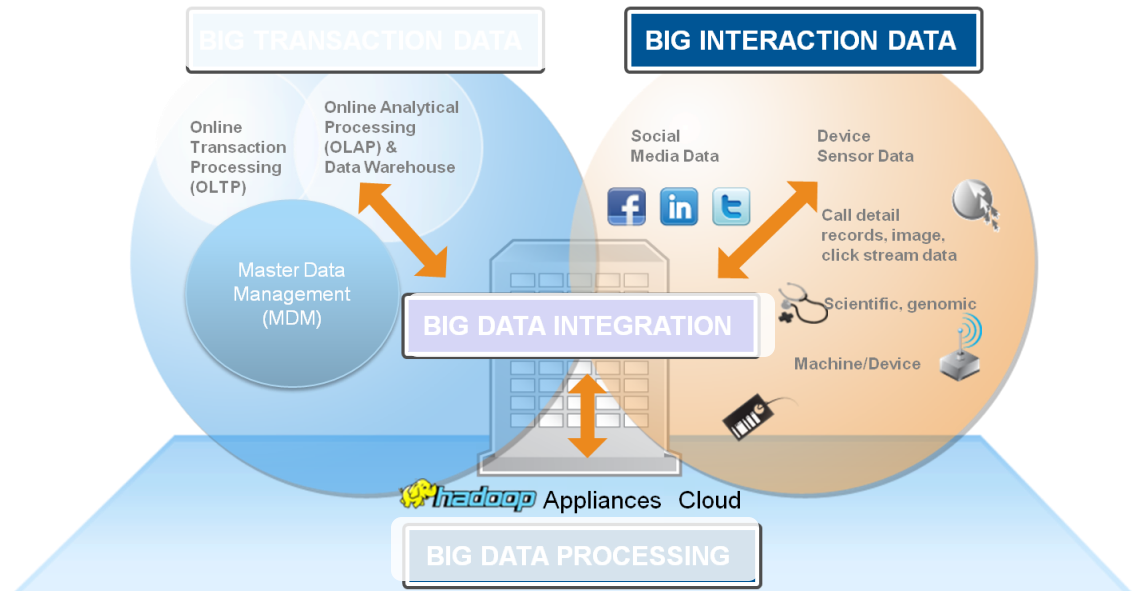
Thor-Arne Iversen
Affecto

Hvordan passer Big Data inn i Information Management ?



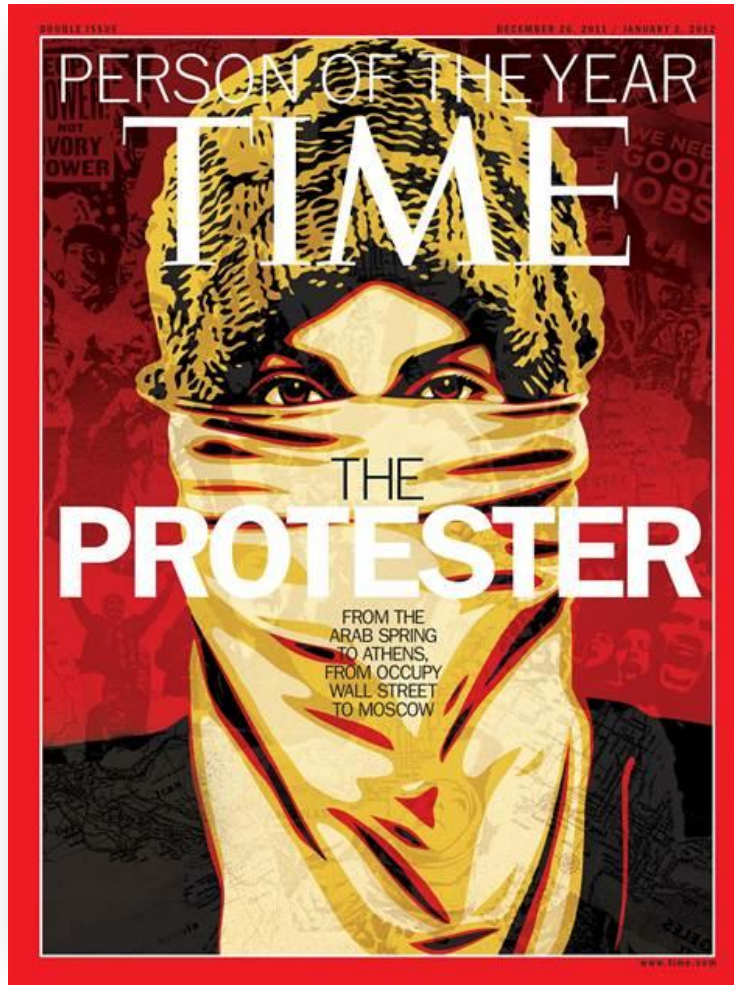
Interaction Data #1

SOSIALE MEDIA



Facebook

Hvor stort er Sosiale Media?



- 800 Millioner Brukere
(2 mrd internett brukere i verden)
- Facebook adds an estimated **€15.3 milliarder** value to the European economy
- Facebook helps to support **232,000 jobber** across Europe
- The Facebook App Economy is worth **€1.9 milliarder** and supports around **29,000 jobber**.

Kilde "Measuring Facebook's economic impact in Europe"

Deloitte januar 2012

Affecto

Social Media

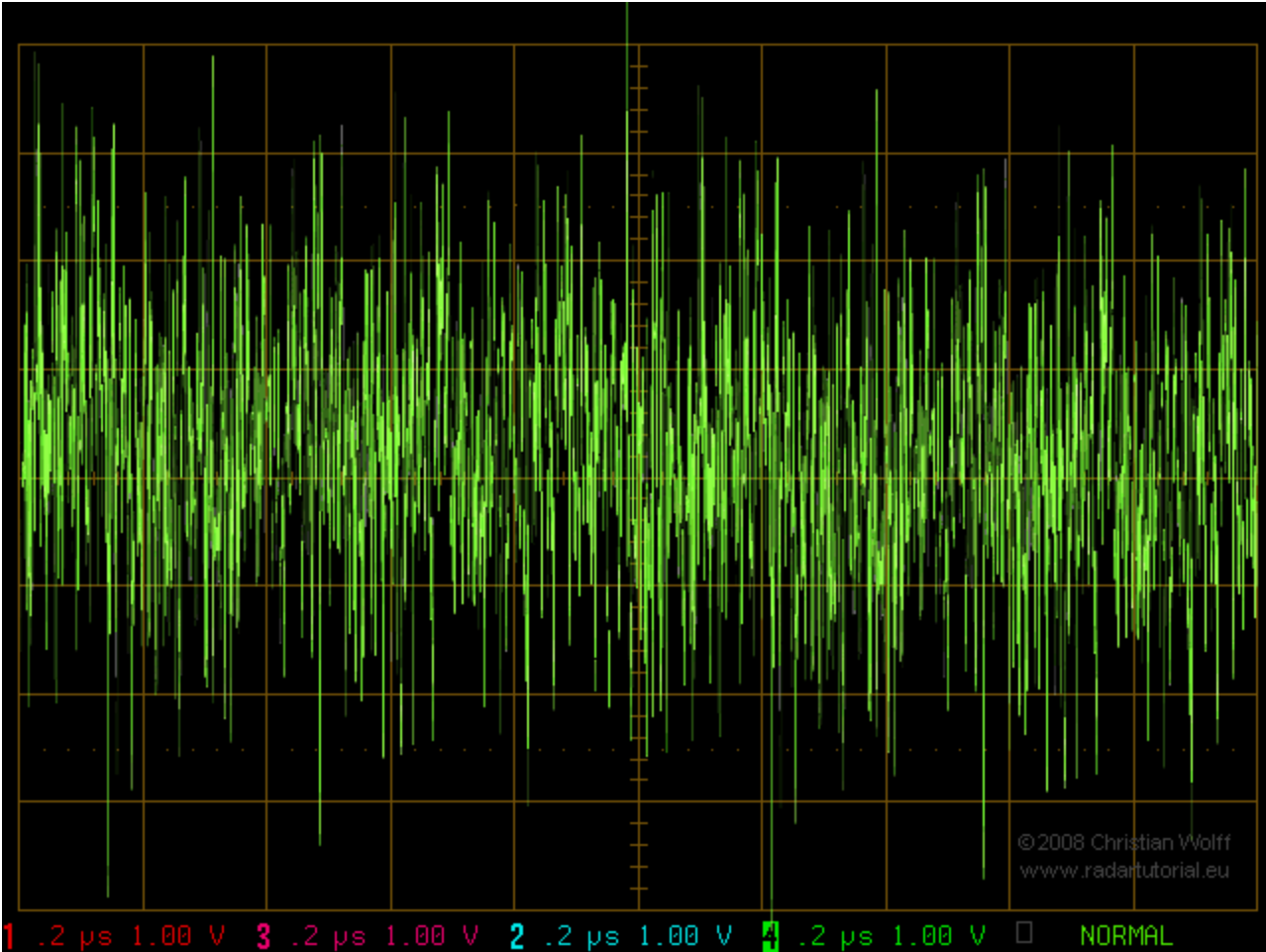
More than just Facebook



Utfordringer med sosiale medier

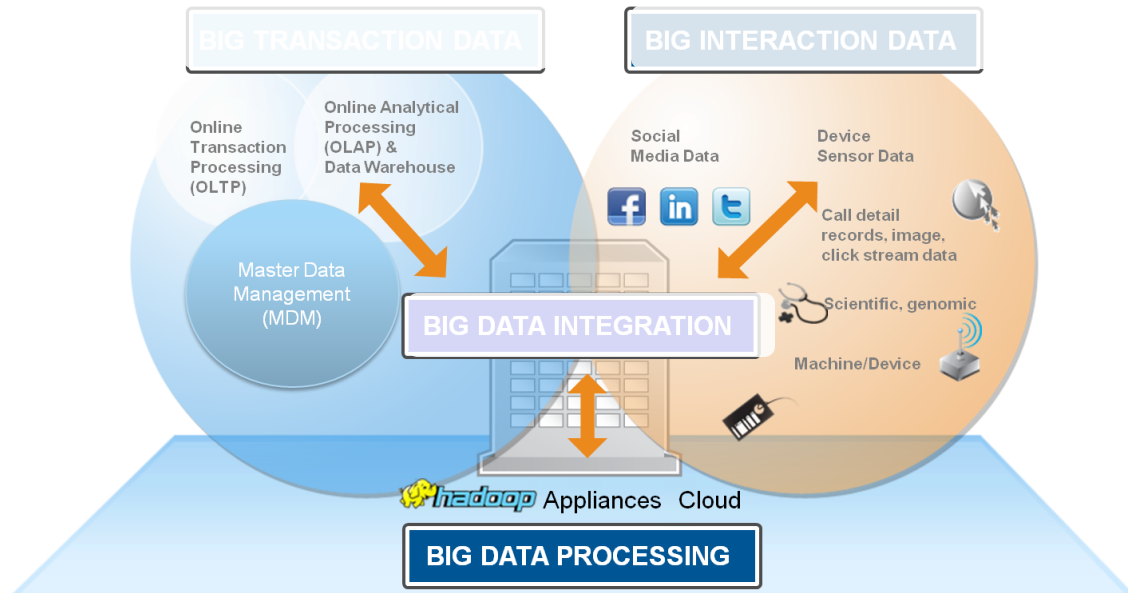
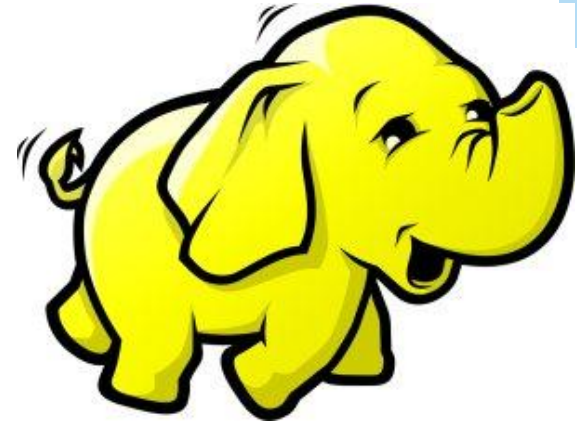


Utfordringer med sosiale medier

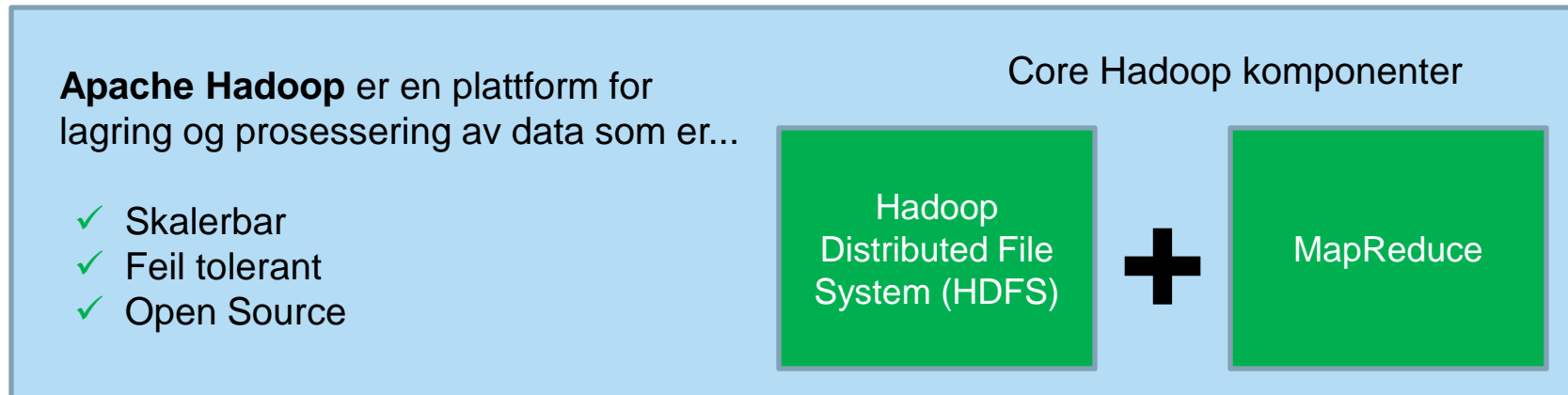


Big Data Processing #1

Hadoop



Hva er Apache Hadoop ?



Konsoliderer forskjellige typer data inn i et repository

Billig lagring "rå" data alltid tilgjengelig

Prosesserer på kilden
Eliminerer ETL flaskehals
Samle først, designe senere

Hva gjør *hadoop* ?



- Kobler standard hardware noder sammen
- Lagring og prosessering på samme sted
- Skalerer til Petabyte uten modifisering
- Automatisk feilhåndtering
- Prosesserer alle typer data

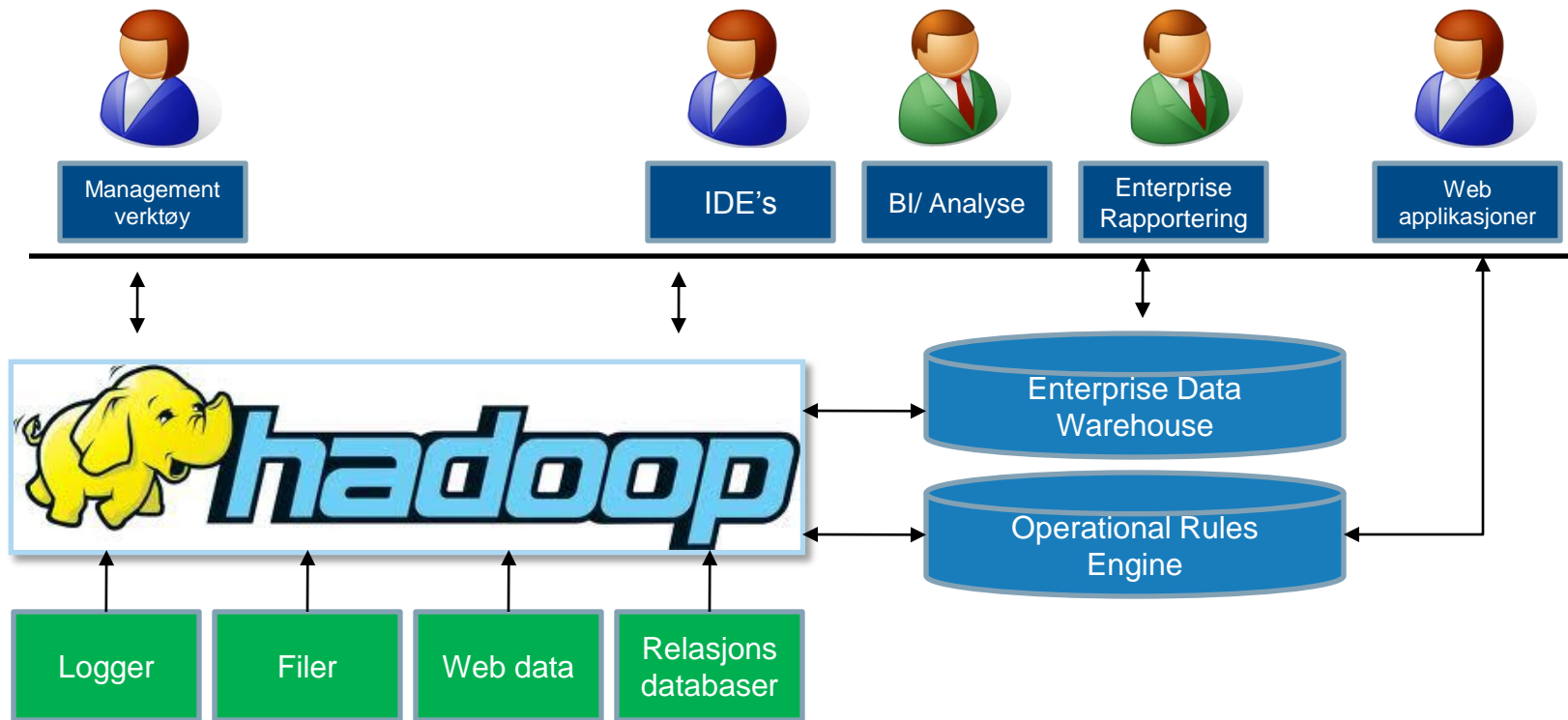


Hvordan passer Hadoop inn ?



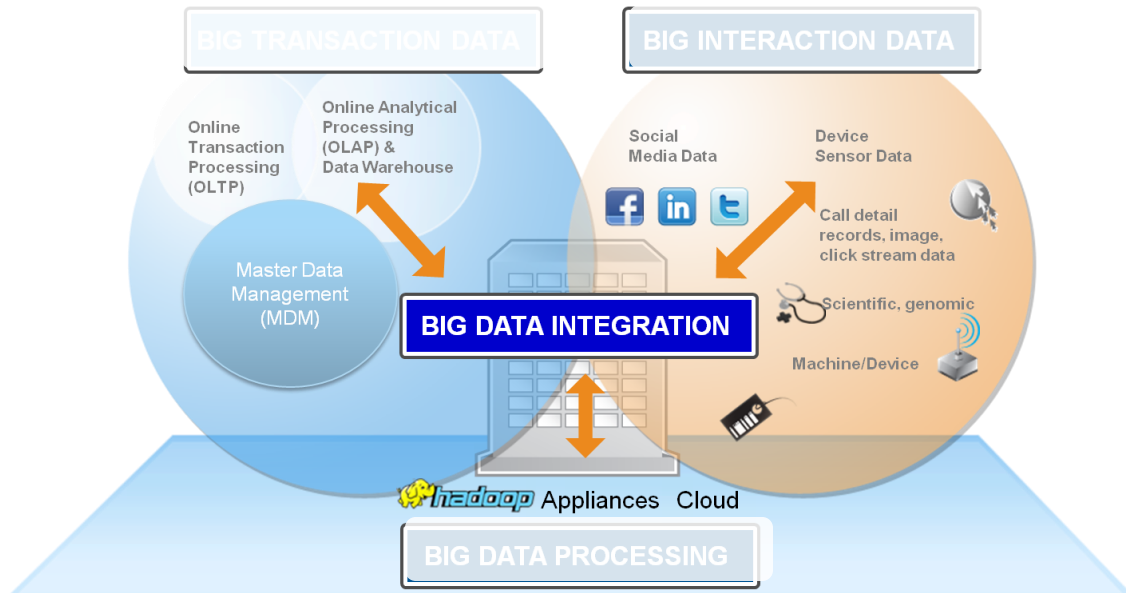
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Apache Hadoop i eksisterende infrastruktur



Big Data Integration #1

Master Data Management



Hvor mange 7 tall ?



1	4	4	2	8	5	4	9	3	2
2	3	5	0	7	3	5	1	2	2
6	6	9	3	1	5	4	8	7	3
2	6	5	5	7	6	2	2	4	3
1	5	3	6	9	8	8	8	8	6
8	4	5	8	8	0	5	5	0	1
0	1	6	3	2	3	9	2	4	4
3	2	0	8	9	5	3	4	1	0
5	7	9	4	7	1	3	7	5	7
2	6	0	5	6	7	1	0	4	6

Hvor mange 7 tall ?



1	4	4	2	8	5	4	9	3	2
2	3	5	0	7	3	5	1	2	2
6	6	9	3	1	5	4	8	7	3
2	6	5	5	7	6	2	2	4	3
1	5	3	6	9	8	8	8	8	6
8	4	5	8	8	0	5	5	0	1
0	1	6	3	2	3	9	2	4	4
3	2	0	8	9	5	3	4	1	0
5	7	9	4	7	1	3	7	5	7
2	6	0	5	6	7	1	0	4	6

Hvor mange 7 tall ?



7

7

7

7

7

7

7

7



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Nøklen (e) til suksess er altså ...

