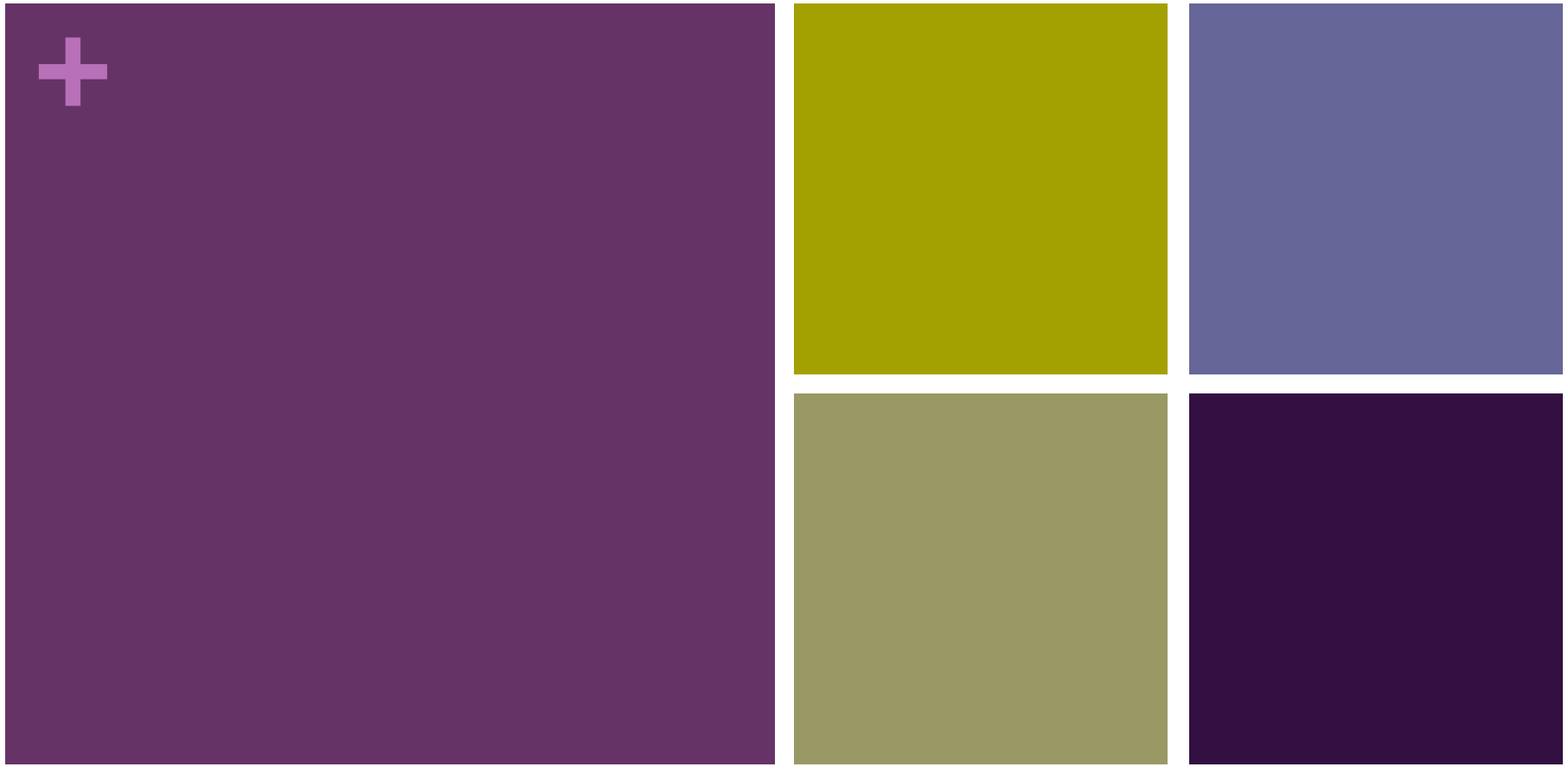
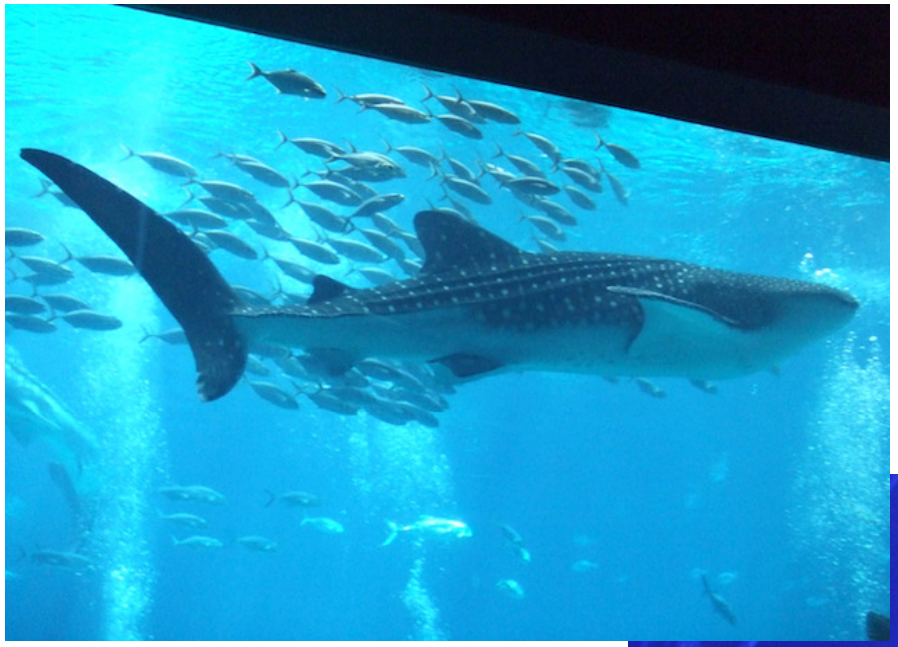


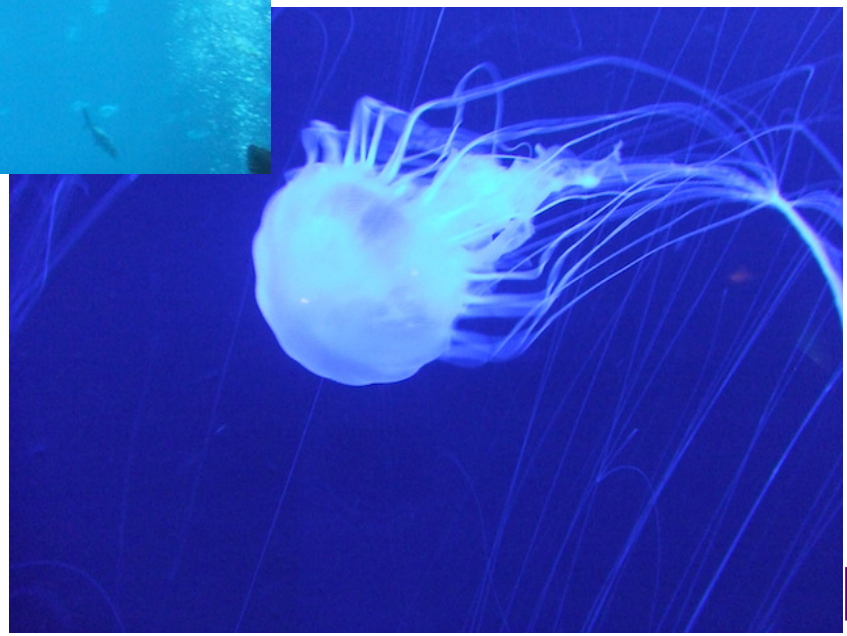
Enterprise Data World 2012 in Atlanta, Georgia

Selena Smeaton

Atlanta

Atlanta





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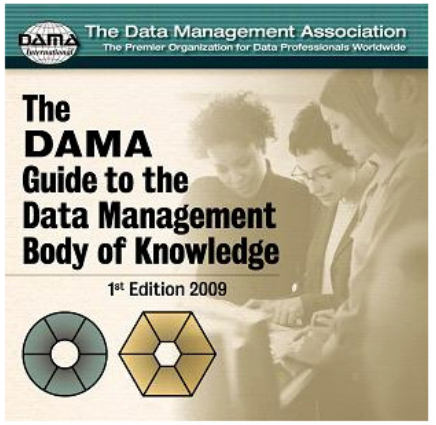
- 5 day schedule of education, workshops, tutorials, presentations, discussions and case studies
- Endorsed by DAMA International (Data Management Int.)
- Multiple tracks:



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Themes

- Big Data
- Governance and Framework Development
- Measurement and Value

Key Note: Big Data

Eric Kavanagh
Host, DM Radio
CEO, Bloor Group
www.bloorgroup.com

Neil Raden
VP & Principal Analyst
Constellation Research

April Reeve
Advisory Consultant
EMC Consulting
http://infocus.emc.com/april_reeve/

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Paul Barth
Managing Partner and Founder
NewVantage Partners

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Key Note: Big Data

- On perceptions of big data:
  - "It's not the bigness of data that is important" but the knowledge that can be gleaned from it
  - "It's a solution looking for a problem". Go back to defining the problem. Don't start with the technology or the tool

- On challenges of using big data:
  - "There needs to be a better understanding and broader use of metadata"
  - "Who will make sense of the data?"
  - "Open minds to big data analytics without overhyping the technology"

Key Note: Big Data

- On Information/Analytics/Big Data as a Service:
  - "Big data AAS will be centralised and in the could, virtualised and built project by project"
  - "I live in a world of secret and private data" Information AAS may not implement well in some industries
  - "Up to now, engagement have been between one organisation and another. We will see a rise in data aggregators"

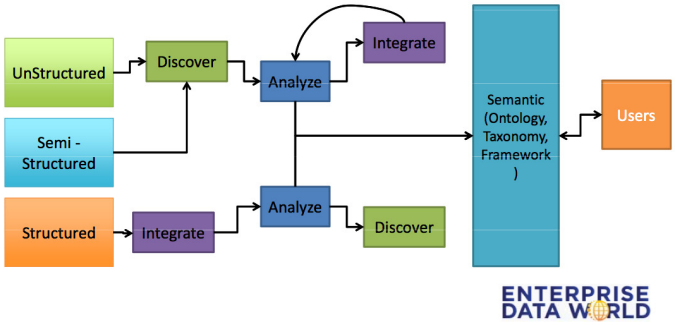
- Download the MP3 of the panel: http://www.information-management.com/dmradio/BigPanelBigData-EDW2012-DMRadio.php

Big Data: What other people said!

Metadata

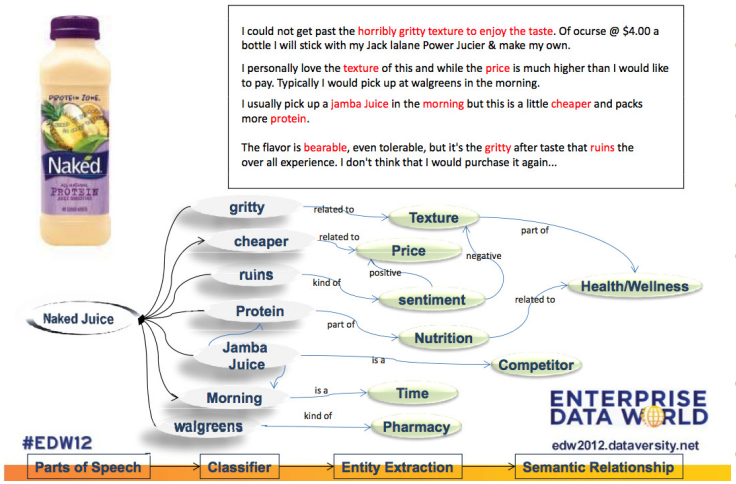
- The key to the castle in integrating Big Data is metadata
- Whatever the tool, technology and technique, if you do not know your metadata, your integration will fail
- Semantic technologies and architectures will be the way to process and integrate the Big Data.
- Business domain experts can identify large data patterns by association relationships with small metadata.

New Architecture



Semantic Integration

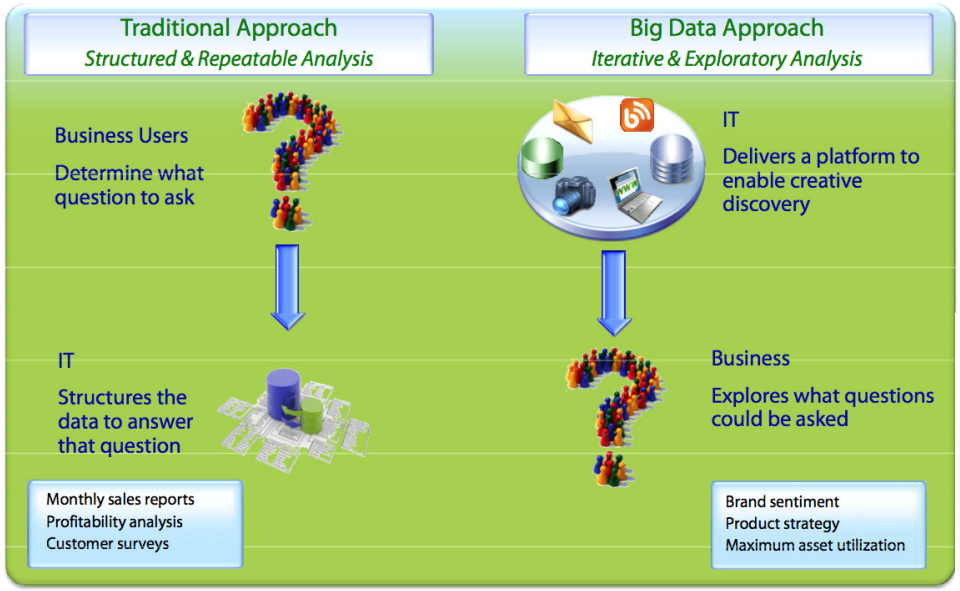
Semantic Integration Example



- Perform entity extraction from unstructured texts using advanced computational linguistics and natural language processing
- Organize unstructured data into meaningful, relevant and quantifiable knowledge automatically
- Building the data graph of the web via semantic understanding of content
- Connects people with relevant information without the need for human supervision
- Identify people, companies, organizations, topics, places and keywords; understands the relationship in the news flow, and puts them in context through interactive visualization workbench for refinement
- Support semantic reasoning and semantic query
- Link unstructured data to enterprise structure data via semantic transformation

Big Data: Requires new paradigms

Merging the Traditional and Big Data Approaches



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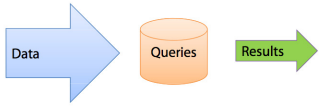
Working With Streaming Data: A New Paradigm

- Conventional processing: **static data**

- Real-time processing: **streaming data**



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Applications for Big Data Analytics

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Addressing the Key Requirements

1. **Platform for V³ – Variety, Velocity, Volume**
   - Variety - manage data & content "As Is"
   - Handle any velocity - low-latency streams and large volume batch
   - Volume - huge volumes of at-rest or streaming data
2. **Analytics for V³**
   - Analyze Sources in their native format - text, data, rich content
   - Analyze all of the data - not just a subset
   - Dynamic analytics - automatic adjustments and actions
3. **Ease of Use for Developers and Users**
   - Developer UIs, common languages & automatic optimization
   - End-user UIs & visualization
4. **Enterprise Class**
   - Failure tolerance, Security and Privacy
   - Scale Economically
5. **Extensive Integration Capabilities**
   - Integrate wide variety of sources
   - Leverage enterprise integration technologies

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Themes

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- Measurement and Value

Walgreens: Initiating an Enterprise Information Framework

- Walgreens, USA
- 240, 000 staff
- 784 million prescriptions filled in 2012
- Each store carries ~18,000 different items
- 8000+ stores, plus mail service, home services and health centres
- = a lot of data. Really.

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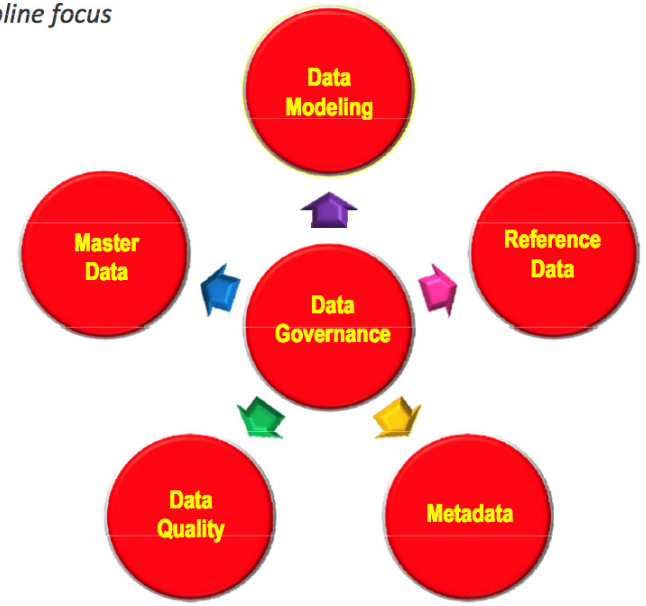
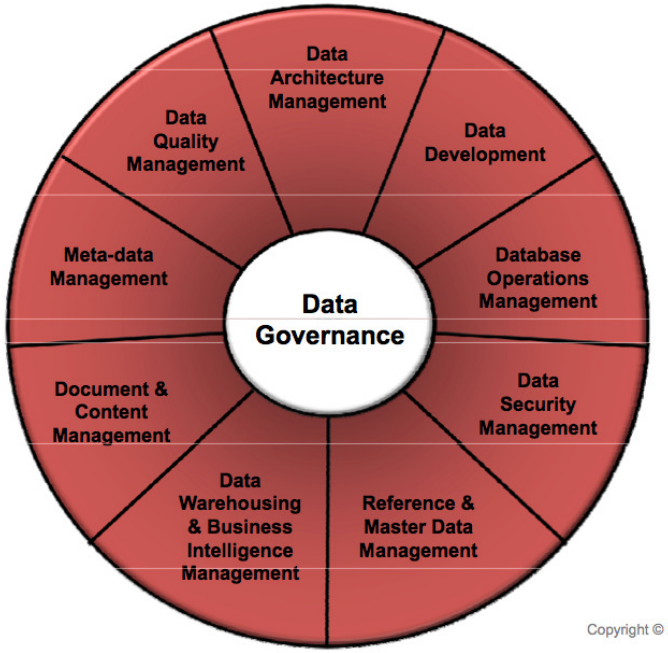
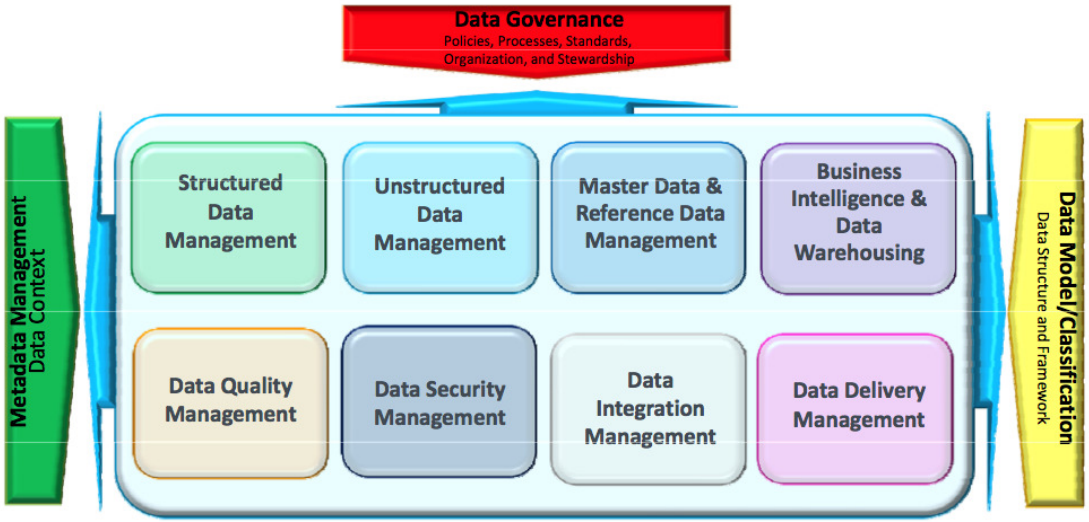
Walgreens: EIM

EIM discipline focus



Context with the DMBOK Framework





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Walgreens: EIM

Enterprise Information Management Framework

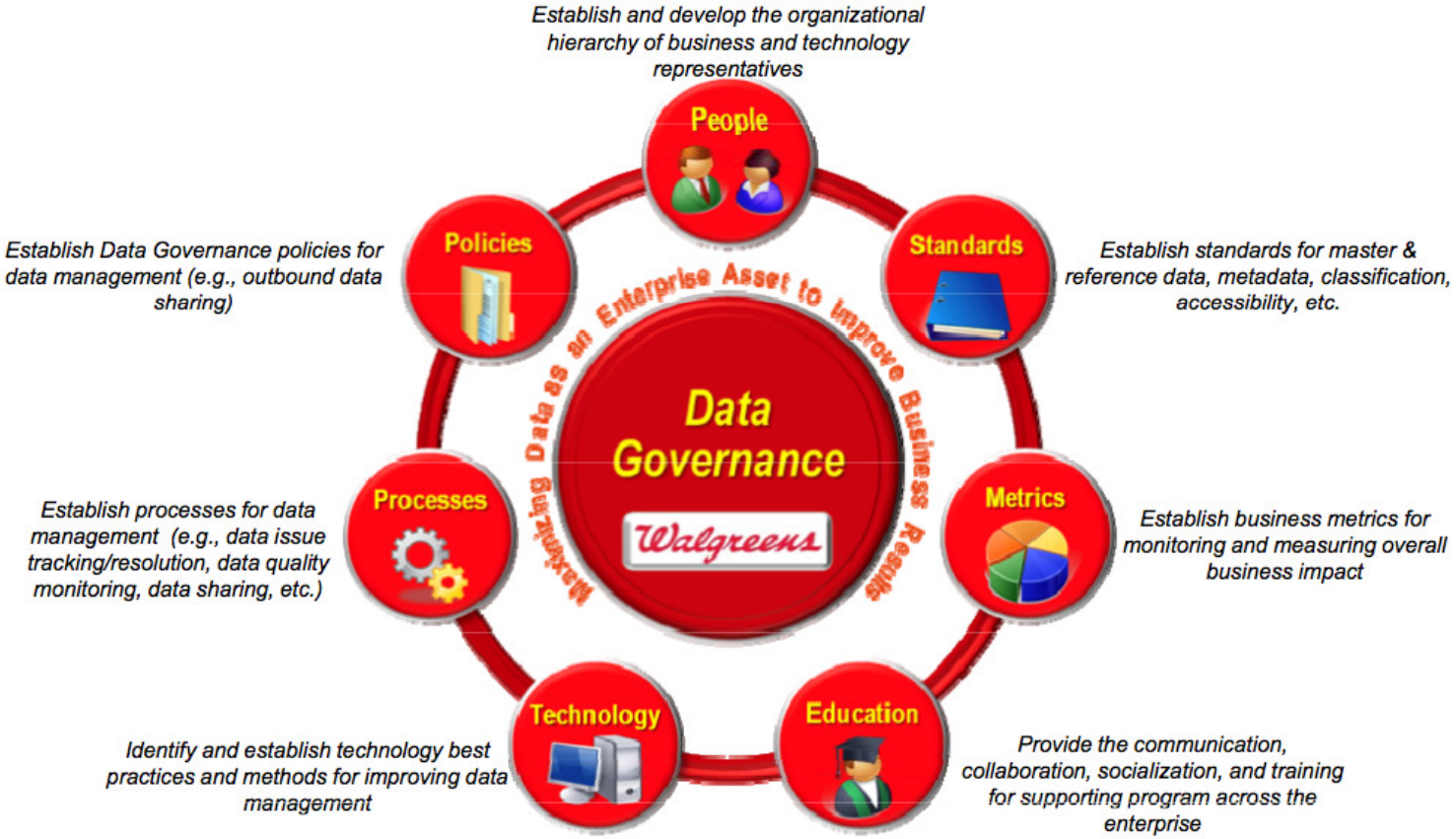
Challenges for EIM Programs

- No two EIM programs are the same. Differences include:
  - Organizational, political, and cultural differences in each organization.
  - Level of business and executive support.
  - Level of enterprise realization, support and seed funding.
    - ***Everyone wants enterprise until they have to pay for it.***
  - Data management maturity level.
- Adopt the best practices to your organization, while aligning to your unique data management state, business strategy and goals.
- Maintain a long-term enterprise focus while implementing incrementally and iteratively.

Walgreens: EIM

Data Governance

Program Components



Walgreens Enterprise Data Governance Logo