

MOVE IT DON'T LOSE IT

IS YOUR BIG DATA COLLECTING DUST?

BIG DATA is only getting BIGGER

Projected growth in global data generated per year



40%



But only 5% growth in global IT spend

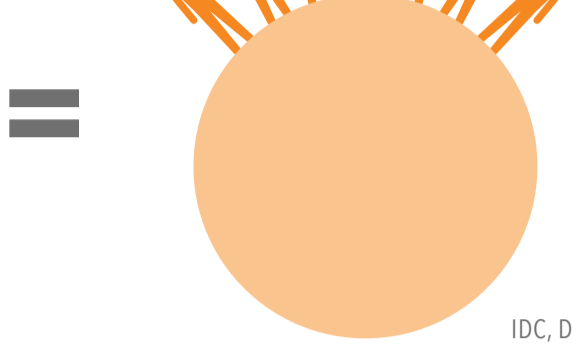
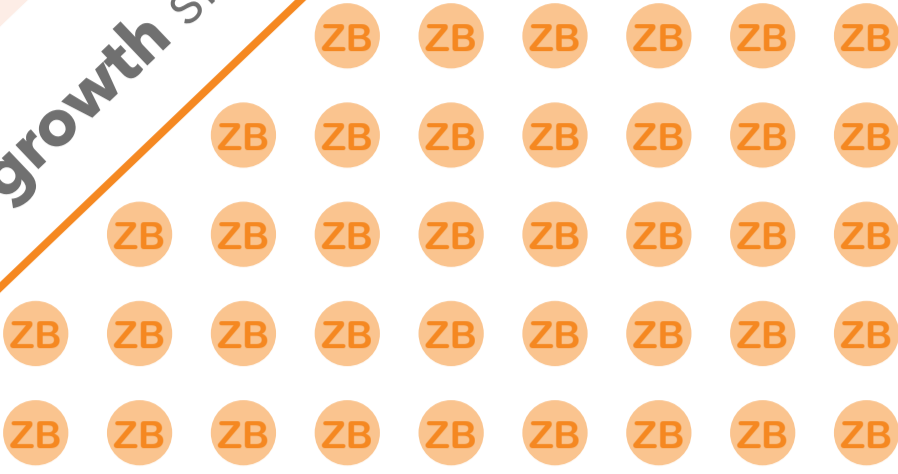


McKinsey, June 2011

50-fold growth since 2010

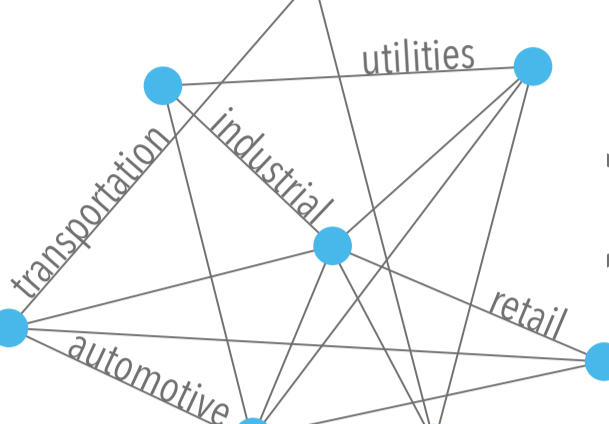
40 zettabytes of data by 2020

5,200 GB per person on earth



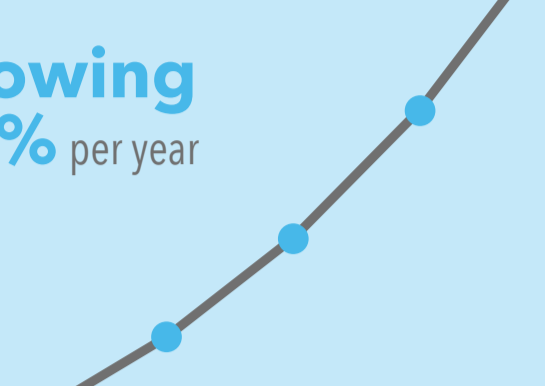
IDC, December 2012

Increase in machine data



30 Million Sensor Nodes

Growing 30% per year



McKinsey, June 2011

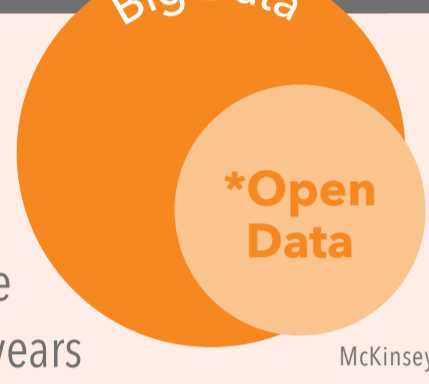
Look at all these data sources and repositories!



Many sources were not widely used 5 years ago

Big DATA, Big VALUE

Businesses will get \$3 trillion in business value from open data alone over the next several years



McKinsey, October 2013

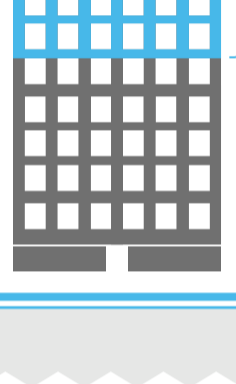
60% potential increase in

RETAILERS' Operating Margins WITH BIG DATA

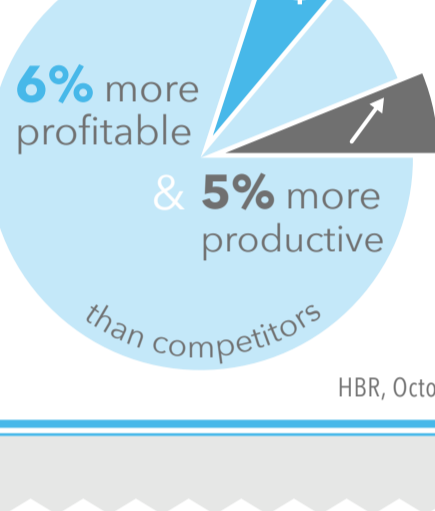
*Open Data – data anyone is free to use, reuse, and redistribute e.g. transportation, electricity, and healthcare

McKinsey, June 2012

Data-driven companies



ARE



HBR, October 2012

If you don't USE IT, you LOSE IT

Lose relevance



gets stale quickly

Lose opportunity

Only 3% of potentially useful data is tagged; even less is analyzed

IDC, December 2012

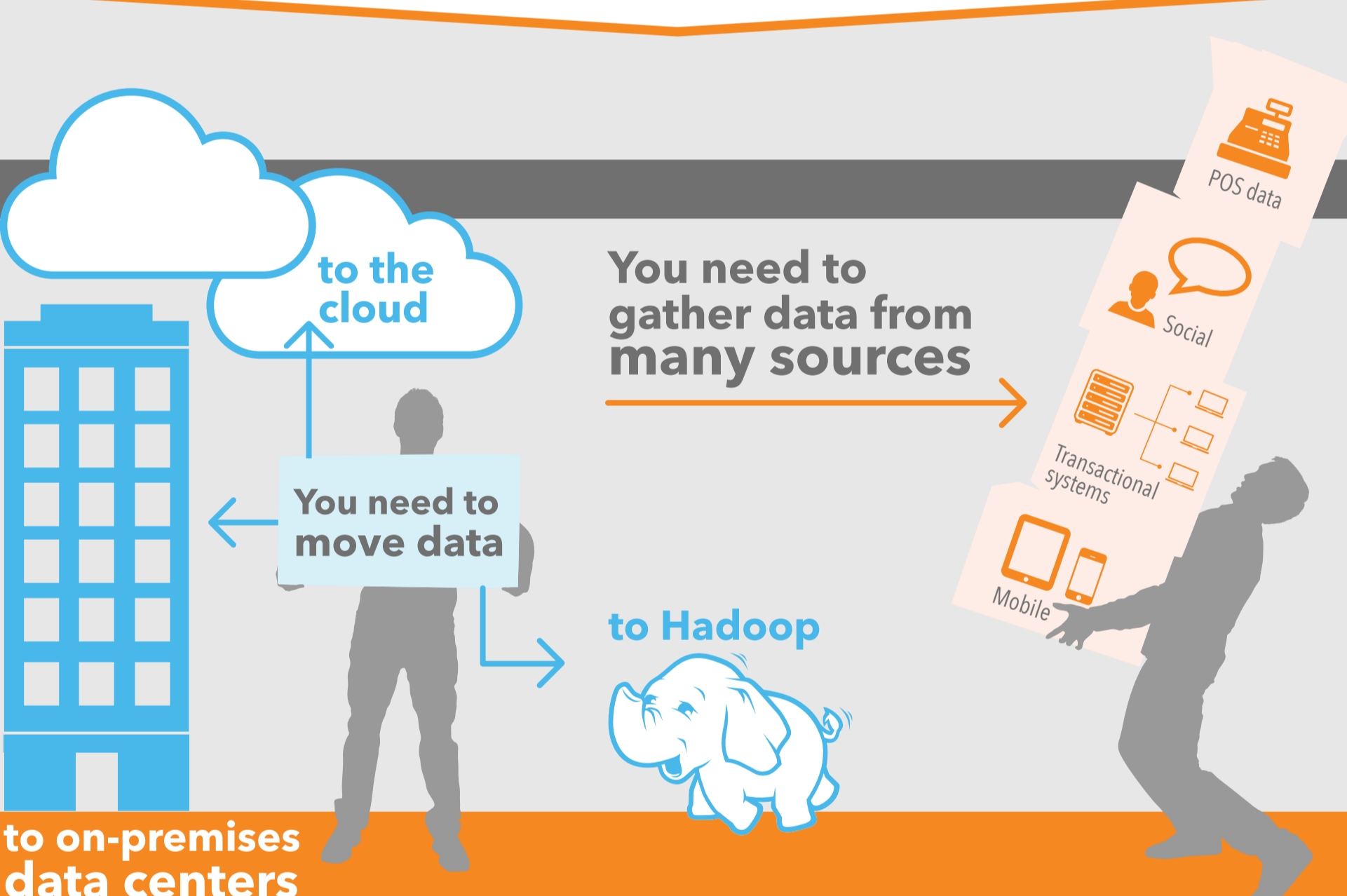
Lose value

Some industries toss up to



90% of the data they generate

To USE DATA, you must MOVE IT



Moving Data OLD SCHOOL



ETL CONSUMES 70% OF DATA WAREHOUSE DEVELOPMENT TIME

ETL= extract, transform, load

ETL REQUIRES EXPERTS

BY DELIVERY TRUCK



AT LEAST 1 DAY

BY TRADITIONAL CLOUD-TO-CLOUD



175 HOURS TO MOVE 12 TB

Nasuni, December 2012

The longer you spend moving your data, the more value it loses

Moving Data NEW SCHOOL

Fast-loading, real-time CDC Business data instantly available enables fast decisions

CDC = change data capture

Broad platform support Move data from anywhere to anywhere

Avoid ETL slowdown 60-80% of data bypasses ETL, compressing prep time and costs



Fast moving Real-time data transfer for LAN and WAN



Ease of use Click-2-Replicate

Low production impact Software not installed on source or target systems

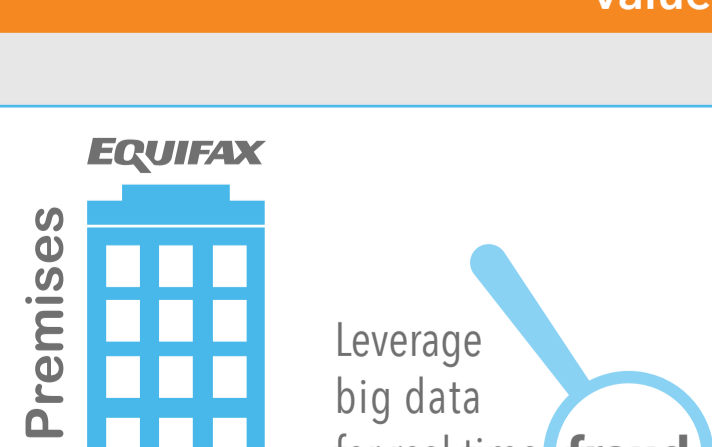
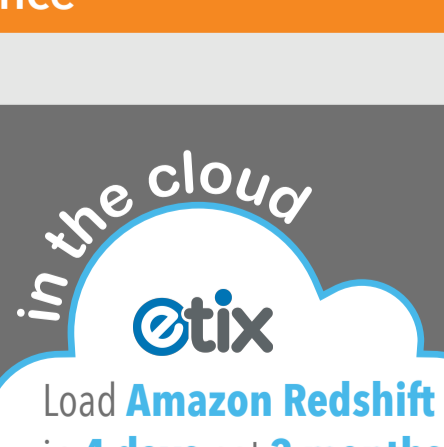


Attunity customers moved it, and gained:

relevance

opportunity

value



KONGSBERG Full visibility into an ongoing, global seafaring operation in real time

