

Translation of Big Data into Significant Data

Where are we and where are we going

Dr. Muhammed I. Hussain

Managing Partner of IIPCS; Former IBM VP for Research and Technology for Business Development, and for Intellectual Property & Licensing

Big Data is the foundation for creating new levels of Business Value and how companies do business globally. Big Data is a new resource which will have a significant impact, and all Enterprises, healthcare, environment, utilities, retail, marketing, and Smarter City solutions will depend on it. This will leverage numerous technology components which will create a huge opportunity for Big Analytics and virtualization. With integrated storage, applications, and analytics, Big Data helps drive efficiency, quality, and personalized products and services, generating a higher levels of customer experience and satisfaction.

The challenges with Big Data are big, however the opportunities are far bigger. The Big Data/Analytics market was US\$7.3B in 2011, and expected to grow over 50.1B by 2017. In 2013, the Big Data revenue reached **US\$18.8B**, split almost equally between hardware and services. The software revenue was at 22% with about US4.1B. As part of the presentation, I will focus on growth drivers as well as impediments to broad adoptions, and who are some of the key players in this emerging space. Race to replication will be key success factor.

Market leadership in the Era of Analytics will be taken by the early player to deliver high volumes of easy-to-use smarter solutions. The ultimate success will require a Petascale Analytics Appliance and a rich ecosystem of data, algorithms and skills. As part of the discussion, I plan to touch upon some recent news how this Big Data is bringing together different disciplines to address market challenges and address new opportunities.