

**RED HAT  
SUMMIT**

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# **Make a Data Driven Investment Decision About Big Data**

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# So What Is Big Data, Anyway?



# What Makes Big Data Different?

“Big” is the easy problem to solve

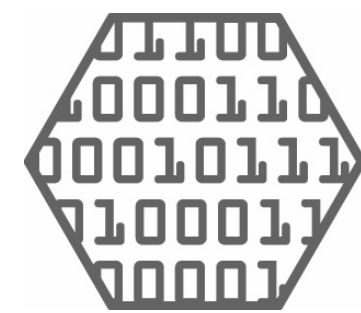


**Analytics**

Single Pass



Iterative



**Data Formats**

Consistent



Inconsistent



**Queries**

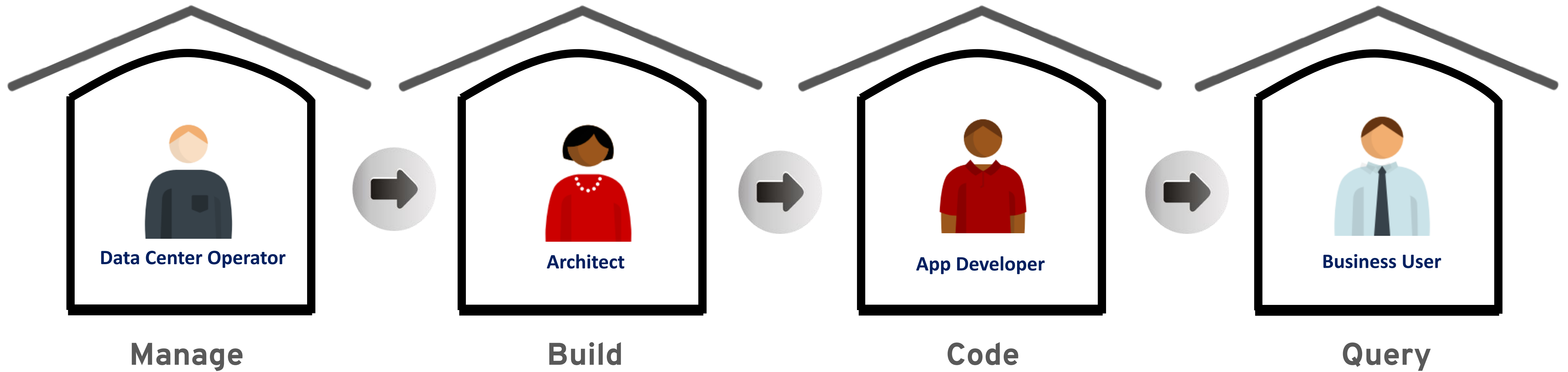
Standard



Ad hoc

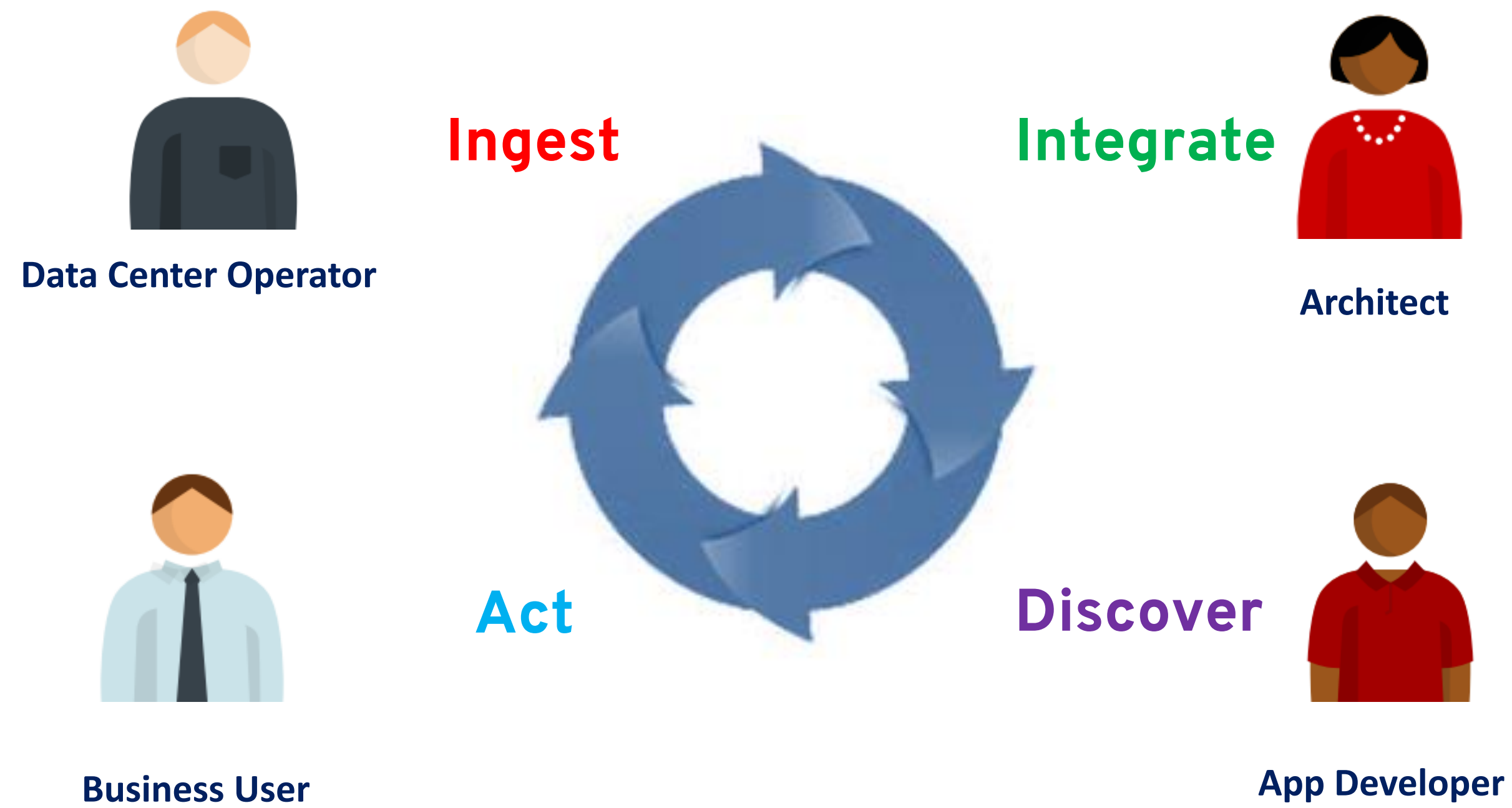
# The Old Data Lifecycle

Multiple Silos. Multiple Views. Multiple Goals.



# The New Data Lifecycle

One Language. One View. One Goal.



# Barriers to Big Data Success

Lack of agile, open, and cost effective enterprise-grade solutions

I am locked into a vendor stack



Data Center Operator



I need to integrate data across silos



Architect



I want more than canned BI queries



Business User



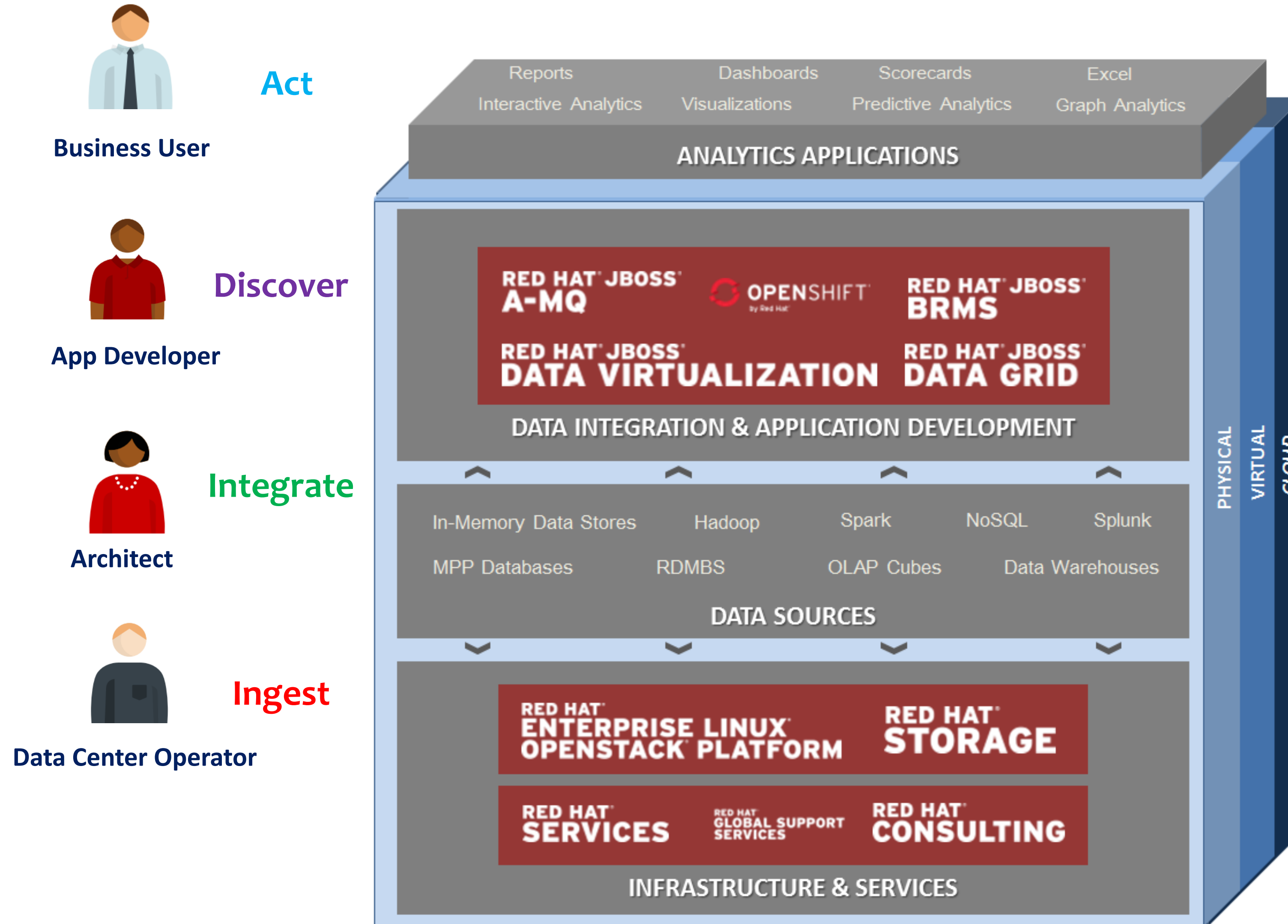
I want to use my favorite dev framework



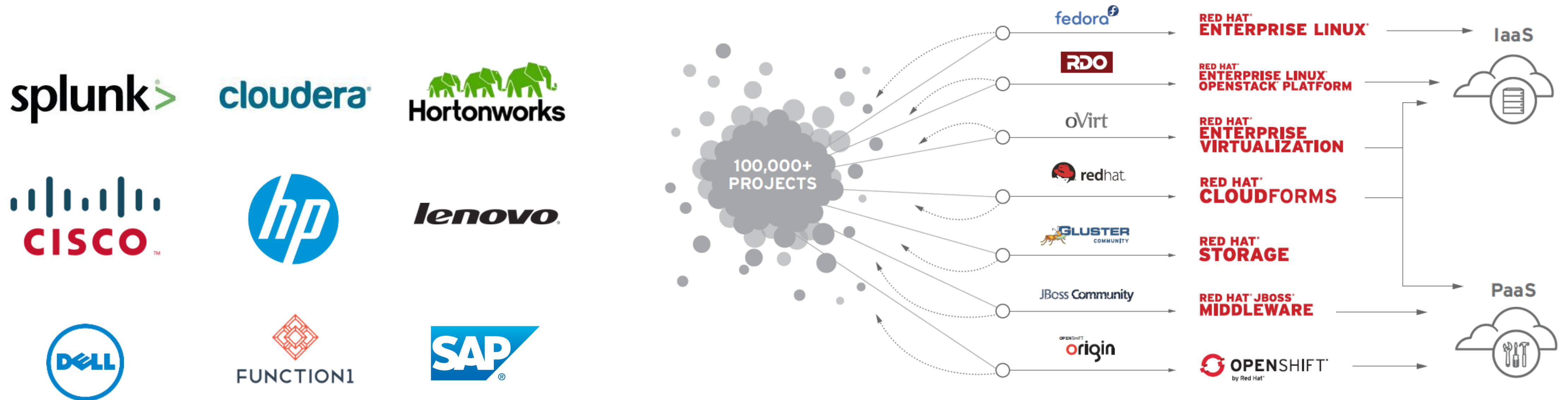
App Developer



# Open The Possibilities of Your Data



# Big Data Innovation Cannot Happen in a Bubble





# The Red Hat Way Applied to Big Data

## Open

- Workload optimized, modular blocks
- Completely interoperable with partner ecosystem

## Agile

- Agile data integration and application development
- IaaS and PaaS options for development and deployment

## Enterprise Ready

- Resiliency - scalability, high availability, disaster recovery
- Security - comprehensive, normalized role-based access

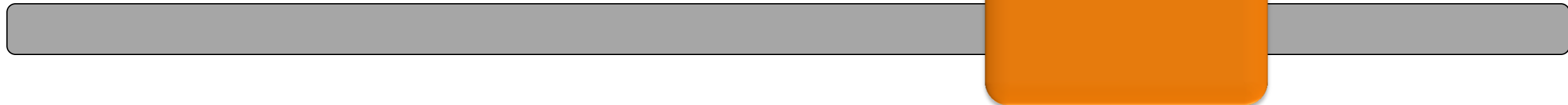
## Cloud Ready

- Decoupled application, data integration and infrastructure
- Seamless transition from physical & virtual to cloud

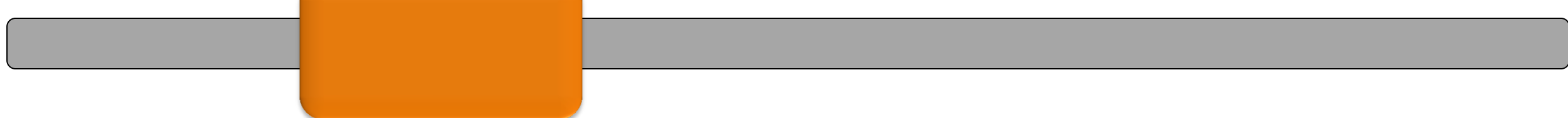
## Cost Effective

- Open Source software and communities
- Skills and tools reuse

# Choosing The Right Big Data Technology

Monolithic, Scale up  Distributed, Scale Out

Schema on Write  Schema on Read

Consistency, Integrity  Scale, Data Access

Offline, Batch  Online, Real Time

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