

NASSCOM Tech Series: Big Data, Digital Analytics - The next wave**Panel Discussion - Can Big Data Bring Business and IT Together? Is Big Data Driving Product/Technology Innovation?****Session Date: Friday, 22nd March 2013****Time: 1500hrs – 1615hrs*****'Big Data' volumes continue to grow...***

In the past few years, the global marketplace has witnessed exponential growth in data volumes, created and consumed by a diverse cross-section of stakeholders. The term "Big Data" signifies large data sets in multiple formats, growing at an enormous rate and posing problems for traditional storage and analytical platforms. Big Data is distinct from large existing data stored in various relational databases, as it warrants a more advanced mechanism for both storage and analysis. Thus, Big Data is characterized by three attributes of data: volume, variety and the velocity at which it is generated.

This data is being generated at a rapid pace - around 2.5 billion GB of data is generated every day, and more than 90% of the data available today has been created in the past 3-4 years

- Moreover, according to IDC, data generated globally is expected to grow at a CAGR of 41.0% between 2009 and 2020 to reach 35.0 zettabytes
- Today 80% of the data in any enterprise is unstructured i.e. data is in formats which cannot be stored in traditional row/column format like audio files, video, clickstream data etc., and is primarily gathered from non-traditional sources such as blogs, Facebook posts, tweets, emails, Smartphone applications, electronic sensors, images and YouTube videos

...And in addition to IT, Businesses have an important role to play...

Organizations are overwhelmed by the volume of unstructured data and are looking at ways to manage and analyze them in a systematic manner. As a result, one of the key focus areas for organizations wanting to leverage Big Data is to handle unstructured data and adopt new technologies to deal with them. Thus, advanced IT solutions and tools are required for storage, data processing and analytics

- Newer technologies such as NoSQL databases to store unstructured data and processing methods such as Hadoop and massively parallel processing are gaining prominence in the area of Big Data and Big Data analytics
- Analytics tools such as Kognitio, SAP HANA, and SAS analytics server, enable rapid computing and real-time analysis by reducing the response time, flexible and agile analytical environment through massively parallel processing of queries

On the other hand, business intelligence and domain expertise is required for application and use of Big Data insights for improved business operations and better decision-making, which highlights that businesses, have to invest time and money in making sense of this data.

...Resulting in improved analysis across sectors

With data becoming an indispensable part of every economy, industry, organization, business function and individual, it is being actively captured by organizations across sectors to better understand their customers, suppliers, partners and operations. Large data sets yield more information and hence improved analysis compared to limited records of data, leading to better competitive advantage and business operations.

Overall, growing Big Data volumes across businesses would continue to drive the demand for Big Data Analytics and advanced IT solutions supporting Big Data. The moot question is has the time come wherein this emerging trend i.e. **Big Data Can Bring Businesses and IT together?**

In this background NASSCOM brings to you a session on Big Data - **Can Big Data Bring Business and IT Together? Is Big Data Driving Product/Technology Innovation?**