



Merging Worlds of Disparate Data for Fast, Contextual Insights

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The Data Dilemma

How Do You Merge These Worlds?

Private Data Sources

2.8 zettabytes of data
was created & replicated in 2012

Public & Web Sources

Today: 8,000+ open data APIs
and growing

**Only 3% of information in the digital universe
is tagged and ready for manipulation.
Only 0.5% is used for analysis.**

salesforce



MICROSOFT
SQL Server



Source: "The Digital Universe in 2020"
IDC, December 2012.

Today's Challenges

1

Intelligently **converge** data from many sources.
How?

2

Enable **fast, iterative** discovery.
How?

3

Make it dead **simple** for business users.
How?

4

Let **distributed** teams collaborate on insights.
How?

Transforming the Approach

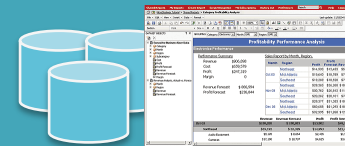
Today's Needs

- Any data, from anywhere
- Hypothesis-driven exploration
- Interactive analysis at scale



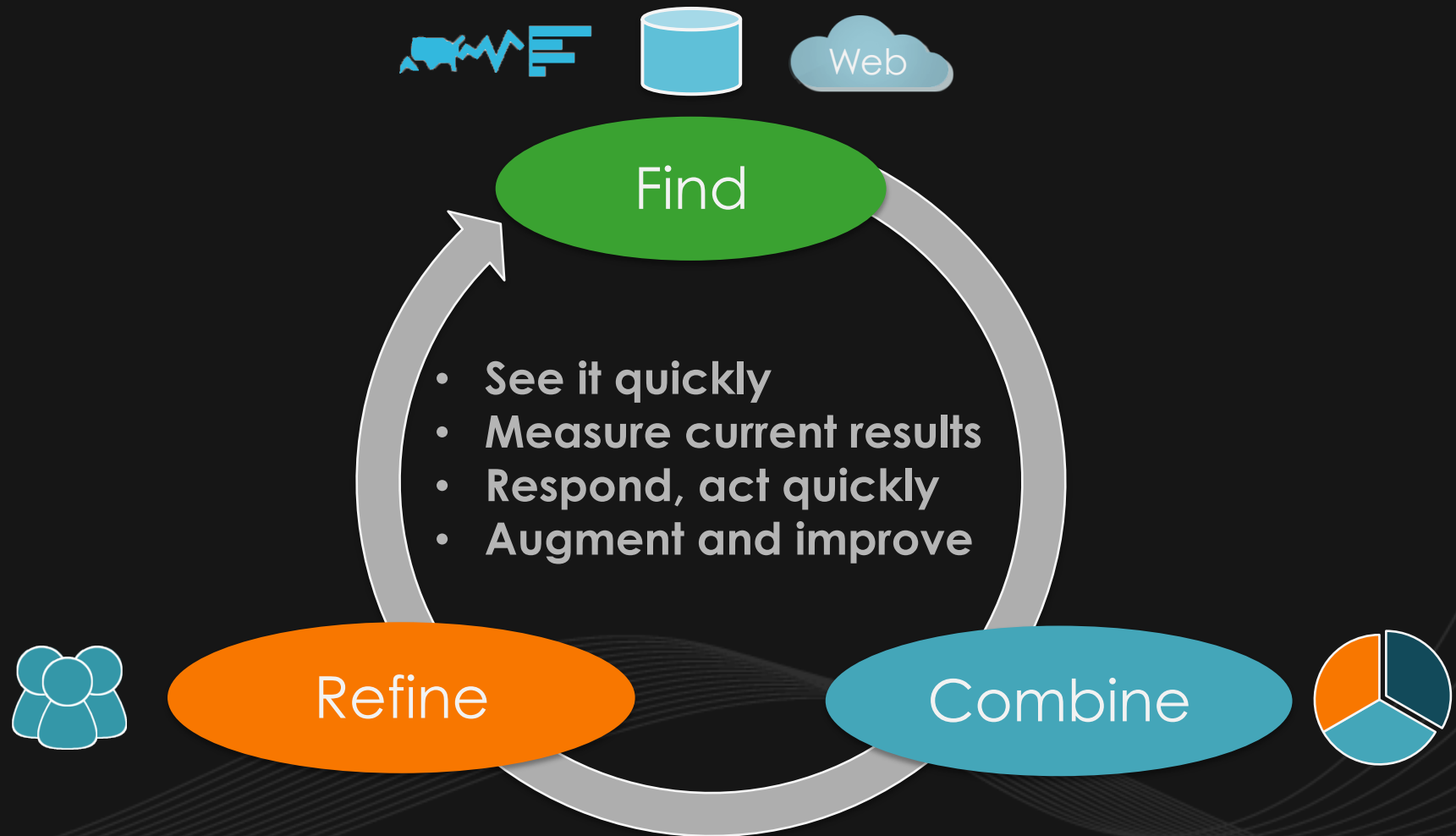
Last Generation

- Structured data
- Conclusive dashboards
- Small-scale sampling



Forward-Thinking

Smart data convergence, New user models for analysis



And – Let Users Uncover Insights Collaboratively

37% of analysts rely on 'gut feeling' to make decisions

44% have no transparency into how decisions are made from insights

52% of managers feel they need new training

*Source: "Evolution of Decision Making"
Harvard Business Review, 2012*

ClearStory Data

Combining Corporate, Web, and Premium Data for
Converged, Interactive Insights

Making it easy to find, combine,
and collaboratively explore data from
**private big data, web & premium data
sources** for converged insights.

Cross-pollinating Diverse Data

Easy Access to Diverse Data

Premium & Web

- Market intelligence
- Social data
- Surveys
- Others

Private/Corporate

- RDBMS & files
- Hadoop
- Clickstreams
- Web/log files

Public

- Census data
- Weather data
- Financial data
- Others

Premium
+
Private
+
Public

Volume
Velocity
Variety

**Converged
Insights**

Big Data Analysis

- Terabytes of distributed processing
- Multiple data types / formats
(Hadoop, RDBMs, & APIs)
- Automatic harmonization

Big Data's Next Opportunity

- Converge and harmonize diverse data
- Quickly iterate on analysis and insights
- Collaborate to uncover insights

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Now You See It™

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