

FINDING BIG BENEFITS IN BIG DATA

The more you know your data, the more you can use it to your advantage.

HOW MUCH?



2.5 QUINTILLION

bytes of data are created every day (that's 2,500,000,000,000,000,000 bytes.)

The volume of business data doubles every

1.2 YEARS

this year

+ 1.2 years

BY 2020, THE DIGITAL UNIVERSE WILL EQUAL



40 ZETTABYTES



1 Zettabyte = 1 Billion TB (1,000,000,000TB)

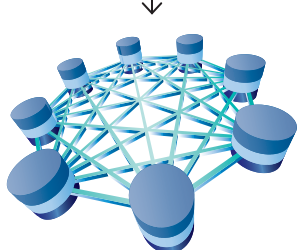
That's 5,247GB of machine-generated data for every person on the planet

WHAT KIND?

20%

What kind of data are we creating?

80%



STRUCTURED DATA

data governed by a relational table, like in a database



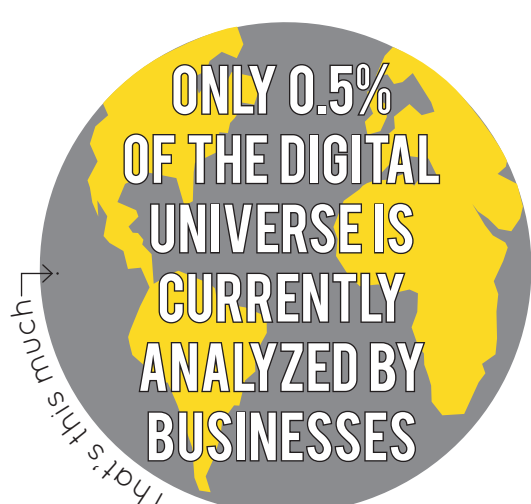
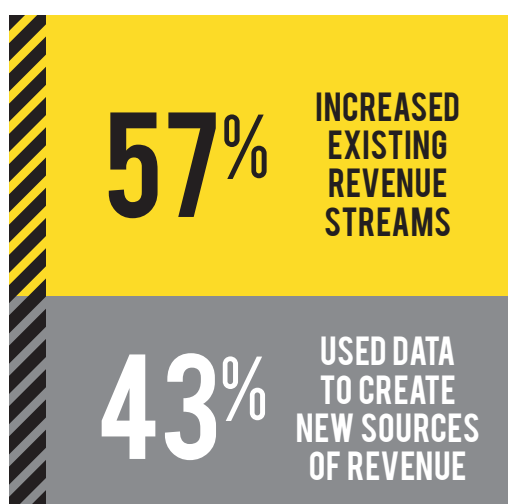
UNSTRUCTURED DATA

everything else, including tweets, facebook posts, network log files, photos, word documents, email, spreadsheets, cat memes, etc.

WHAT FOR?

COMPANIES ARE USING BIG DATA ANALYSIS FOR:

BUSINESS INTELLIGENCE



SECURITY INTELLIGENCE



50%+ DON'T COMMIT or don't know how much time they've committed, or spend only a few hours a week analyzing these logs

By 2016, 40%+ will use datasets of at least 10TB to spot security incidents

COMPLIANCE



GRC time spent on reports