

Contents

Foreword by Bob Keseley	ix
Foreword by Jeff Jonas	xi
Chapter 1: Introduction	1
1.1 Volume.....	3
1.2 Velocity.....	3
1.3 Variety	3
1.4 Veracity.....	4
Chapter 2: Drivers for Big Data?	7
2.1 Sophisticated Consumers	7
2.2 Automation.....	11
2.3 Monetization.....	12
Chapter 3: Big Data Analytics Applications	15
3.1 Social Media Command Center	15
3.2 Product Knowledge Hub	16
3.3 Infrastructure and Operations Studies	18
3.4 Product Selection, Design and Engineering	19
3.5 Location-Based Services	22
3.6 Micro-Segmentation and Next Best Action.....	24
3.7 Online Advertising	27
3.8 Improved Risk Management	29
Chapter 4: Architecture Components	31
4.1 Massively Parallel Processing (MPP) Platforms.....	31
4.2 Unstructured Data Analytics and Reporting.....	34
Search and Count.....	35

Context-Sensitive and Domain-Specific Searches	35
Categories and Ontology	36
Qualitative Comparisons	37
Focus on Specific Time Slice or Using Other Dimensions	38
4.3 Big Data and Single View of Customer/Product	39
4.4 Data Privacy Protection	43
4.5 Real-Time Adaptive Analytics and Decision Engines.....	46
Chapter 5: Advanced Analytics Platform	51
5.1 Real-Time Architecture for Conversations	52
5.2 Orchestration and Synthesis Using Analytics Engines.....	54
Entity Resolution	57
Model Management.....	57
Command Center.....	57
Analytics Engine	57
5.3 Discovery Using Data at Rest	58
5.4 Integration Strategies.....	59
Chapter 6: Implementation of Big Data Analytics.....	61
6.1 Revolutionary, Evolutionary, or Hybrid	61
6.2 Big Data Governance	63
Integrating Big Data with MDM	63
6.3 Journey, Milestones, and Maturity Levels.....	66
Analytics Business Maturity Model	68
Chapter 7: Closing Thoughts	71
Notes	75
Abbreviations	77