

To Tame the Onslaught of Big Data, Better Drink Your V8. It will make You Healthy, Wealthy and Wise.

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October 4, 2016

I recently attended the famous **O'Reilly Strata + Hadoop World Conference in New York** recently. I was there on September 27-28 and attended all the keynotes and several other sessions focused on the **value of analytics and big data**. I also had the privilege to attend several meetings focused on Emerging Computing Technology with several exhibitors and solution providers. These discussions were very thought-provoking and it started a train of thoughts about **the various attributes of Big Data** that I am sharing with you. There are several synergistic emerging computing technologies including #Social #Mobile #Cloud #HPC #BigData, and #Analytics that will make profound business impact in 2016 and beyond.

As an IT professional, you can make your organization [wiser](#) by leveraging #BigData, #Analytics and #Optimization. This topic is vast, impacting many stakeholders and roles in the modern enterprise. But here, I restrict the discussion to areas most relevant to IT professionals – CIOs, Directors of IT and their staff.

V8: Combating the Challenging Attributes of Big Data

The IT professional must have a deep understanding of several Big Data attributes and invest in solutions to address these challenges. In recent years, the following four (V4) attributes have been discussed extensively in the IT industry literature:

- **Volume:** This is the amount of data generated in bytes and provides insights on how data is growing and/or expected to grow over time. Today, many enterprises generate tremendous amounts of data that is unstructured and the associated metadata alone can quickly reach thousands of terabytes.
- **Variety:** This indicates the type of data generated including structured or unstructured. Understanding data variety aids in decision-making and provides greater process insights.
- **Velocity:** It determines the speed and efficiency in capture, storage and retrieval of data and often drives performance and availability requirements.
- **Veracity:** This establishes the authenticity of data that is available to perform analytics and to arrive at useful insights. Data veracity shapes the final strategic actions and is dependent on the accuracy of data.

To this list we add **Vulnerability**. In today's #mobile era, with a proliferation of numerous access points and devices and a distributed workforce, IT has become even more concerned with data security.

- **Vulnerability:** This establishes how susceptible corporate data assets are to a plethora of possible malicious attacks. Very comprehensive security solutions are needed to protect strategic data assets.

Beyond deploying comprehensive security solutions, to combat all the Big Data challenges listed above, IT should also invest in solutions for:

- **Visualization:** This helps IT Managers better fathom data growth and patterns and produce actionable insights to better optimize their IT environment. Users can also visualize and traverse enormous data quickly – even in real time – to draw actionable insights and steer subsequent analyses for better business outcomes.
- **Virtualization:** This allows the integration of large data volumes with already-stored data to perform new forms of analyses and predictive modeling. All the data is typically stored in a centralized data

warehouse that provides storage and integration for multiple data sources. Virtualization offers the right technique for reuse of datasets across multiple applications and improves data management efficiencies.

Finally, IT must enable users and the business to leverage data to create **Value**.

Value: Enterprises can unlock the business value by leveraging existing data assets to create information, insights, knowledge, and ultimately greater profits. Using advanced software tools and technologies, enterprises can analyze huge amounts of data to reveal unseen patterns, links across various domains to drive new levels of innovation and customer intelligence.

“By drinking this V8”, IT can enable the entire organization to be more resilient; make faster, better and wiser decisions; and transform the business.



My Masticating Juicer

Beyond V8: Veni Vidi Vici!

But to constantly enhance organizational **Vitality**, you must “drink fresh V8” and make it an organizational routine. Aged data is like canned juice which often loses many vital nutrients and **Vitamins**. When my son demands and drinks his fresh apple juice with a twist of ginger and lime from the masticating juicer shown above, he has a sated contented smile on his face. That smile makes all my angst from Big Data and life **Vanish!**