

Big data in a small country

David Mitchell

Big data - the fourth transition



Big Data

Social

eCommerce & eBusiness

ISP and Hosting

How big is big ?



We create 2.5
quintillion bytes of
information every
day



Internet traffic
volumes will reach
667 exabytes per
year by 2013

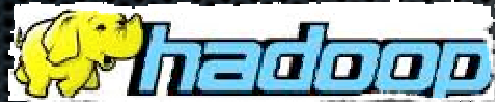
Where do the data come from ?



A domestic scale example of
Big Data - it's easy to start...



Older data technologies are being challenged



Reducing the barriers to mid-market adoption company domain

Cost

Most software is open source, and reducing in complexity. Lowering costs. Ability to use low-cost commodity hardware

Complexity

Online service becoming available, pre-package machine images, higher-order tool sets,

Data availability

Crowdsourcing of data, social networking sources, transactional data from Internet architectures, cheaper monitors, open interfaces

Why should Scotland play a role in the big data economy?

eScience

eCommerce

ISP & Hosting

Data management
academia

Maths tradition

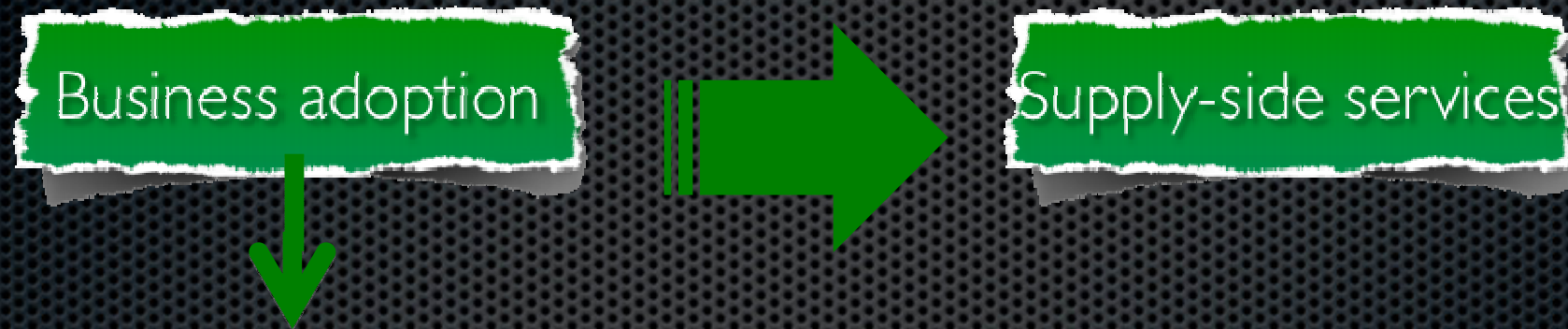
Exploring
traditions

STEM education

Patient capital

Business
analysis

An adoption-led transition...



- Sentiment tracking
- Behavioural marketing
- Fraud detection

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