

Nové technológie ako pohon inovácií

eFOCUS

Prehľad Oracle technológie pre oblasť Big Data

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Why Is Big Data Important?

Value creation

HEALTH CARE

Reduce Prescription Fraud



FINANCIAL SERVICES

360 Customer Personalized Banking



MANUFACTURING

Accelerate Test Cycles to Reduce Backlog



COMMUNICATIONS

Offering New Services based on Location Data



RETAIL

Better Predict Product Success

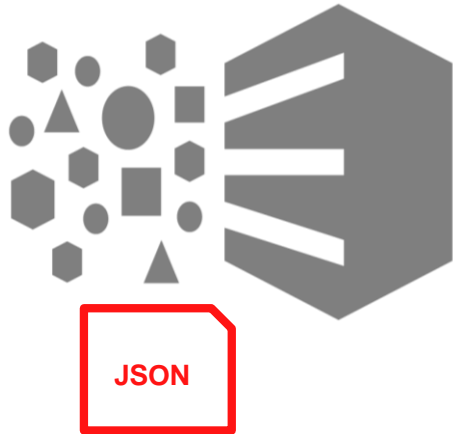


“In a big data world, a competitor that fails to sufficiently develop its capabilities will be left behind.”

McKinsey Global Institute

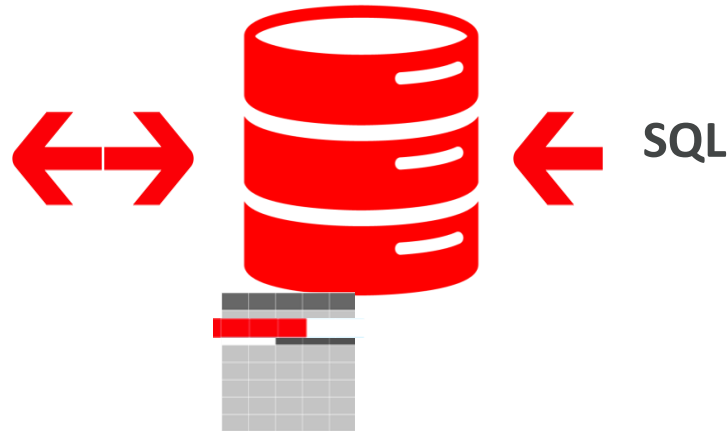
What if You Could Query **All** Data?

Oracle Big Data Appliance



Store JSON data unconverted
in Hadoop

Oracle Database 12c



Store business-critical
data in Oracle

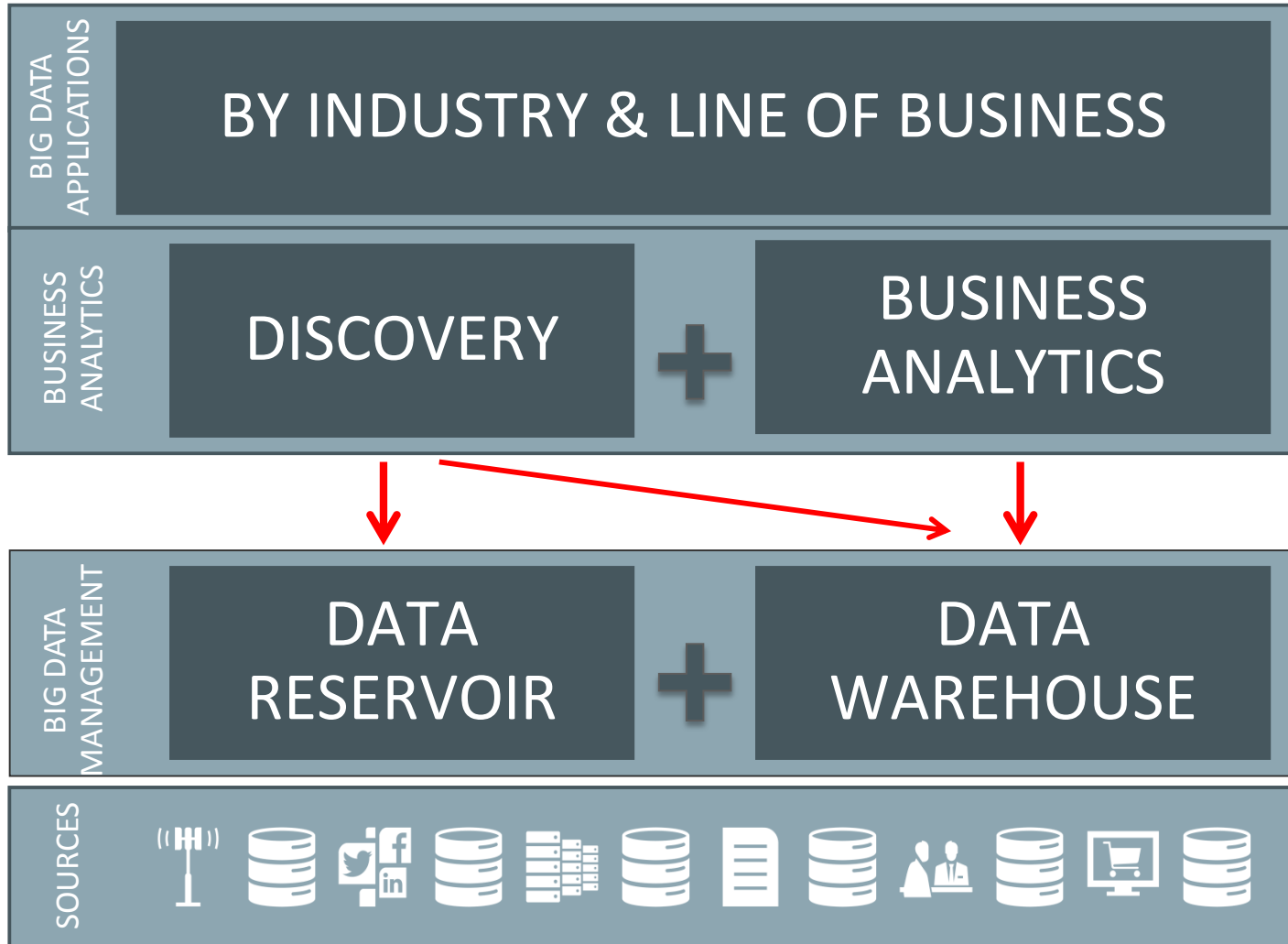


Data analyzed via SQL

- Push down to Hadoop
 - JSON parsing
 - Column projection
 - Bloom filter for faster join

```
select
  customers_document.address.state,
  revenue
from
  customers, sales
where
  customers_document.id=sales.custID
group by
  customers_document.address.state;
```

Oracle Big Data Platform



Oracle Endeca – search based data discovery

- Personal Excel Files
- Oracle BI Server Models
- IT Provisioned Enterprise Data
- Cloud and Social
- Documents and Web Pages



The screenshot displays the Oracle Endeca Information Discovery interface for Workforce Discovery. The main dashboard shows a 'Survey Summary' with 355 total responses, 4 positive, 177 neutral, and 174 negative responses, associated with 187 supervisors. A 'Sentiment Analysis' bubble chart plots 'Record Count' against 'Sentiment (average)' by supervisor name. The 'Themes Discovered' section highlights 'attrition rate' and 'career development', while 'Themes Known' includes 'Pay and Benefits' and 'Resources'. A search box on the left shows results for 'turnover' with 355 results. A red callout box at the bottom highlights a comment: 'Comments: While I'm still somewhat new to Vision, I have noticed significant turnover- It's been alarming. There has been more turnover in the last 3 months than any... Our customers comment'.

Add New Data

Integrate diverse data from personal files, enterprise sources and external web content

Ask New Questions

Leverage best in class search combined with consumer-style navigation, right out of the box

See New Patterns

Search results organize imperfect data, Live text enrichment exposes hidden themes. Powerful, interactive data visualizations reveal new insights

Ďakujem za pozornosť

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The logo consists of a lowercase 'e' in orange followed by the word 'FOCUS' in white, all in a bold, sans-serif font.