Nové technológie ako pohon inovácií

Prehľad Oracle technológie pre oblasť Big Data

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Why Is Big Data Important?

Value creation

HEALTH CARE	FINANCIAL SERVICES	MANUFACTURING	COMMUNICATIONS	RETAIL
Reduce Prescription Fraud	360 Customer Personalized Banking	Accelerate Test Cycles to Reduce Backlog	Offering New Services based on Location Data	Better Predict Product Success

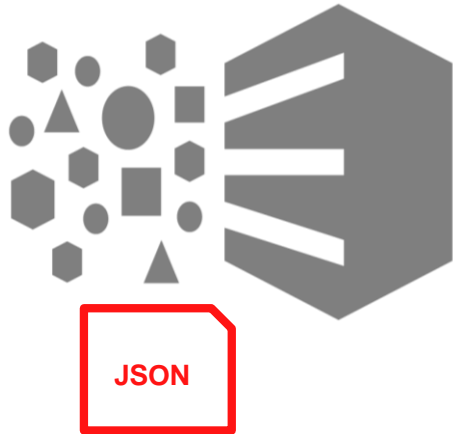"In a big data world, a competitor that fails to sufficiently develop its capabilities will be left behind."
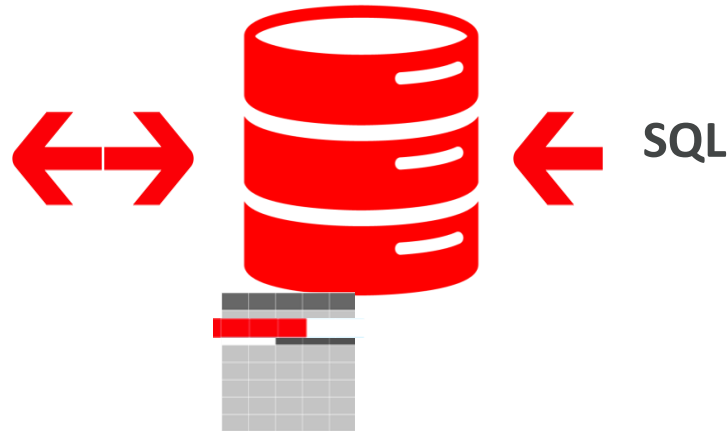
McKinsey Global Institute

Oracle Big Data Platform

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

Oracle Big Data Appliance

Oracle Database 12c

JSON

SQL

Store JSON data unconverted in Hadoop

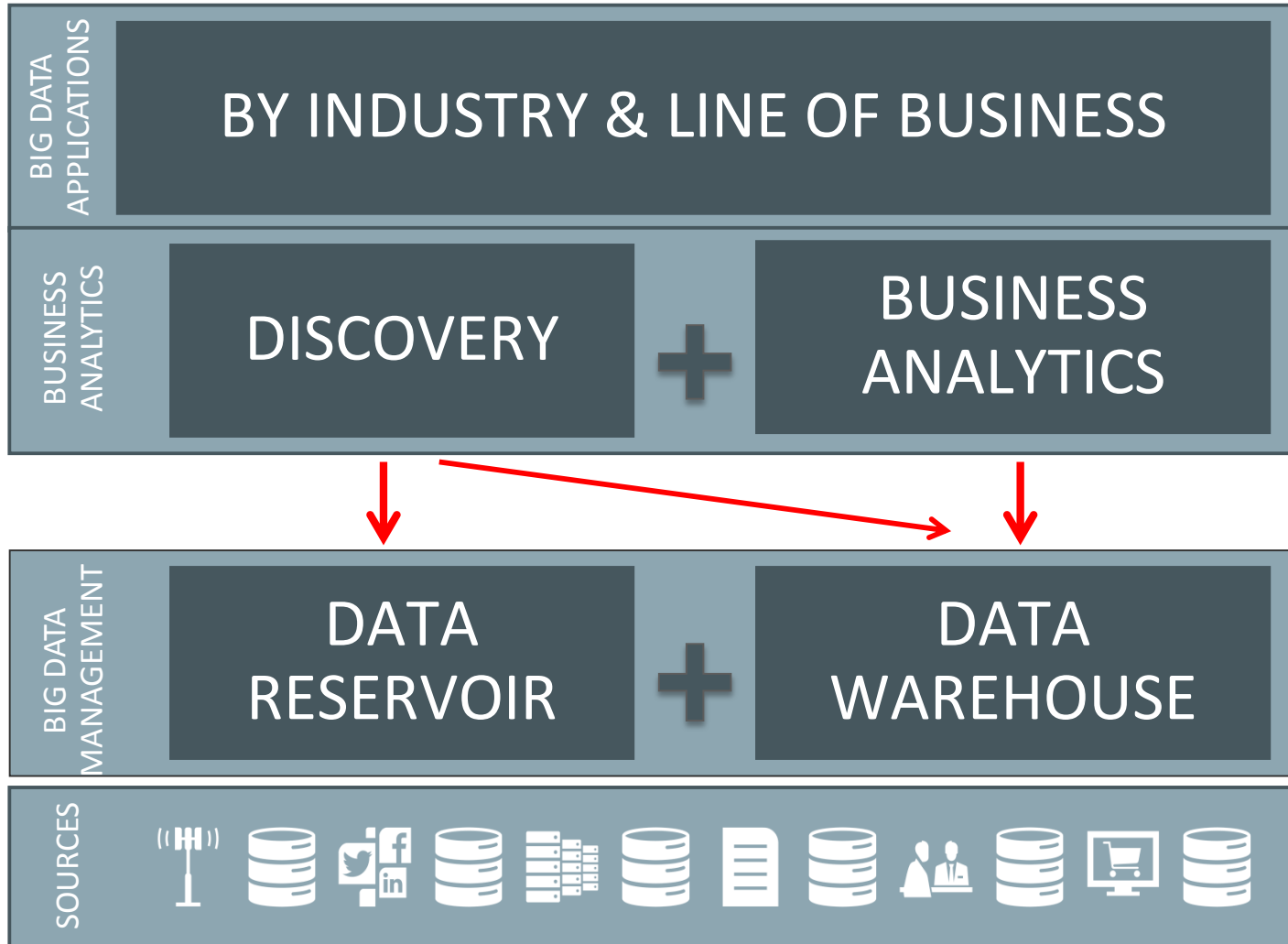**Store business-critical data in Oracle**

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

Ďakujem za pozornosť

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