

Big Data in a New Era of Services

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Major Waves of Technology



Programmable Systems Era



Cognitive Systems Era



Back-Office Computing



Client-Server
PC - 1981



World Wide Web
and eBusiness



Confluence of Social, Mobile,
Cloud, Big Data / Analytics

Data is a new economic asset that has become the basis of significant opportunity

18% of Africa's GDP

is expected to be handled through mobile money transfers by 2015

1/3 of consumer data

will be stored in the cloud by 2016

67% of global consumers

want to use mobile devices to check out

Mobile



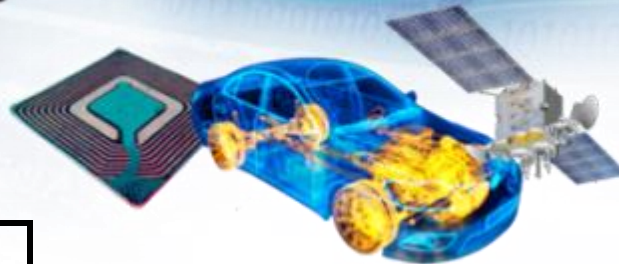
Cloud



Social



Big Data



80% of all data

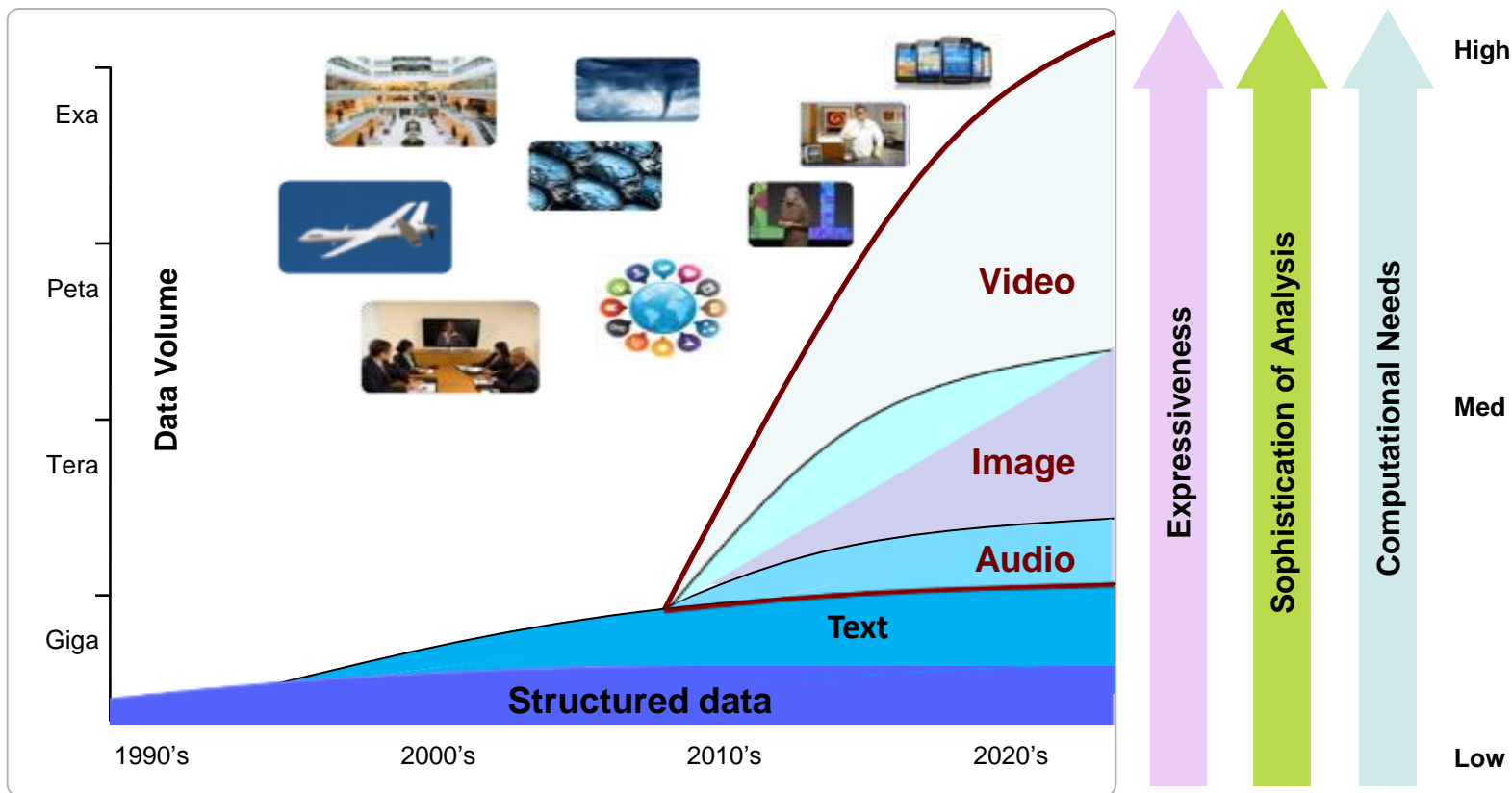
is unstructured and growing 15 times the rate of structured data

More than 2.5 billion users in Social Media sites; Facebook has more than 1.15 billion

Internet of Things

Number of connected devices to reach 50 billion by 2020

The Size and Variety of the Growing Data &

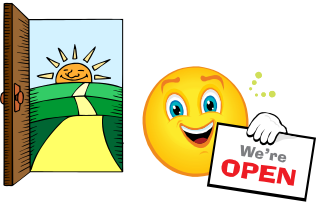


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|-----------------------------------------|----------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------|
| Media 72 video hrs/minute | Healthcare 10+% of video views | Digital Marketing Used by 1/3 of enterprises | Enterprise Video Used by 1/3 of enterprises |
|-----------------------------------------|----------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------|

Source: IBM Market Insights based on composite sources

Big Data will lead to innovative applications for industry and society &

Open Data



Finance



News/Weather



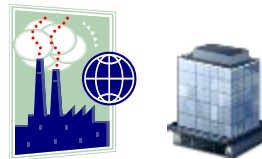
Social Data



Healthcare



Enterprise



- *Data is the lifeblood of the modern enterprise.*
- *Data is a force for social good.*
- *Data creates growth opportunities.*
- *Data protectionism and regulation undermine innovation, growth and jobs.*



Healthcare for the individual



Natural Resources Optimization



Marketing Analytics



Big Data and Social Insights

Trade and regulatory policy should not stifle innovation

Compliance

Industry and Cross-Border



Health Information



Financial Regulations



TPP

TTIP

TISA

Digital Trade Rules

- *Policymakers must be aware of the tremendous benefits of data innovation and new services*
- *Unnecessary digital trade barriers and overly burdensome regulations could reduce innovation, preclude valuable services and slow economic growth*
- *Information technology enables data to be secured wherever it is stored – market forces drive businesses to protect data*
- *IBM invests heavily to develop secure information systems and create innovative services*
- ***Find the right policy balance to ensure privacy and security while enabling data innovation and digital trade***

Privacy Regulation

Rising Complexity

Privacy Laws

■ Emerging

■ Existing



Regulatory activity rising

Resulting uncertainty



Data Privacy Regulation

EU considering regulations that could increase cost & reduce economic growth

