

Session 4 - Panel A: Big Data Analytics - Monetizing Big Data

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Big Data

Hype
Or
Reality?

Big Data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it...



What is **Big Data**?

Structured Data
Unstructured Data
Machine Data - IOT



Maturity of Big Data Implementations

Structured Data

- Many mature Data Warehouse and Data Mart analytic solutions in place across many industries for 15-20 years

Unstructured Data







- Early adopters evaluating tools to analyze unstructured data types (e.g. call centre recordings, CCTV, email, Social Media Posts, Tweets, etc)

Machine Data – IOT

- Devices beginning to appear – Smart Meters, Home Sensors/Controls (Nest), personal health wearables (e.g. Fitbit)
- Prototype solutions underway



MULTIPLE HP CITY INITIATIVES HAVE BEEN CONNECTED TO DRIVE INNOVATION & BEST PRACTICES SHARING (CITY BOA)

County of Norfolk, UK	Anaheim & San Diego, USA	Flemish Government, Belgium	Auckland Transport, Auckland	Tokyo & Kashiwanaha, Japan	Singapore EDB
					
<ul style="list-style-type: none"> • Citizen-centric service design • Services catalog • Mobile applications for social services, healthcare, C2G • Cloud – HP ECS, MSFT 	<ul style="list-style-type: none"> • EVOc, emergency response • Justice systems, case management • Mobile applications for C2G and G2C • Shared services and IT infrastructure 	<ul style="list-style-type: none"> • Integrated citizen service interaction portal • Unified citizen data repository • Government shared services • Mobile, kiosk apps 	<ul style="list-style-type: none"> • Transportation platforms and applications • City operations & management dashboard 	<ul style="list-style-type: none"> • Smart meters • Connected cars • Healthcare and wellness stats and analytics 	<ul style="list-style-type: none"> • Joint Singapore EDB + HP Center of Excellence • Solutions for Smart Nation • Thought Leadership & IP creation • Capacity & capability development

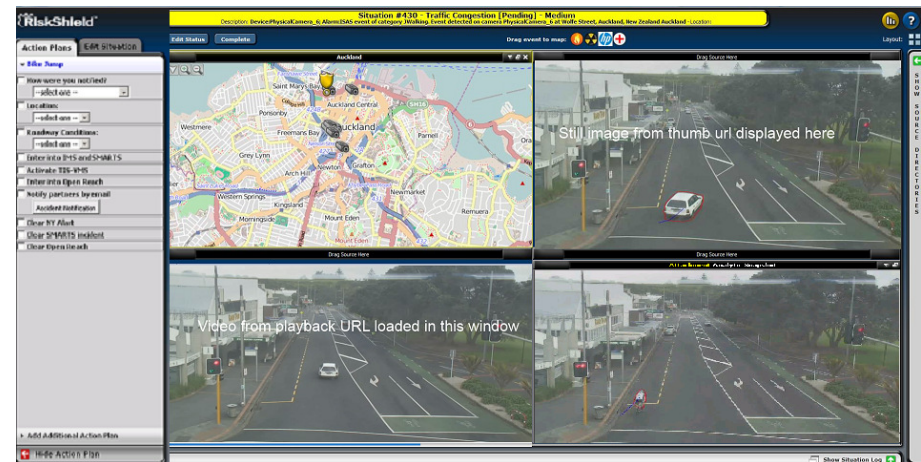


SAFE CITIES: AUCKLAND TRANSPORT

Video analytics platform powered by HP IDOL



- Objective: Improve public safety
- Deployment Environment -
 - City-wide camera network
 - Road and environmental sensors
 - Real-time social media and news
- Phase 1 – Detect high risk activities and investigate threats with scene analysis and license plate recognition
- Future Phases
 - Uncover breaking trends and facilitate incident responses with social media
 - Integrated transport management
 - City Dashboard



Regulatory Situation for Big Data?

Privacy laws – Are they sufficient?

Industry Approach – Information Accountability Foundation (IAF)

<http://informationaccountability.org/>

Big Data Ethics Project: “Unified Ethical Frame for Big Data Analysis” white paper

IAF Industry Participants

Foundation Sponsors:

- Acxiom Corporation
- Hewlett-Packard Company
- Intel Corporation
- Intuit
- MasterCard
- Merck & Co., Inc.
- Microsoft Corporation
- Oracle Corporation

Foundation Participants:

- American Express Company
- Anonos
- Apple Inc.
- Automatic Data Processing, Inc.
- eBay Inc.
- Graduate Management Admission Council
- IBM
- IMS Health

Foundation Participants (cont)

- JPMorgan Chase
- Verizon
- Visa
- Wal-Mart Stores, Inc.
- Yahoo!

Foundation Partners:

- Davara Abogados, S.C.
- Iberdata21
- NYMITY
- Osler, Hoskin & Harcourt
- TRUSTe

Special Project Supporters include:

- Wilson Sonsini Goodrich & Rosati



Closing Comments

- Big Data is Big, getting Bigger and isn't going away
- Technology advances are giving companies and individuals the ability to deploy solutions that leverage big data, even cloud based solutions
- The problem is not with “Big Data Technology” but with how Big Data Solutions are implemented
- Privacy by Design must be a key design requirement, along with key security capabilities like encryption
- Accountable organizations which adopt an “ethical” approach to Big Data solutions will benefit





Thank you