

# Big Data in action

- play video





# Big Data Infrastructure

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# Big Data in 2013 — an inflection point

Pilot to production takes planning

 **Cost**



- Skills
- Process management

 **Complexity**



- Solution architecture
- Integration

 **Speed**



- Deployment
- Real-time consumption

 **Risk**



- Security and compliance
- Support

# The two faces of Big Data

- Why am I losing customers?
- What are people saying about my brand?



**Customer 360° View**



- How can I improve shop floor productivity?
- How can I predict a hacker attack?



**Enterprise 360° View**

# HP's point of view on Big Data

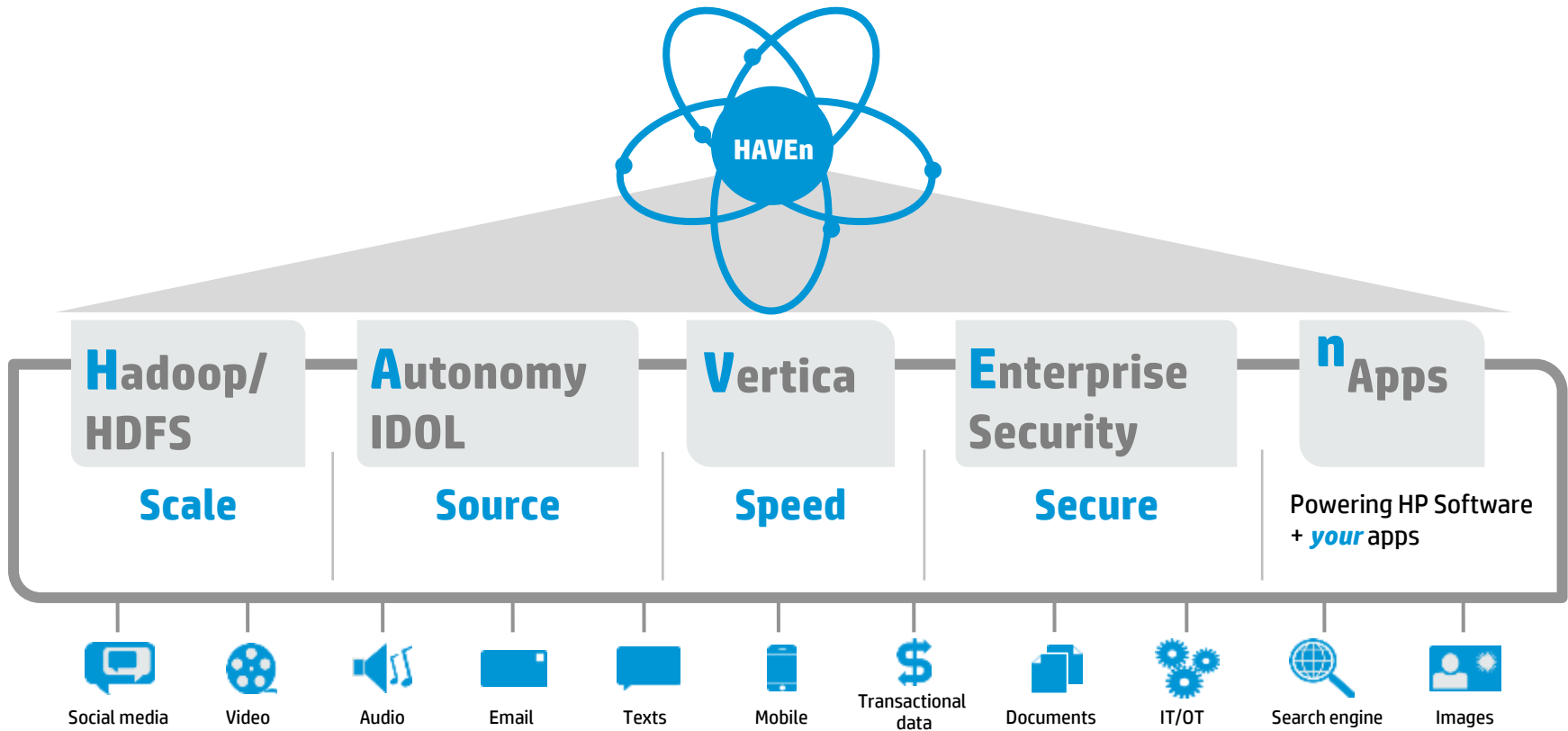


# Big Data needs a unified approach

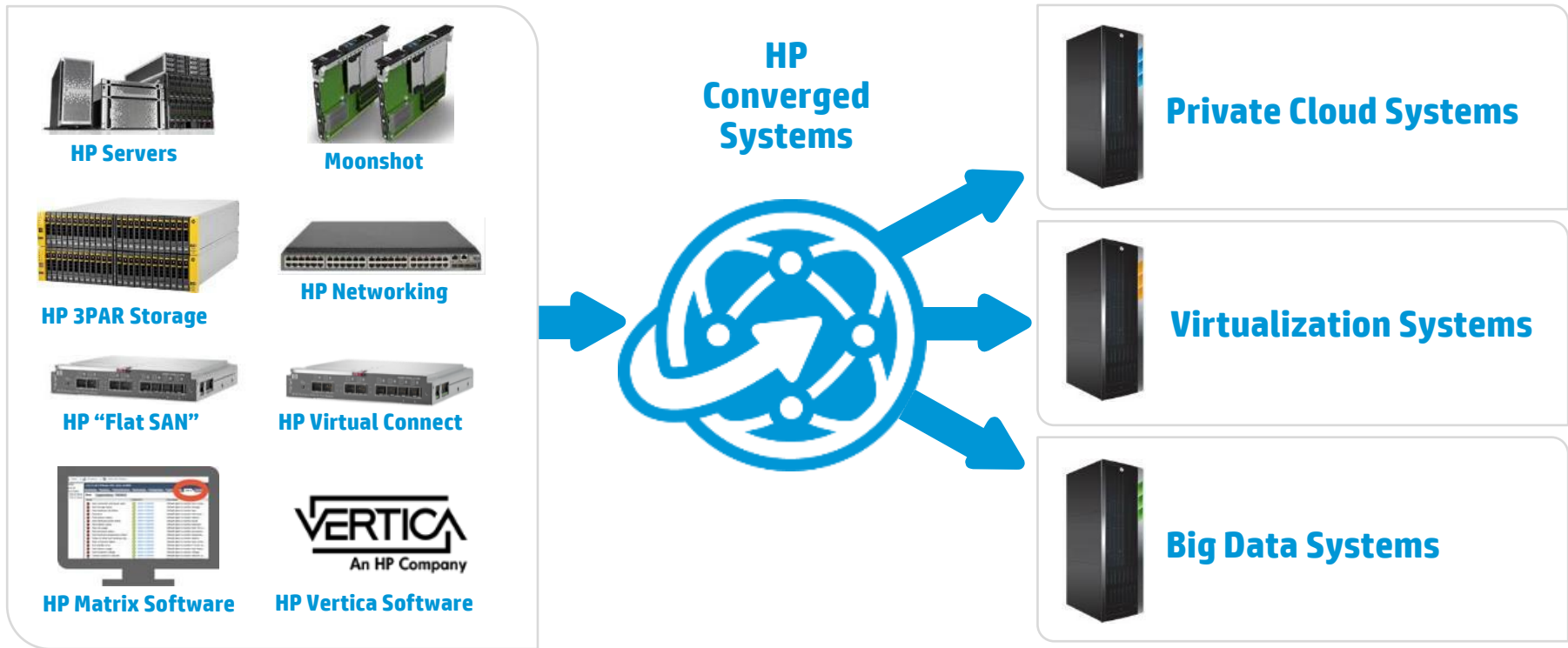
One platform for structured, semi and unstructured to profit from 100% of data



# HP HAVEn: Big Data platform



# HP is now delivering Converged Systems





# HP is leading in Big Data innovations

Fastest Time to Value; purpose built for Big Data scale and performance

**Delivering  
innovative Big  
Data solutions**



**Delivering  
simplicity with an  
end-to-end approach**



**Delivering  
Big Data value for  
customers today**



**AppSystem for  
Vertica**



**AppSystem for  
Autonomy**



**AppSystem for  
SAP HANA**



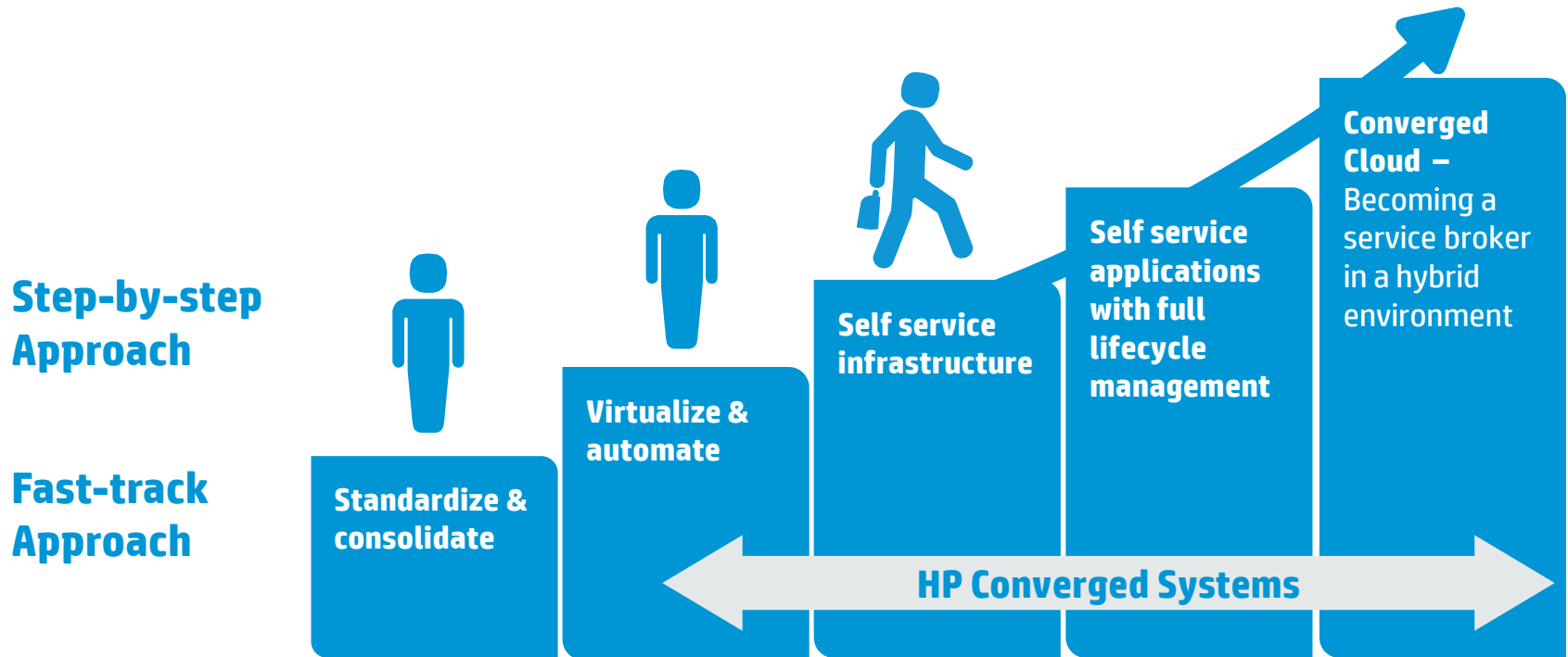
**AppSystem for  
Apache Hadoop**



**AppSystem for  
Microsoft**

# Two possible paths to convergence and cloud

Converged Systems accelerate the journey to Converged Cloud





**For more information, visit us at  
[www.hp.com/bigdata](http://www.hp.com/bigdata)**



# Thank you

