Big Data and Business Analytics: The Engine of Digital Transformation

Gavin Dupre
Big Data Business Development Manager

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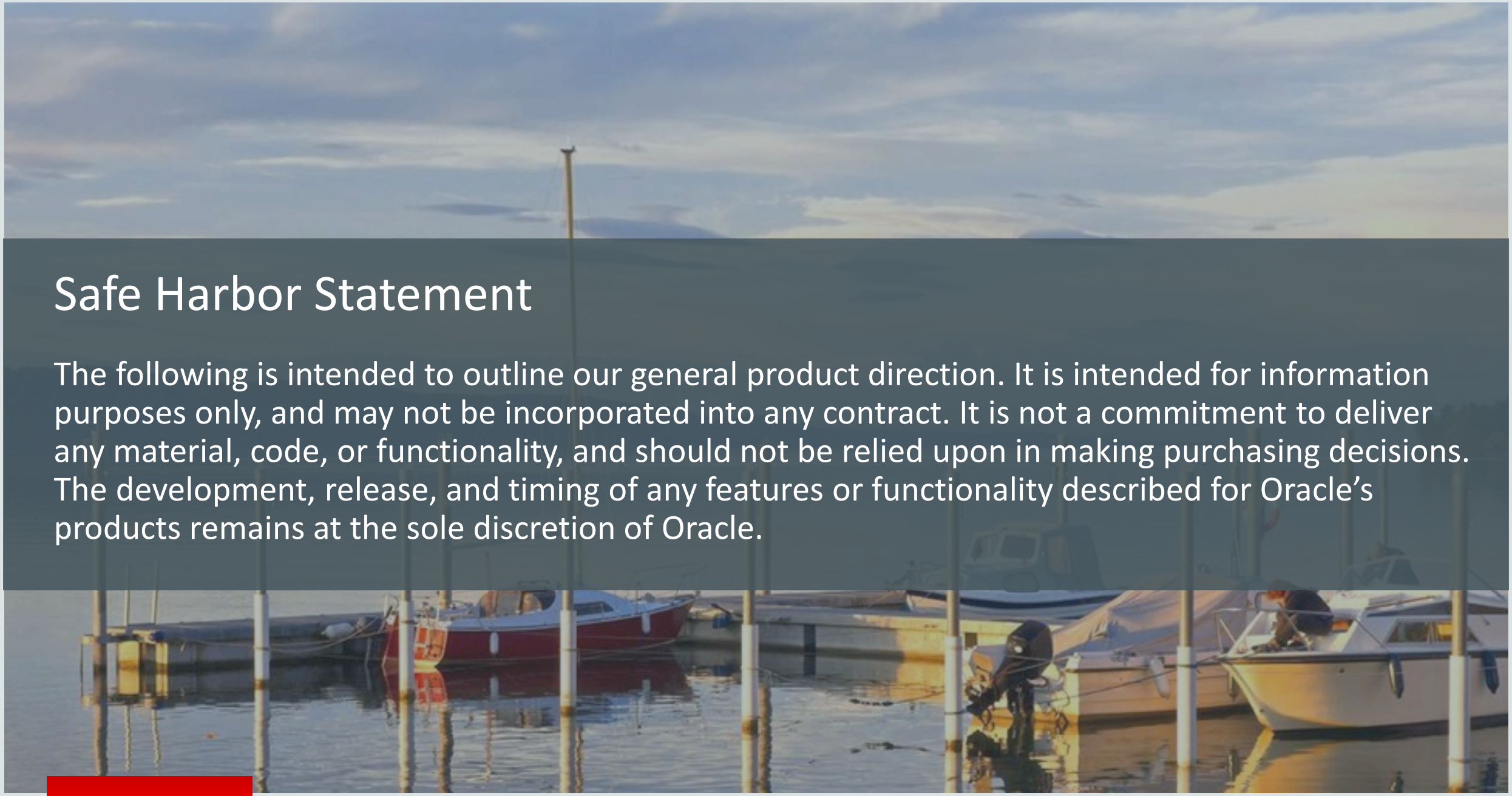

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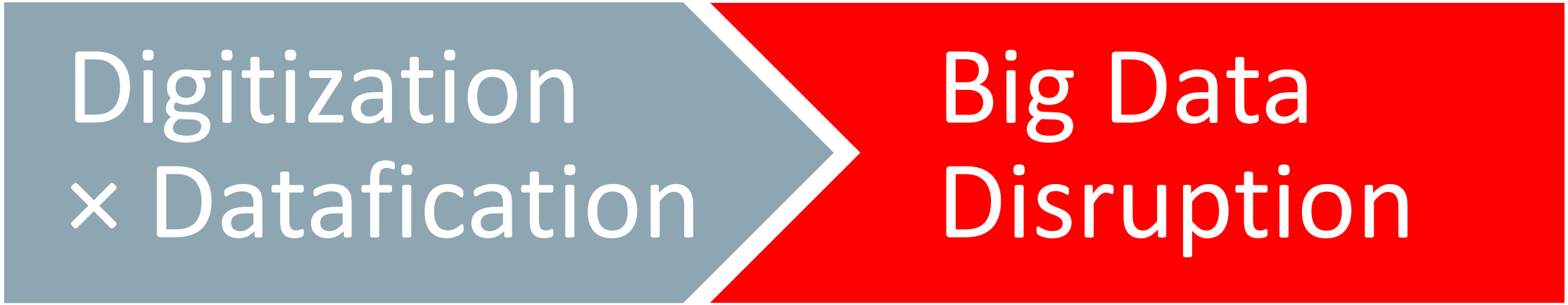

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"By 2015, organizations that build a modern information management system will outperform their peers financially by 20 percent."

– Mark Beyer, Gartner

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CaixaBank

*"…**CaixaBank** has partnered with **Oracle** to develop a new technology platform that can help improve the business and enable the bank to anticipate the needs of customers with a 360 view of the customer*"*

Juan Maria Nin

CEO CaixaBank

Expansión

CaixaBank prevé un alza del 5% en el margen de intereses

CONFERENCIA EUROPEA DE BANCA/ Juan María Nin afirma en Londres que 2014 será un año de transición para mejorar la rentabilidad del negocio del banco.

S. Saborit./R.Casado.
Barcelona/Londres

CaixaBank considera que 2014 será un ejercicio de transición para mejorar la rentabilidad del negocio del banco, la principal prioridad del plan estratégico 2014-2016. Así lo aseguró ayer en Londres el vicepresidente y consejero delegado de la entidad, Juan María Nin, durante su participación en unas jornadas de banca europea organizadas por Morgan Stanley. Según Nin, el margen de intereses de CaixaBank –que mide el negocio típicamente bancario– podría incrementarse en un 5% este año gracias a la normalización de los tipos de interés y al menor coste de los depósitos. En 2013, el margen de intereses de CaixaBank subió un 2,1%, hasta 3.955 millones de euros.

Según el banquero, el ejer-

Elena Ramón

(*) Mentioned in a business review with financial analysts in London, 26 March 2014

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Enterprise Big Data Strategy

Discovery +
Business Analytics

Data Reservoir +
Data Warehouse

Mobile +
Web + On-device

Streaming +
Batch

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Simplify access to all data

Discover and predict, fast

Govern and secure all data

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Simplify access to all data

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Increase Share

de Persgroep

Customer 360
Improve prospecting
Better content
Improve subscriber retention

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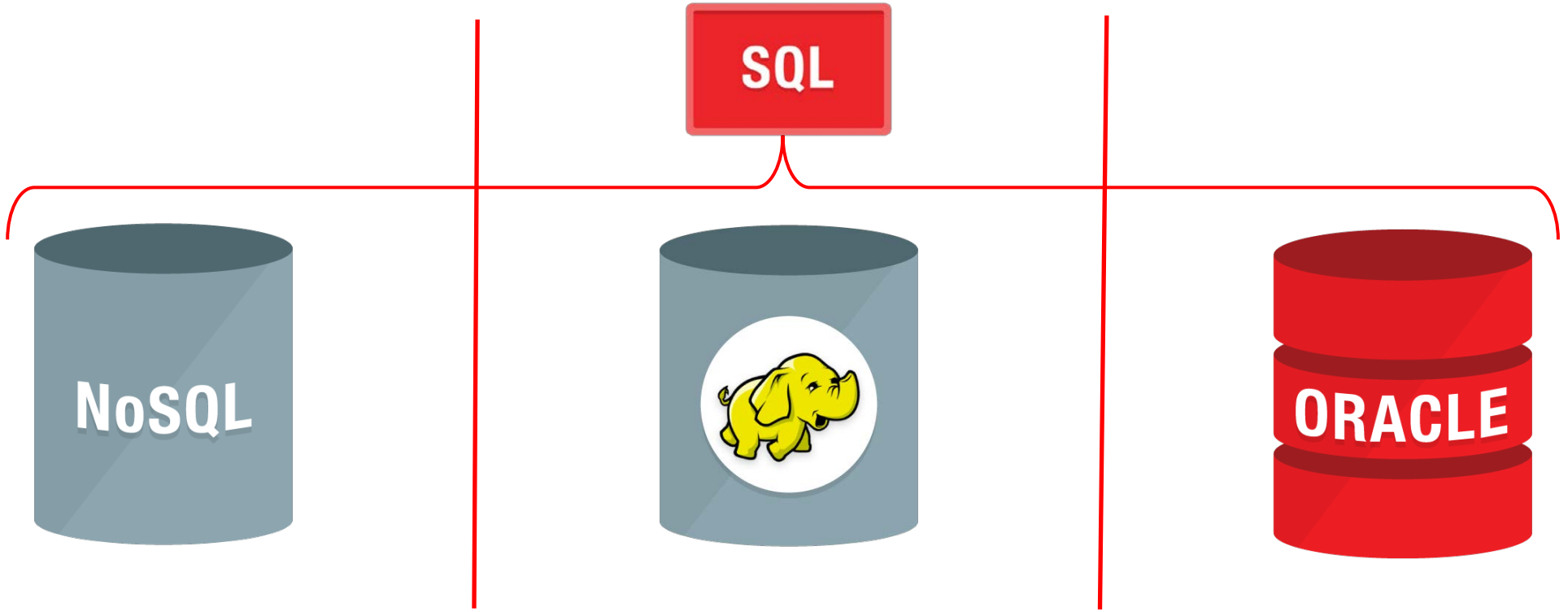
Oracle Big Data SQL

One Fast Query for All Your Data



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Using Big Data SQL

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Simplify Access For All Consumers Of Data

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Close Sales Faster

NilsonGroup

Real-time access to inventory

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Discover and predict, fast

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Inverting Data Access Cycles

What if we could make data preparation 20% of the effort so you can focus 80% of your time on executing and improving your business?

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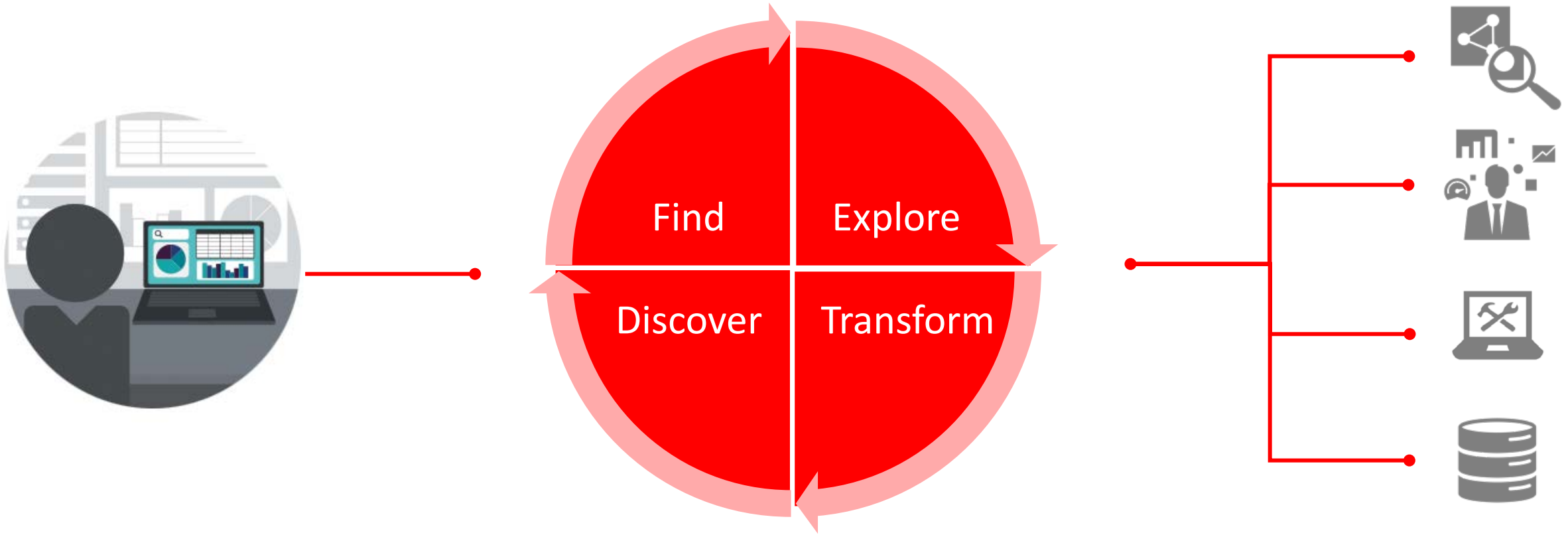
Oracle Big Data Discovery. The Visual Face of Hadoop



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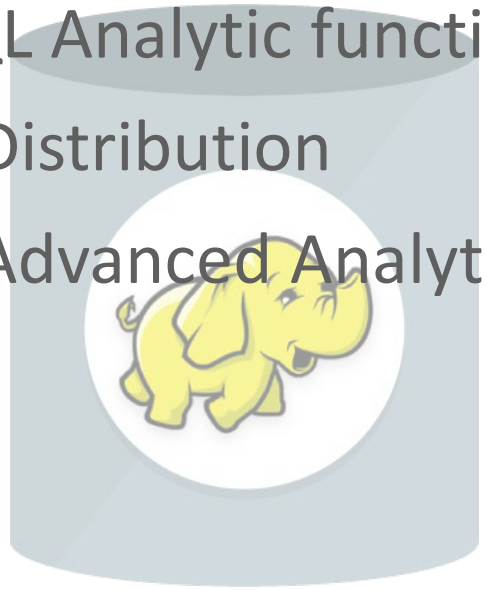
Bring The Analytics to the Data

SQL + R

Oracle SQL Analytic functions

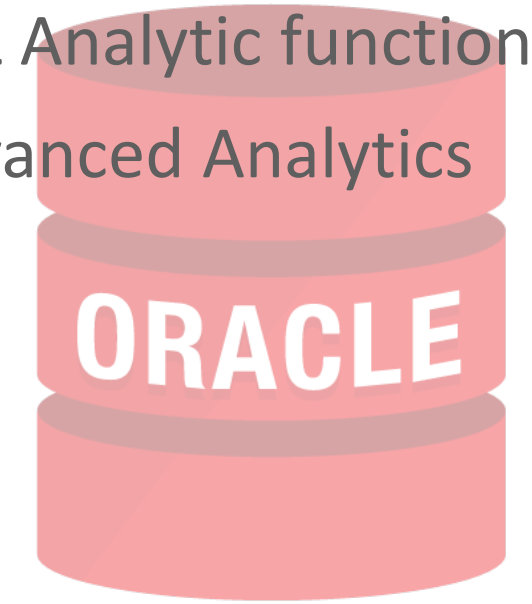
Oracle R Distribution

Oracle R Advanced Analytics for Hadoop



Oracle SQL Analytic functions

Oracle Advanced Analytics



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90% Fraud Cut

Stubhub

Predictive analytics means winning the fraud arms race

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Govern and secure all data

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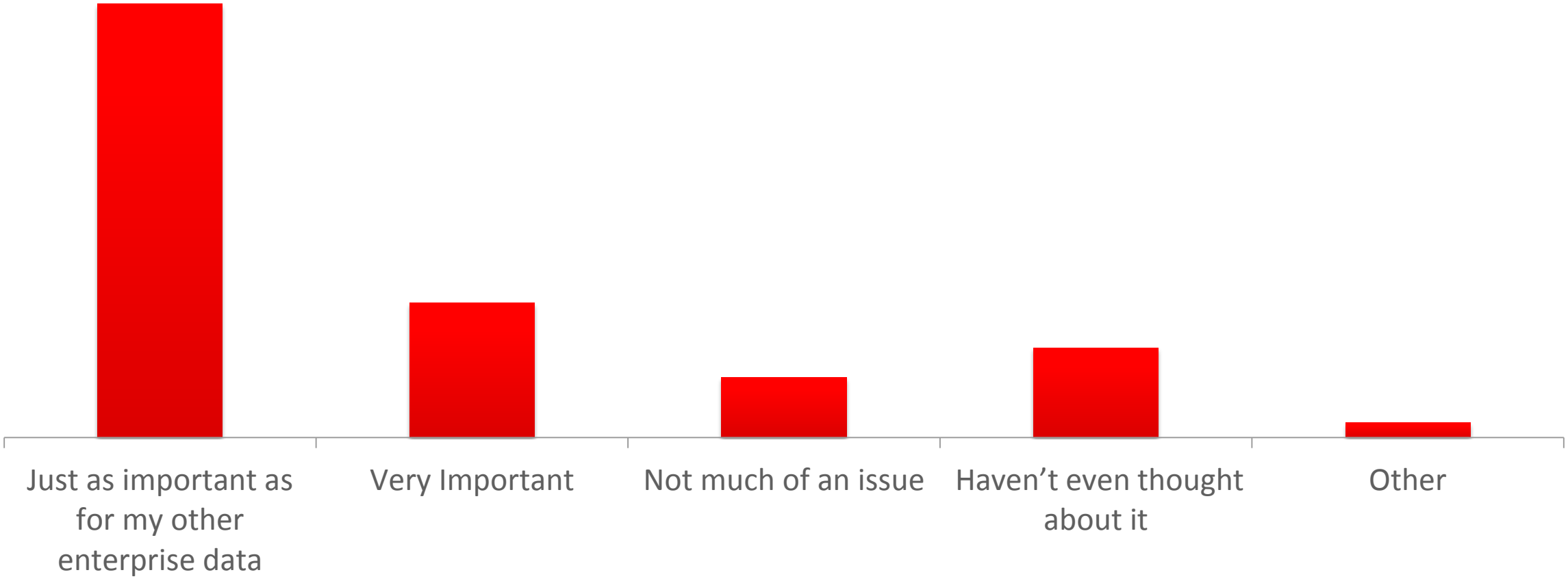
How Important Is Security for Big Data?



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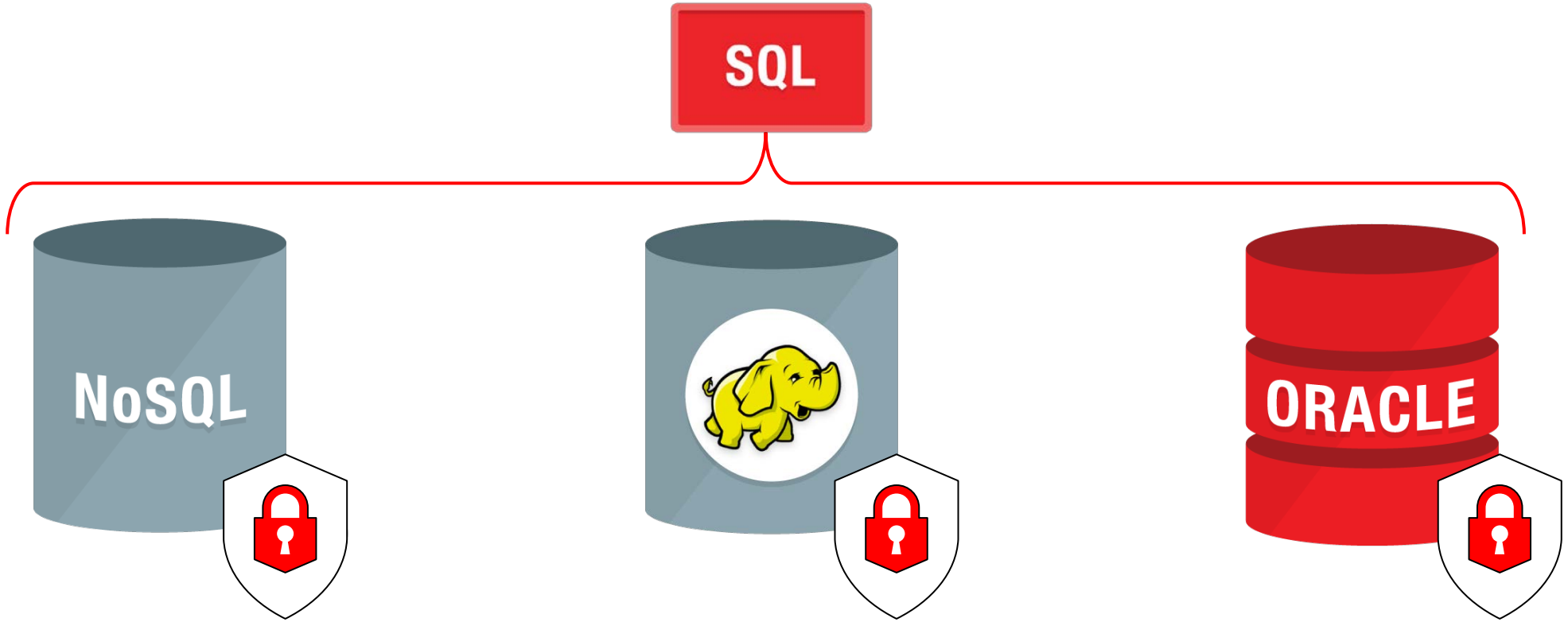
Securing Hadoop and NoSQL

Extending the Oracle Database security umbrella



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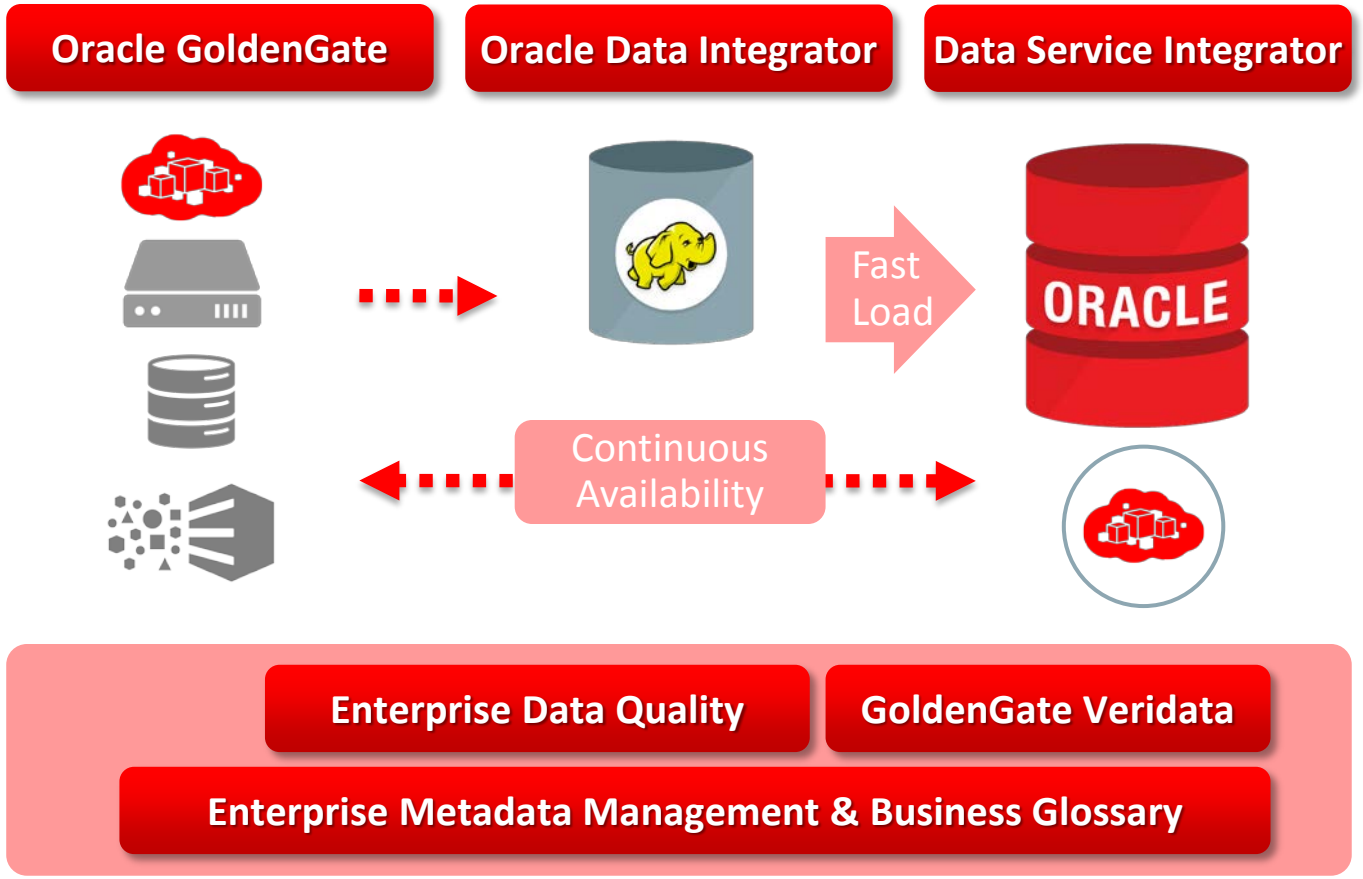
Data Quality and Governance



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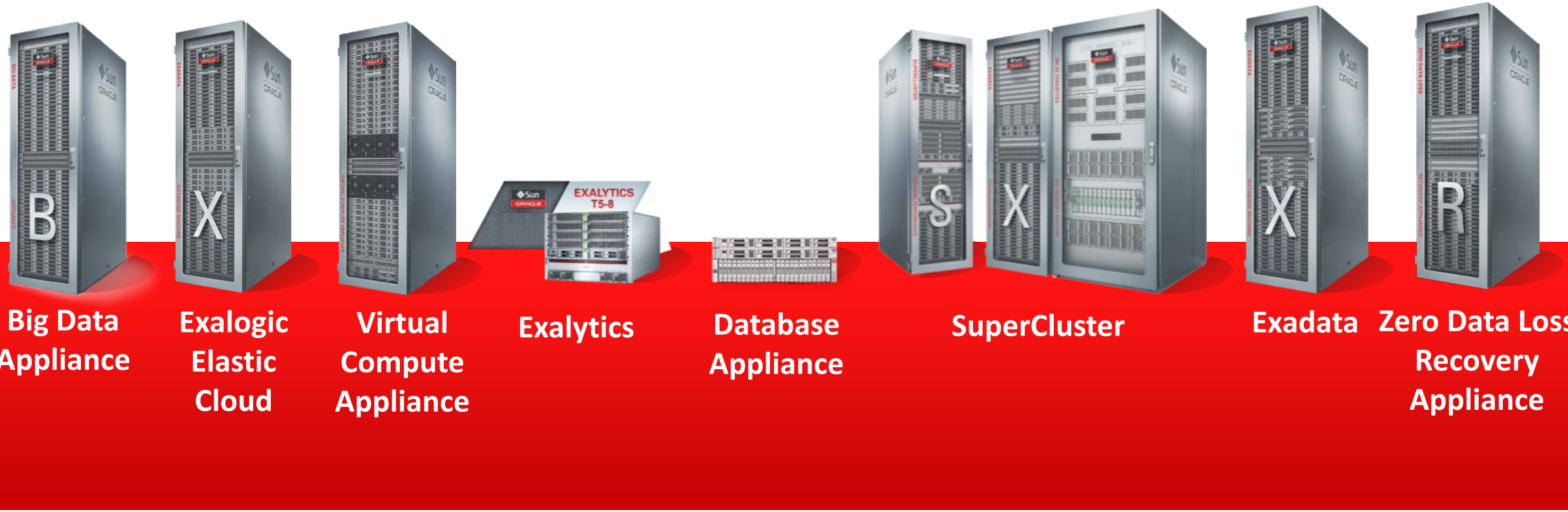
Deploy On Oracle Engineered Systems



Big Data Appliance

Exalogic Elastic Cloud

Virtual Compute Appliance

Exalytics

Database Appliance

SuperCluster

Exadata

Zero Data Loss Recovery Appliance

Performance | Simplicity

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Deploy As A Service In The Cloud

Analytics
Big Data Discovery

Horizontal and
Industry applications

Database
Hadoop

Data Enrichment
Integration

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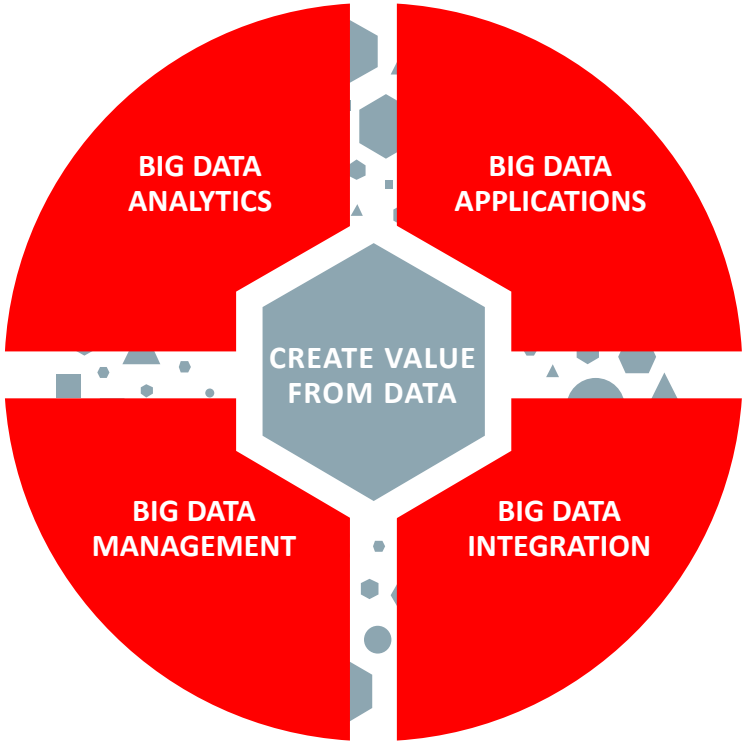
How To Get Started



- Identify the business needs

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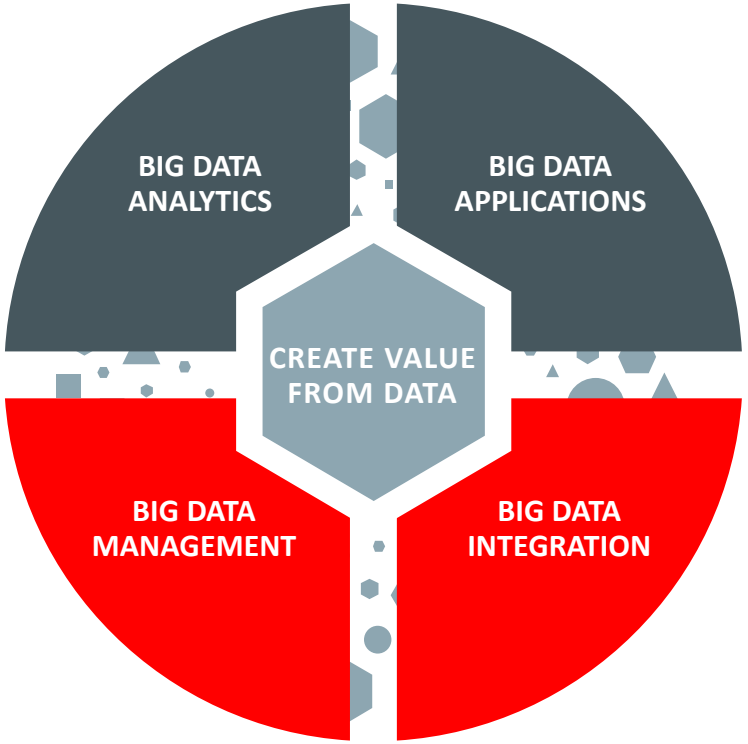
How To Get Started



- Identify the business needs
- Lay the foundation

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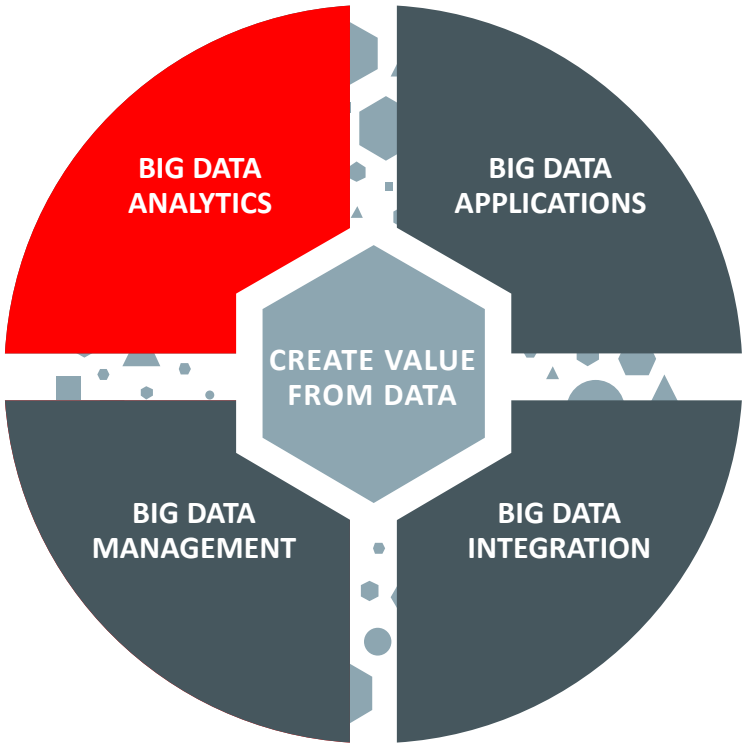
How To Get Started



- Identify the business needs
- Lay the foundation
- Pilot

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