Titanium Bulletin – Big Data

Data Situation

Traditionally, companies stored data in their own systems in a fragmented way resulting in data being in silos. In addition, various cost and physical constraints limited the ability to store large volumes of data. Hence there was a limited amount of history, detail, and variety in the data.

As a result, data was of limited value. The costs associated with gathering data and adding meta data could be enormous and it was not timely.

Data Challenge

The challenge is how can companies turn costly data into a valuable asset? The primary challenge is being able to store huge amounts of data cost effectively and providing it in a timely manner for analytics.

A secondary challenge is that the value of data does not come from storing vast amounts of data but from analysis. Therefore, until the analytics are done, it makes it difficult to justify the costs in the budget.

Big Data

What is Big Data? In the early 2000s, Doug Laney through the Meta Group described the attributes of Big Data. Laney said that Big Data can be an economic asset. Big Data analytics leads to data monetization giving companies a significant competitive advantage. Big Data is the vehicle to transform costly data into valuable data.

Fourth Industrial Revolution

The advent of the cloud changed the world of data. With the cloud, vast amounts of data can be cost effectively stored. For companies to move into the Fourth Industrial Revolution, they not only need to store data in the cloud, but they need use the data.

STREAMS OF DATA 24/7

Titanium Platform

Big Data must have a cloud platform with the following attributes (i.e., "The Five Vs"):

- **Volume:** gathers huge amounts of data
- **Velocity:** low latency and fast response times
- **Variety:** interoperability for a wide range of data
- **Veracity:** highest quality edge devices to deliver accurate data
- **Value:** analytical capabilities to cost effectively deliver optimal solutions

Titanium delivers on the "Five Vs" of Big Data.

Titanium Partnerships

Titanium partnerships provide a powerful package of benefits:

- **EnOcean** energy harvesting wireless solutions
- **Aruba (HPE)** Wi-Fi infrastructure with cyber security including military-grade encryption
- **EnOcean Alliance** interoperability with over 5,000 multi-vendor devices deployed in over 1,000,000 buildings worldwide
- **Cloudvue (Johnson Controls)** true cloud solution for video cameras. Trusted by businesses worldwide with savings in surveillance costs up to 30%