The big data landscape for most enterprises is a vast wilderness. It is a growing and complex ecosystem of different data types from multiple sources, including new data from social media and raw data collected from sources like sensors. Only after effectively exploring and navigating this terrain can businesses begin to mine and refine their data resources to extract value—using trusted information to pave the roads to new insights and smarter decision making.

**WHAT DO YOU NEED TO SUCCEED?**

- **Bird’s Eye View**
  Visualize and understand all available data across systems and silos—both inside and outside the enterprise.

- **Useful Functionality**
  Establish the ability to access and use big data to support decision making and day-to-day operations.

- **Mine Valuable Information**
  Get the most value from your data by using big data tools to separate the most useful content from the rest.

- **Fool’s Gold?**
  Ensure the veracity of all data and support confident decision making with enterprise-level big data management.

- **Elephant Crossing**
  Combine data stored in Hadoop with data in enterprise and external systems to drive better insights.

**Dynamic Directions**

Focus employees’ productivity with dynamic contextual views of the most relevant enterprise and external content. Include important analytics in context to help drive day-to-day decisions.

**Discover Hidden Insights**

Find insights in new and unstructured data while adding important context to raw data, advancing analytics and structured operational data.

**Tame Wild Big Data**

- Reduce operational & IT costs
- Achieve greater process efficiencies
- Eliminate redundant systems
- Leverage existing knowledge
- Reduce risk & improve governance

**Utilize Your Resources**

- Improve decision making
- Develop new business models
- Gain market presence & revenue
- Accelerate innovation
- Improve customer knowledge
- Increase employee performance

**Avoid Pitfalls**

Identify areas of risk by understanding the full scope of all data and protecting confidential and strategic information.

**THE RESULTS**

- Visualize and understand all available data across systems and silos—both inside and outside the enterprise.
- Get the most value from your data by using big data tools to separate the most useful content from the rest.
- Ensure the veracity of all data and support confident decision making with enterprise-level big data management.
- Combine data stored in Hadoop with data in enterprise and external systems to drive better insights.
- Focus employees’ productivity with dynamic contextual views of the most relevant enterprise and external content. Include important analytics in context to help drive day-to-day decisions.
- Find insights in new and unstructured data while adding important context to raw data, advancing analytics and structured operational data.

Learn more at [IBM.com/BigData](http://www.ibm.com/BigData)