



emerging
technology
solutions

gain insights for your business and customers with IBM BigSheets

enhancing business insights by leveraging big data

the Big Data challenge

Enormous amounts of both structured and unstructured data are being created everyday (approximately 15 petabytes or 8x of the data in every US library). Companies are recognizing the potential of leveraging the broader web for business intelligence coverage—as well as their internal content—as an untapped value for business insights & intelligence. The ultimate challenge: separating the signal from the noise—which is imperative for successful business value extraction. BigSheets can help companies do just that.

what is BigSheets?

- A cloud application used to perform ad hoc analytics at web-scale on unstructured and structured content.
- Gives line-of-business users a tool to explore big data, gain insights and observations, and be able to execute on that information...all without requiring IT support.
- Leverages Apache Hadoop™ and Map Reduce technologies.

how does BigSheets generate actionable insights?

By introducing an actionable insights workflow:

- **Gather/Harvest:** Crawl the web, ingest local data, combine structured with unstructured information into you own data schema.
- **Extract/Analyze:** Apply Sentiment and/or Entity Analytics, proprietary analytics, term frequency algorithms, etc to your content to generate new insights.
- **Explore/Visualize:** Create interactive web applications that enable users to work with insightful actionable data.

emerging Big Data patterns

pattern	business question
computational journalism	BBC editor analyzing UK parliament web site, identifying MPs and voting records for over 10+ years.
chief legal officer	what patterns are most valuable? are any patents being litigated?
IT systems management	identifying intrusion patterns via log files.
evidence based medicine	perform predictive cost analysis based on previous patterns of treatment. how can processing time be reduced from 100 hours to 1 hour?
retail business partner	how can I use social media to assess brand and sentiment analysis, identify value customers?
web archiving	what have I collected? what research tools are available that can analyze the content? how can content be categorized? how can web archives of enormous size be curated?
bioinformatics	how can computational costs be dramatically reduced when analyzing genetic content?

For more case studios/scenarios, visit our website at:
<http://ibm.com/software/jstart/portfolio>

BigSheets business value

BigSheets is able to enable a quick return for the investment: it has been designed to be used by line of business professionals to rapidly gather insight and analysis from enormous amounts of data...and to be able to act on those insights in a timely manner. No need to understand database schemas, no need to understand a query language. BigSheets does the hard work "behind the scenes" allowing business decision makers the opportunity to concentrate on generating business value. Talk to jStart today to learn about the business patterns we see emerging as our clients leverage big data for their benefit. For more information, visit the BigSheets homepage at:

<http://ibm.com/software/jstart/bigsheets>

Try

BigSheets Jumpstart

Accelerate adoption of BigSheets through: training, installation assistance, and follow-on support. LanguageWare™ training and IBM Classification Module training.

Use

Scenario Definition Workshop

Includes BigSheets Jumpstart activities, plus: facilitate definition of custom BigSheets use case (scenario definition, identify data sources, apply analytics, scenario documentation).

Extend

Customize

Custom development of BigSheets assets to address specific scenarios. Development could include: LanguageWare or IBM Classification Module Macros, Custom Extensions, and/or Insight Visualization development.

to discuss BigSheets, contact:

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Learn More:

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More about Big Data:
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