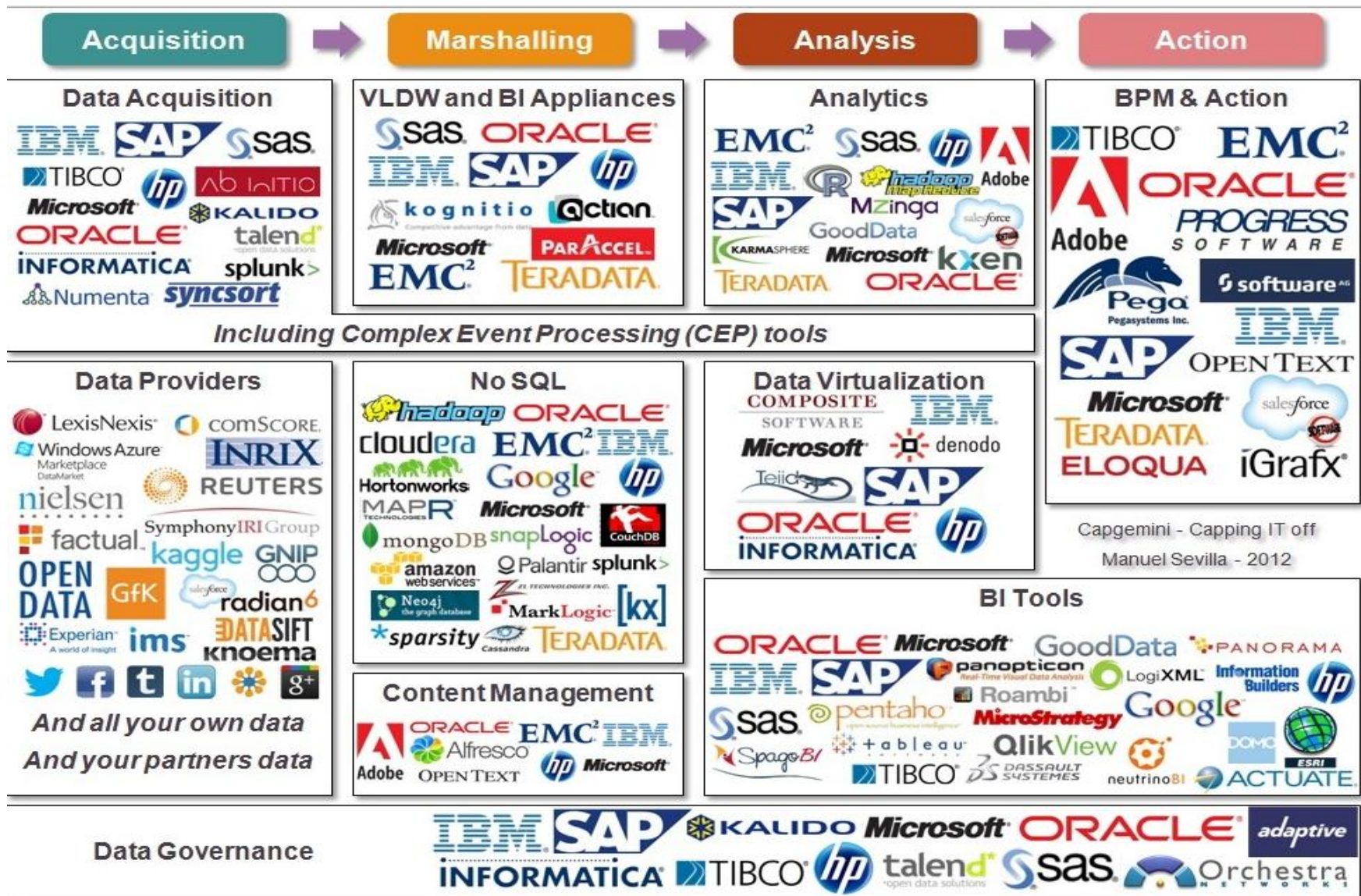




<http://www.forbes.com/special-report/2013/industry-atlas.html>



Source: CapGemini: <http://www.capgemini.com/sites/default/files/technology-blog/files/2012/09/big-data-vendors.jpg>

Open Source Tools for big data – <http://www.bigdata-startups.com/open-source-tools/>

### Data Analysis & Platforms



### Databases / Data warehousing



### Operational



### Multivalue database



### Business Intelligence



### Data Mining



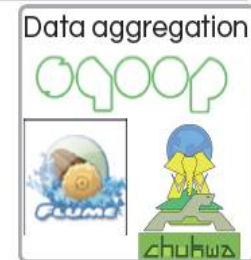
### Social



### Big Data search



### Data aggregation



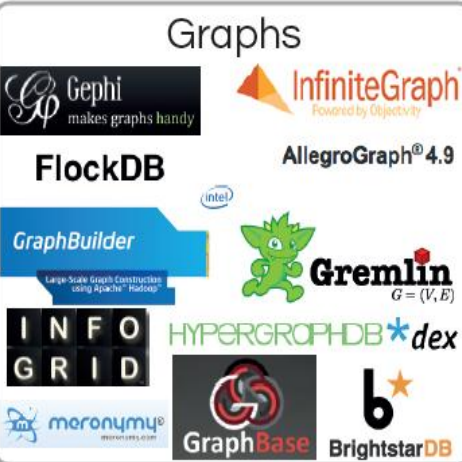
### KeyValue



### Document Store



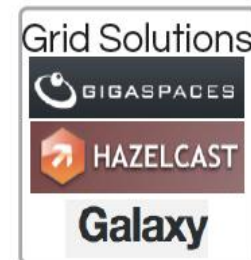
### Graphs



### Multidimensional



### Grid Solutions



### Object databases



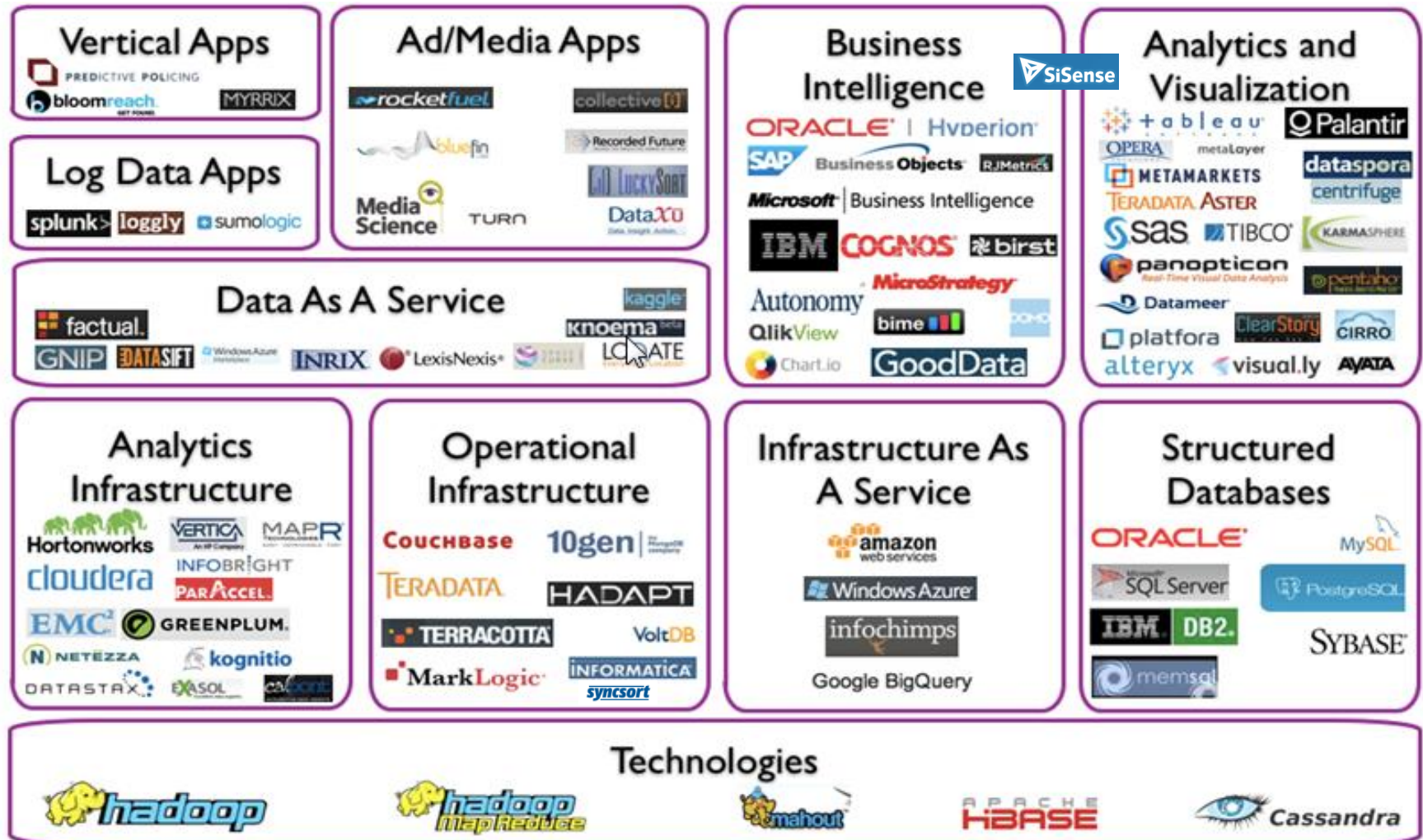
### Multimodel



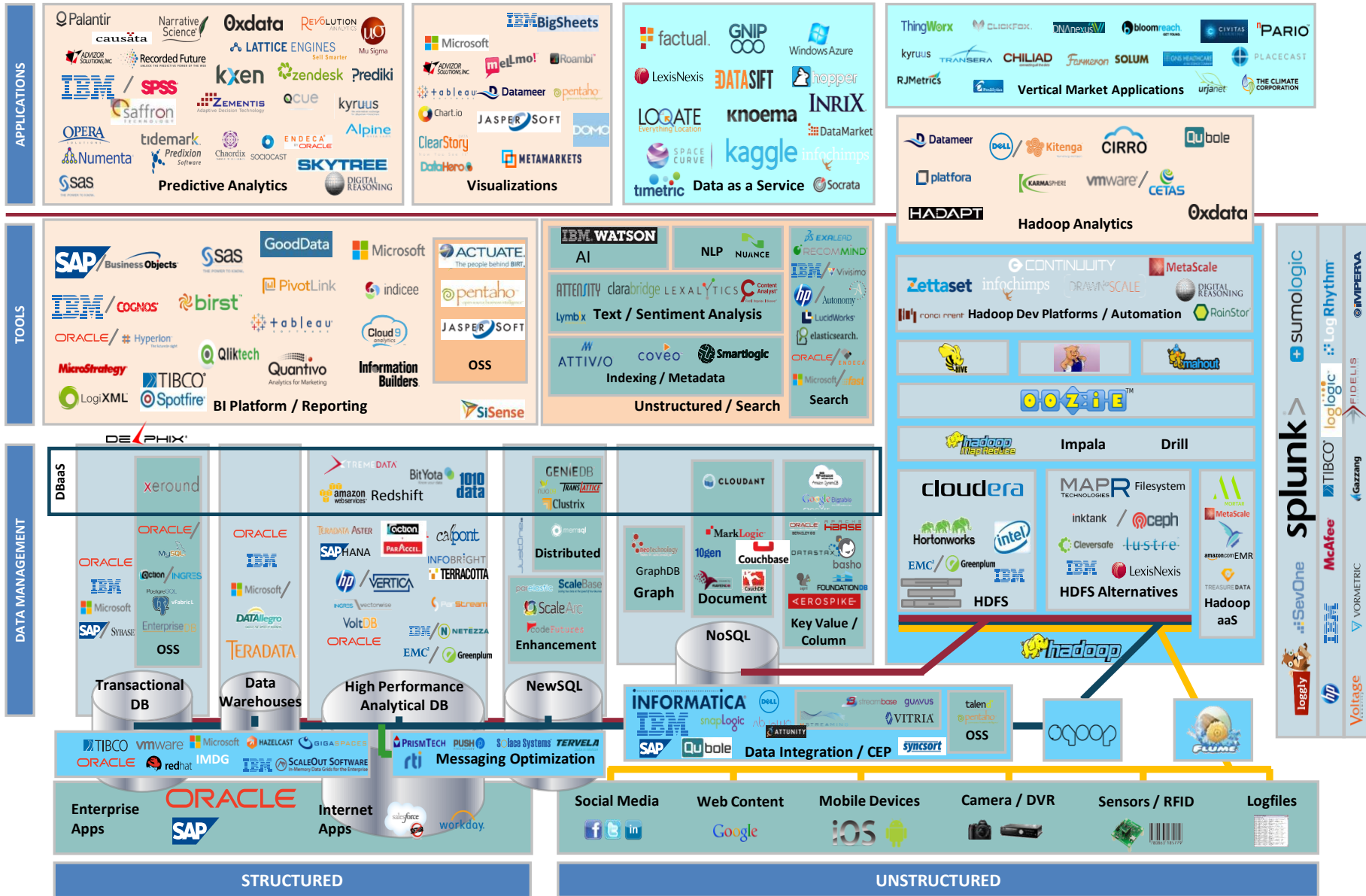
### XML Databases



# Big Data Landscape



# THE CONFUSING WORLD OF BIG DATA



Based on Source: Perella Weinberg Partners

AH.. Simplicity... This looks pretty straight-forward... (but a bit incomplete)

| Big Data Market Segments |           |                    |                      |                       |             |
|--------------------------|-----------|--------------------|----------------------|-----------------------|-------------|
| Hardware                 |           |                    |                      |                       |             |
| Servers (Chips)          |           | Storage            |                      | Networking            |             |
| HP                       |           | EMC                |                      | Cisco                 |             |
| Dell                     |           | NetApp             |                      | Arista Networks       |             |
| Intel                    |           | Fusion-io          |                      | Infineta Systems      |             |
| Software                 |           |                    |                      |                       |             |
| Hadoop                   | NoSQL     | NGDW               | Analytics & BI       | Applications          | Tools       |
| Hortonworks              | DataStax  | HP Vertica         | Digital Reasoning    | Google                | Informatica |
| Cloudera                 | Sqrrl     | EMC Greenplum      | Revolution Analytics | Tresata               | Talend      |
| MapR                     | Couchbase | Teradata Aster     | Jaspersoft           | Opera Solutions       | Zettaset    |
| Hadapt                   | Basho     | IBM Netezza        | Datameer             | SAP                   | Syncsort    |
| EMC Greenplum            | 10gen     | SAP                | Pentaho              | DataXu                | Vmware      |
| Services                 |           |                    |                      |                       |             |
| Cloud Servies            |           | Technical Services |                      | Professional Services |             |
| Amazon                   |           | Hortonworks        |                      | Think Big Analytics   |             |
| Google                   |           | Cloudera           |                      | IBM                   |             |
| MapR                     |           | Cloudwick          |                      | EMC                   |             |
| IBM                      |           | EMC                |                      | Accenture             |             |
| Microsoft                |           | IBM                |                      | Deloitte              |             |

Source: [http://wikibon.org/wiki/v/Big\\_Data:\\_Hadoop,\\_Business\\_Analytics\\_and\\_Beyond](http://wikibon.org/wiki/v/Big_Data:_Hadoop,_Business_Analytics_and_Beyond)

# Big Data Landscape

## Infrastructure

### NoSQL / NewSQL Databases



### Hadoop Related



### MPP Databases



### Crowdsourcing



### Cluster Services



### Security



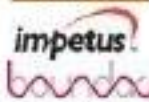
### Management / Monitoring



### Storage



### Monitoring



## Analytics

### Analytics Solutions



### Data Visualization



### Statistical Computing



### Sentiment Analysis



### Location / People / Events



### Real-Time



### Crowdsourced Analytics



### SMB Analytics



### Social Media



### IT Analytics



## Applications

### Ad Optimization



### Publisher Tools



### Marketing



### Industry Applications



## Data Sources

### Data Marketplaces



### Data Sources



### Personal Data



## Cross Infrastructure / Analytics



## Open Source Projects

### Framework



### Programmability



### Data Access



### Coordination / Workflow



### Real-Time



### Statistical Packages



### Machine Learning



# Database Landscape Map – December 2012

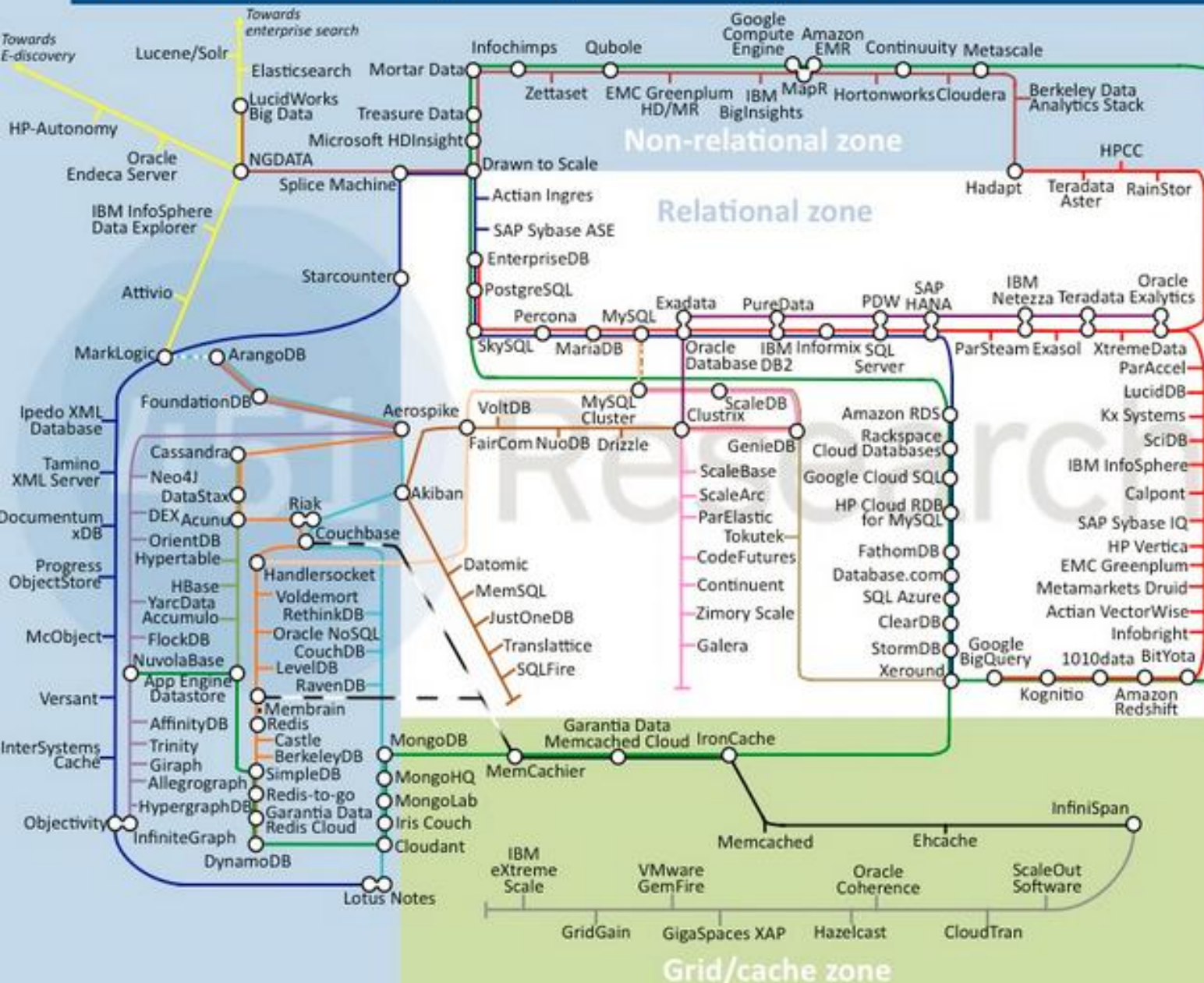
451 Research

## Key:

- Operational
- Analytic
- as-a-Service
- NoSQL extension
- BigTables
- Graph
- Document
- Key value stores
- Key value direct access
- Hadoop
- NewSQL extension
- Storage engines
- Advanced clustering/sharding
- New SQL databases
- Data caching extension
- Data caching
- Data grid
- Index-based data management
- Appliances

www.451research.com

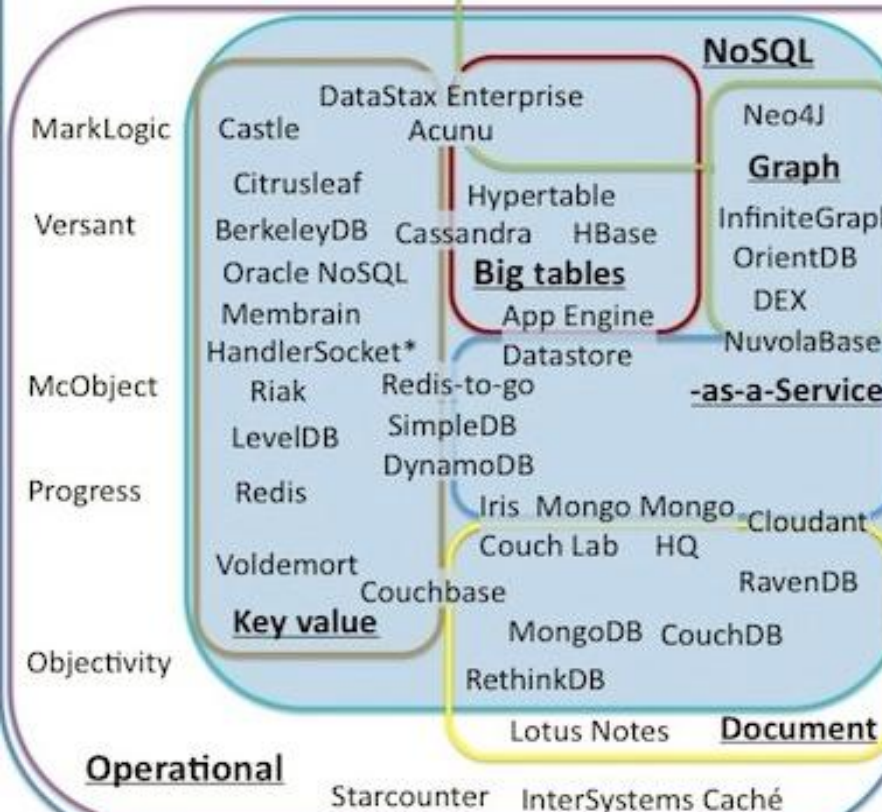
@maslett



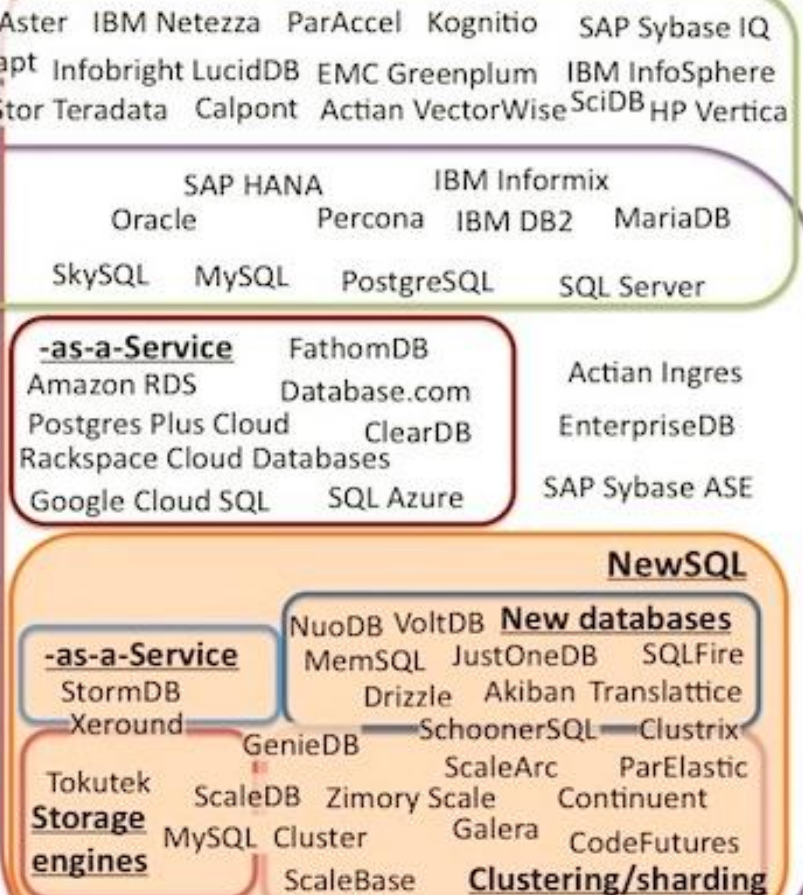
# The evolving database landscape

451 Research

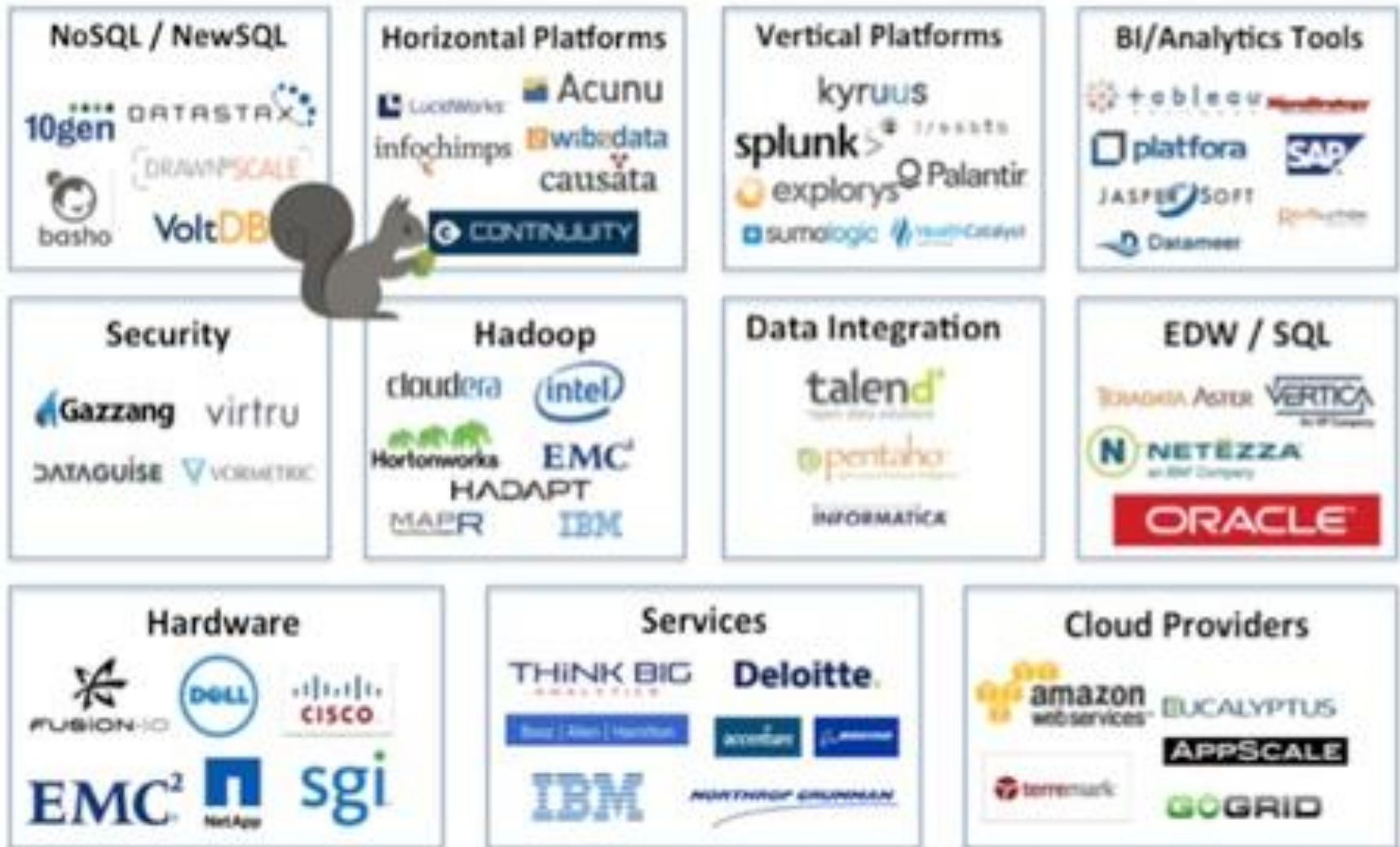
## Non-relational



## Relational



# Big Data Ecosystem



Source: Sqrrl: <http://blog.sqrrl.com/post/46306669352/sqrrls-take-on-the-big-data-ecosystem>

# Big Data BI & Analytics/Visualization Landscape

## Business Intelligence

IBM COGNOS

  
**Business Objects**  
an SAP® company

**ORACLE**  
BUSINESS INTELLIGENCE  
Oracle Essbase

  
sitecore®

**MicroStrategy**

**Autonomy**  
an HP company

 **ACTUATE.**

**DOMO**

 **KARMA**SPHERE

## Analytics / Visualization

 **tableau**  
SOFTWARE

 **birst**™

 **sas**

 **SiSense**

 **pentaho**  
POWERFUL ANALYTICS MADE EASY™

**QlikView**

 **Datameer**®

 **platfora**

 **Spotfire**

Compiled by: <http://www.meetup.com/Big-Data-Connection>

# Predictive Analytics Leaders

causata

Palantir

Narrative  
Science



DIGITAL  
REASONING

REVOLUTION  
ANALYTICS

IBM

SPSS

ADVIZOR  
SOLUTIONS, INC.

Recorded Future  
UNLOCK THE PREDICTIVE POWER OF THE WEB

Prediki

WATSON

LATTICE ENGINES

Sell Smarter

kxen

OPERA  
SOLUTIONS

zendesk

ZEMENTIS  
Adaptive Decision Technology

ATTIV/O

Qcue

kyruus  
the information exchange  
for physician interactions

tidemark

Numenta

Predixion  
Software

Chaordix  
DATA INTELLIGENCE

SOCIOCAST

Mu Sigma

Alpine  
DATA LABS

SAS  
THE POWER TO KNOW

Premo  
PREDICTIVE MODELING, LLC.

SKYTREE  
THE MACHINE LEARNING COMPANY

Saffron

Oxdata

Autonomy  
an HP company

Compiled by: <http://www.meetup.com/Big-Data-Connection>

# The growing world of big data

## Data Sources

### Information Providers

- Bloomberg
- ComScore
- DataSift
- Dun & Bradstreet
- Experian
- Factual
- GFK
- Gnip
- IMS
- Inrix
- Kaggle
- Knoema
- Lexis Nexis
- Nielsen
- Open Data
- Symphony IRI
- Thomson Reuters
- Windows Azure Marketplace
- Data Market

### Structured Data

- ERP
- CRM
- SCM
- HR/Payroll
- Partner data
- Suppliers

### Content Management

- Adobe
- Alfresco
- EMC
- HP
- IBM
- Microsoft
- Open Text
- Oracle

### Unstructured Data

- Facebook
- Google+
- LinkedIn
- Twitter
- Blogs
- Email
- Video
- Voice

## Information & Orchestration

### Acquisition Tools

- Ab Initio
- HP Vertica
- IBM
- Informatica
- Kalido
- Microsoft
- Mulesoft
- Oracle
- Palantir
- Pentaho
- Pervasive Software
- SAP
- SAS
- SnapLogic
- Splunk
- Syncsort
- Talend
- Tibco

### BI Appliances and VLDW

- Action
- ADBMS
- EMC
- Kognitio
- HP Vertica
- IBM
- Microsoft
- Oracle
- ParAccel
- SAS
- SAP
- Teradata

### No SQL/ New SQL

- 10Gen
- Amazon Web Services
- Cassandra
- Cloudera
- CouchDB
- EMC
- Google
- Hadoop
- Hortonworks
- HP Vertica
- IBM
- KX
- MapR
- MarkLogic
- Microsoft
- MongoDB
- Neofj
- Oracle
- Palantir
- Sparsity
- Splunk
- Teradata
- ZL Technologies

### Governance

- Adaptive
- HP Vertica
- IBM
- Informatica
- Kalido
- Microsoft
- Orchestra Networks
- Oracle
- Palantir
- Pentaho
- SAS
- SAP
- Talend
- Tibco

## Insights and Analysis

### Analytics

- Adobe
- Alpine Data Labs
- Anametryx
- EMC
- GoodData
- Hadoop
- MapReduce
- HP Vertica
- IBM
- Infosys Edge
- Karmasphere
- Kinaxis
- Kognitio
- Kxen
- Lattice
- Engines
- NetBase
- Opera Solutions
- Oracle
- Palantir
- Pentaho
- R
- Revolution Analytics
- SAS
- SAP
- Teradata

### BI and Visualization Tools

- Actuate
- Asterop
- Birst
- Dassault
- Domo
- ERSI
- GoodData
- Google
- IBM
- Information Builders
- Jaspersoft
- Microstrategy
- NeutrinoBI
- LogiXML
- Microsoft
- Oracle
- Palantir
- Panoptican
- Panorama
- Pentaho
- Qliktech
- Roambi
- SAP
- SAS
- SpagoBI
- Tableau
- Tibco

## Decisions & Actions

### Decision Management

- Anaplan
- Experian
- Fair Isaac
- IBM
- Incanto
- Pegasystems
- Progress
- Robust Decisions
- Safira
- Sapiens
- SAS
- Tibco

### BPM and CEP

- Adobe
- Eloqua
- EMC
- IBM
- iGrafx
- Marketo
- Microsoft
- OpenText
- Progress Software
- SAP
- Software AG
- SQL Stream
- Streambase
- Tibco