Beyond Anecdotes
Spininig the Yarn of Big Data @ Swisscom

ITU Telco Big Data Workshop
2014-06-17

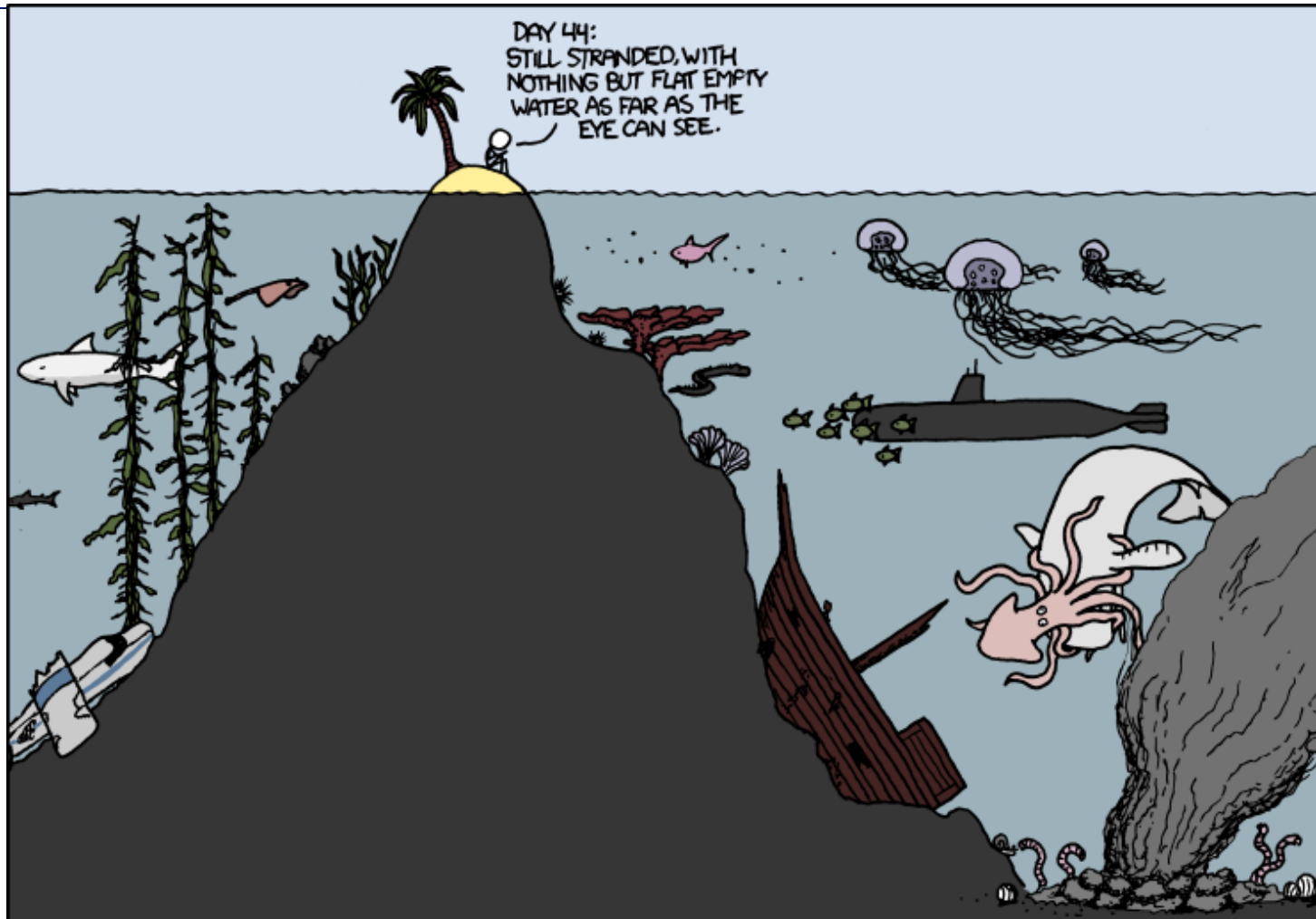**Michał Piórkowski**
Head of Big Data Discovery

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Swisscom's Big Data @ 2014

- <5 Big Data systems in production
- ~5 more in the pipeline
- Many PoCs
- Full data processing spectrum (batch, low-latency, real-time)
- Heterogeneous set of technologies (mostly open source)
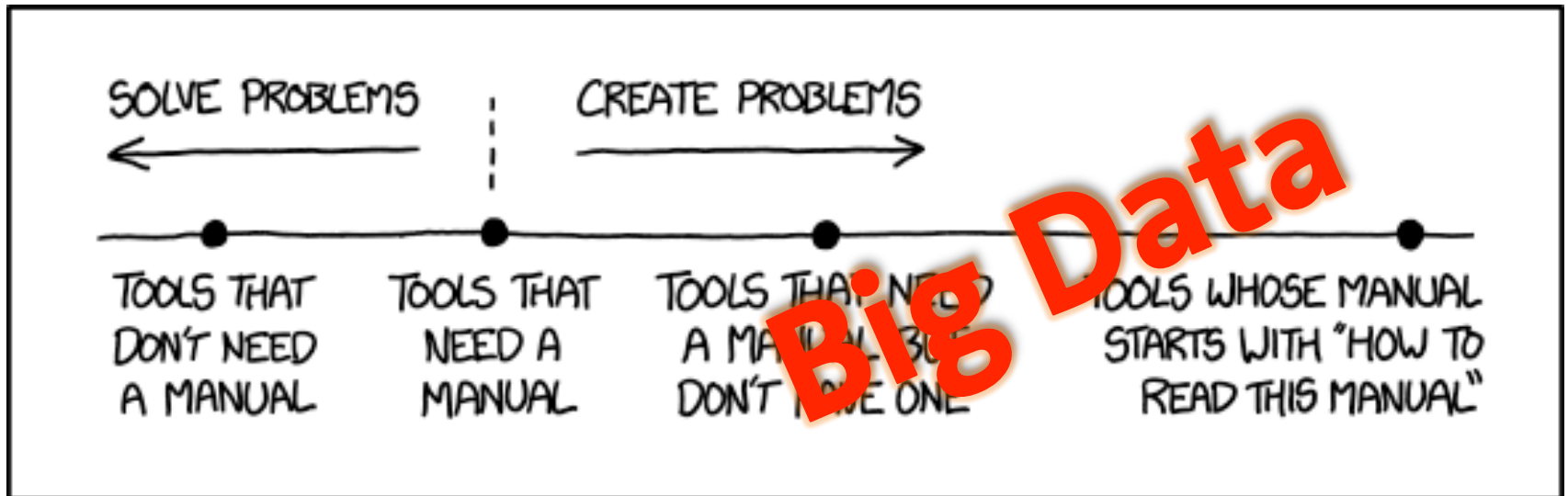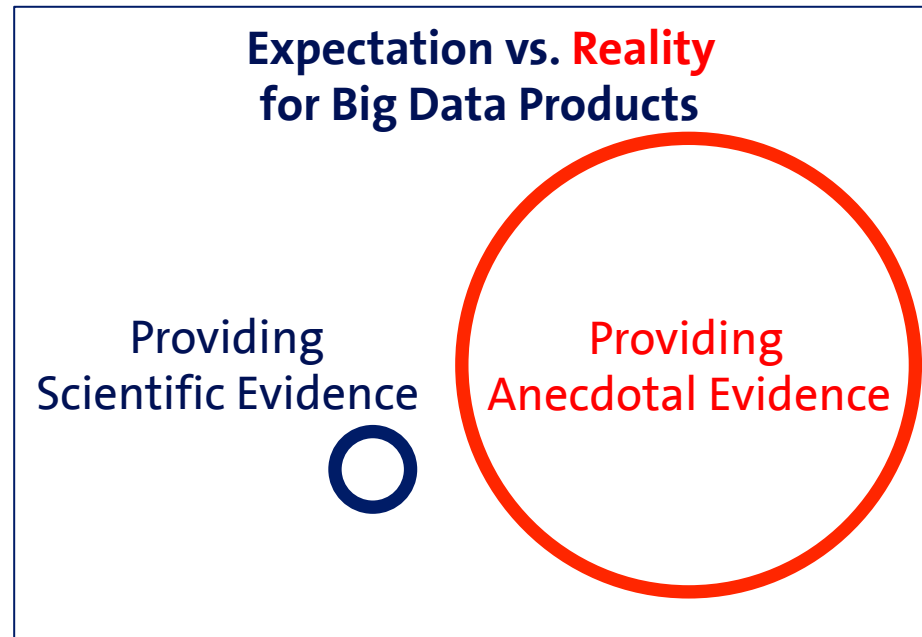
Big Data Opportunities?

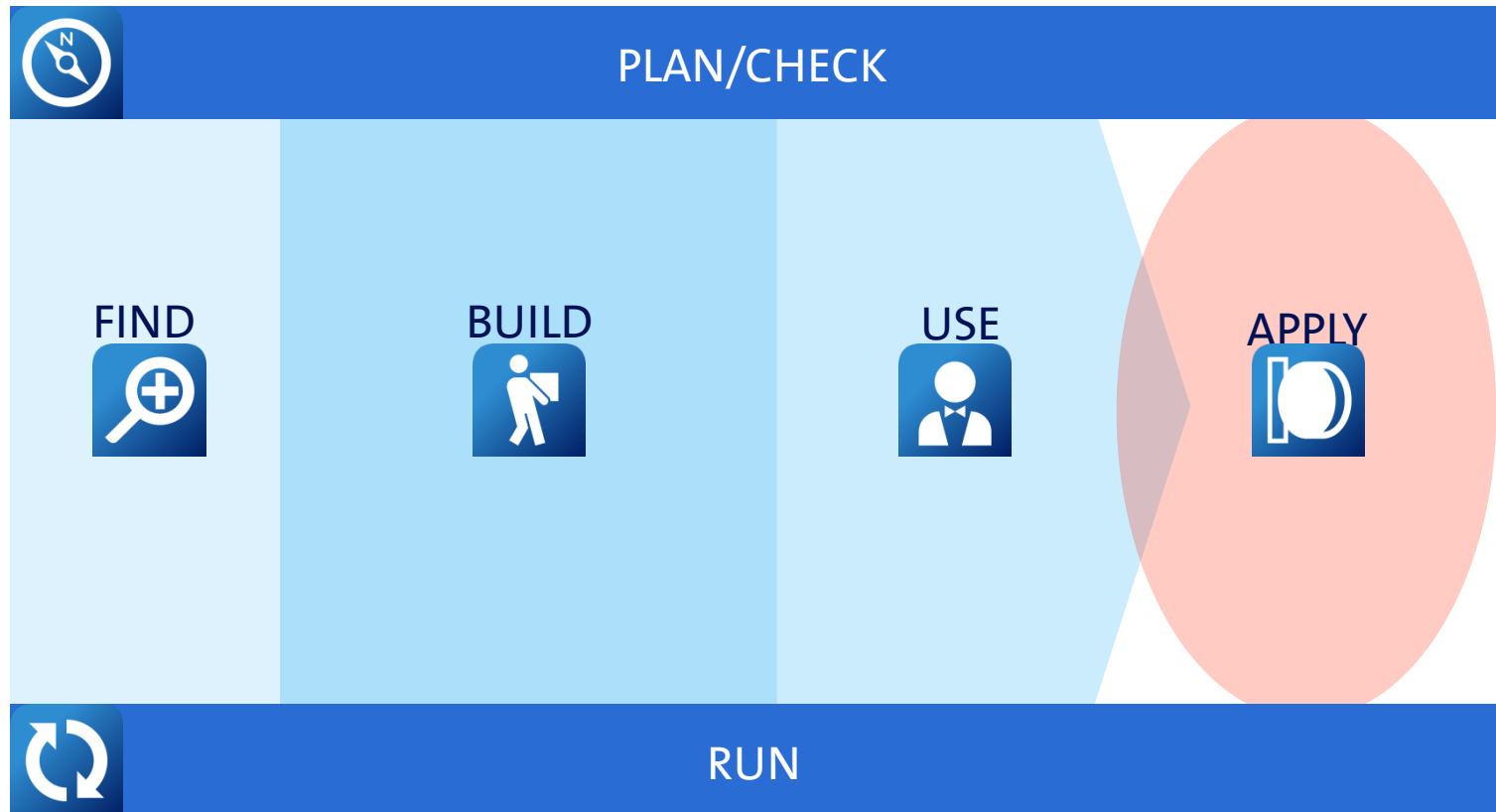# Big Data -> Tool

Big Data -> Tool

Big Data Fallacy

**Expectation vs. Reality
for Big Data Products**

Providing
Scientific Evidence

Providing
Anecdotal Evidence

Causes:

- Whishful thinking & cherry-picking
- Poor design, deployment & execution
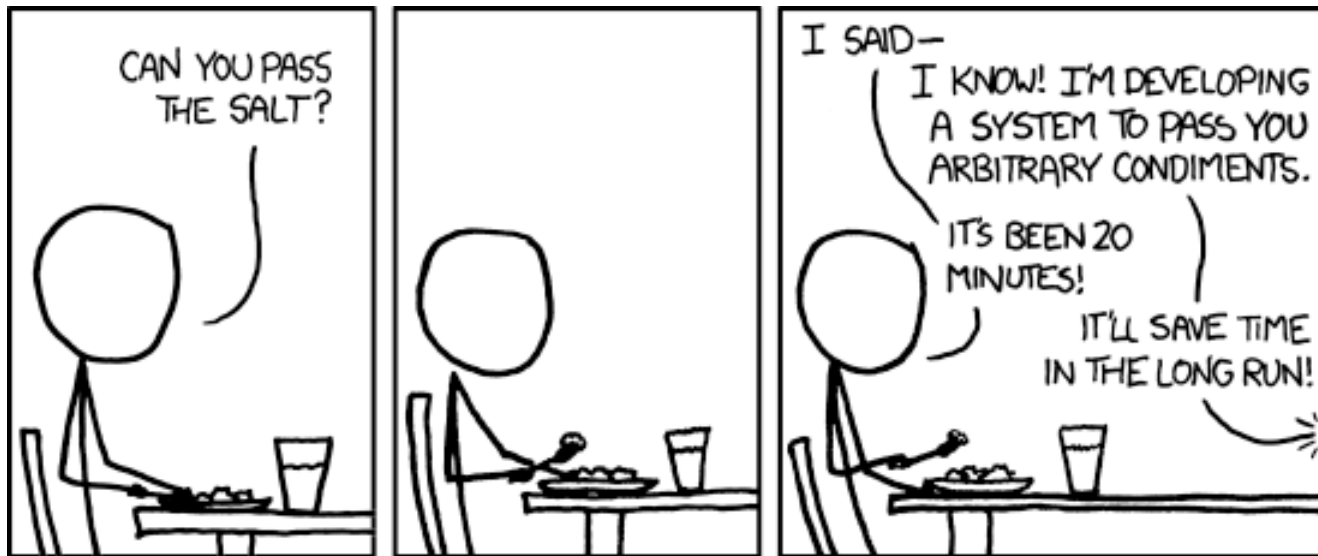- Lack of veracity
- …

Consequence:

- More Fallacies!!!

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Swisscom Solution to Big Data Fallacy

PLAN/CHECK

FIND

BUILD

USE

APPLY

RUN

Why do you need Big Data?

How does the Big Data fit your Big Picture?
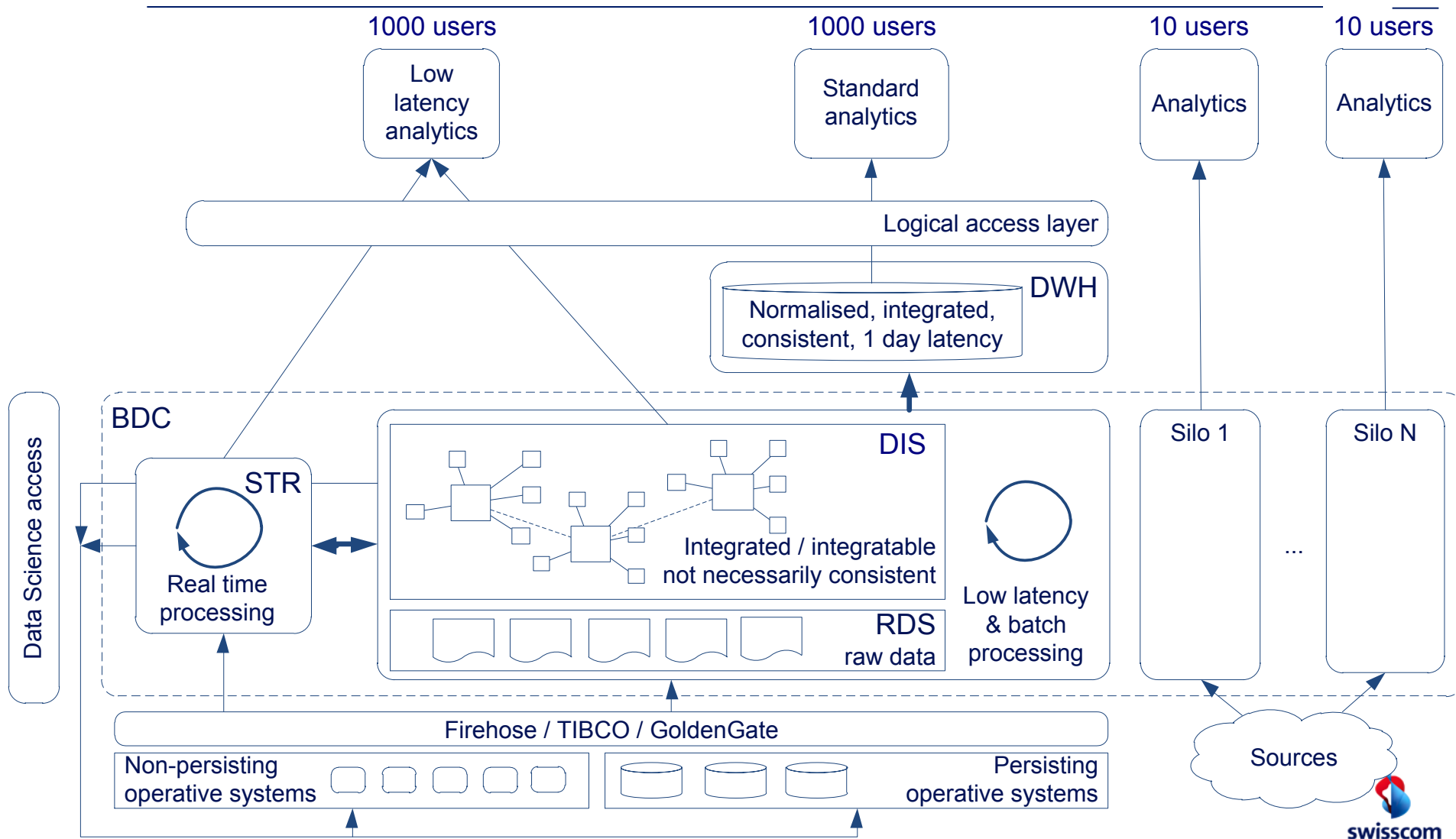
How do you need Big Data?
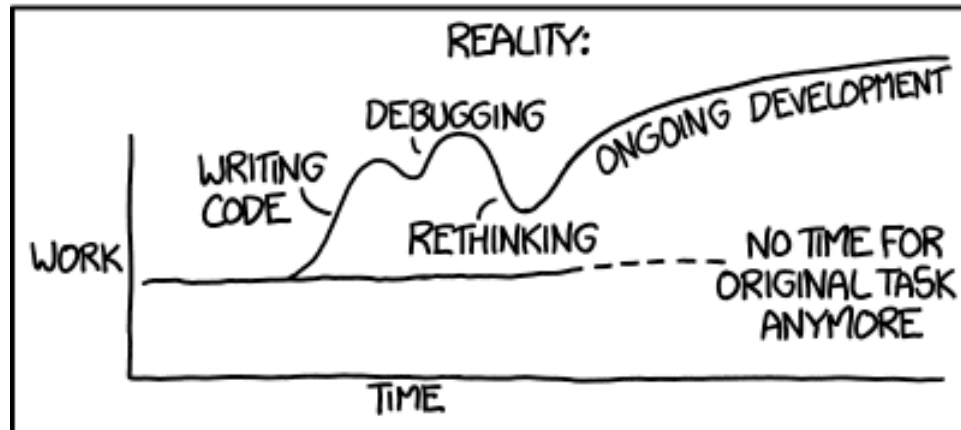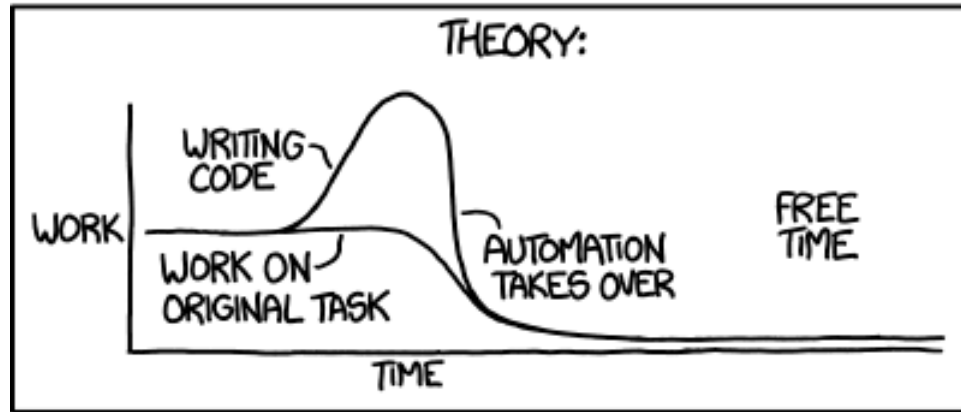
How to align Big Data efforts?

FIND

← RUN???

RUN??? →

BUILD

How veracious are your Big Data sources?
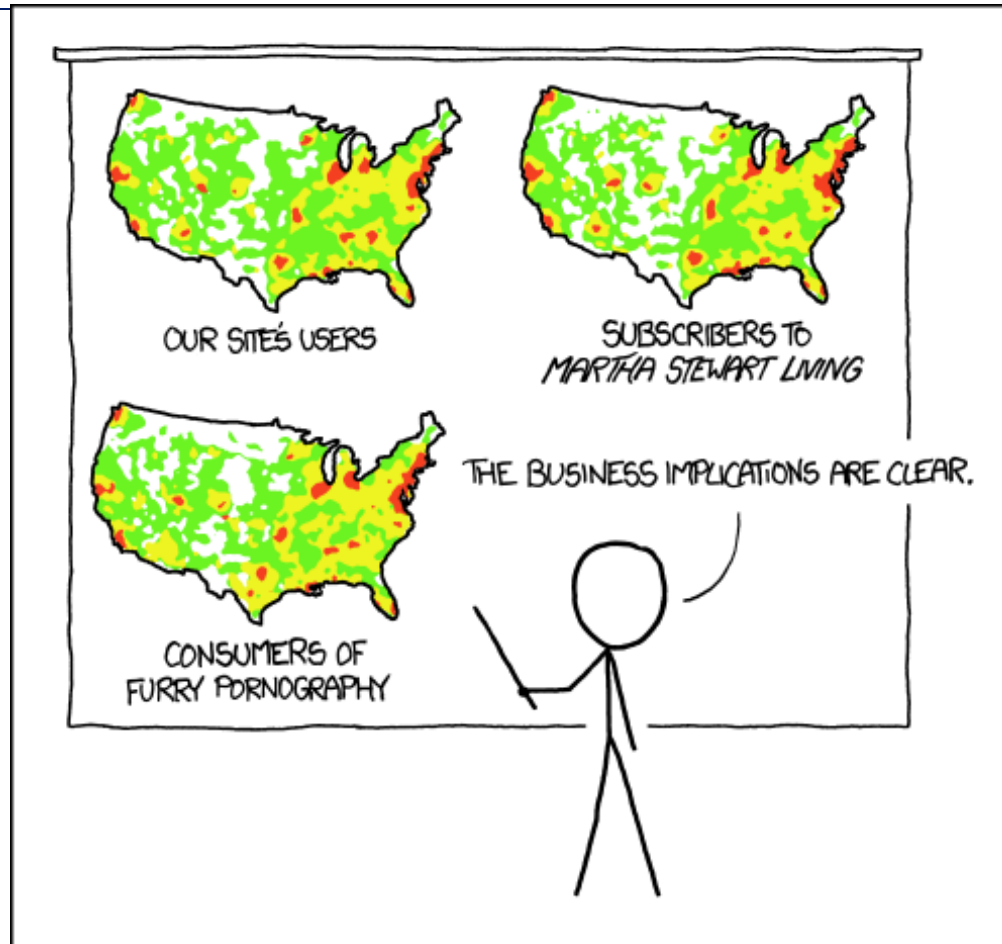
How to talk about Big Data?
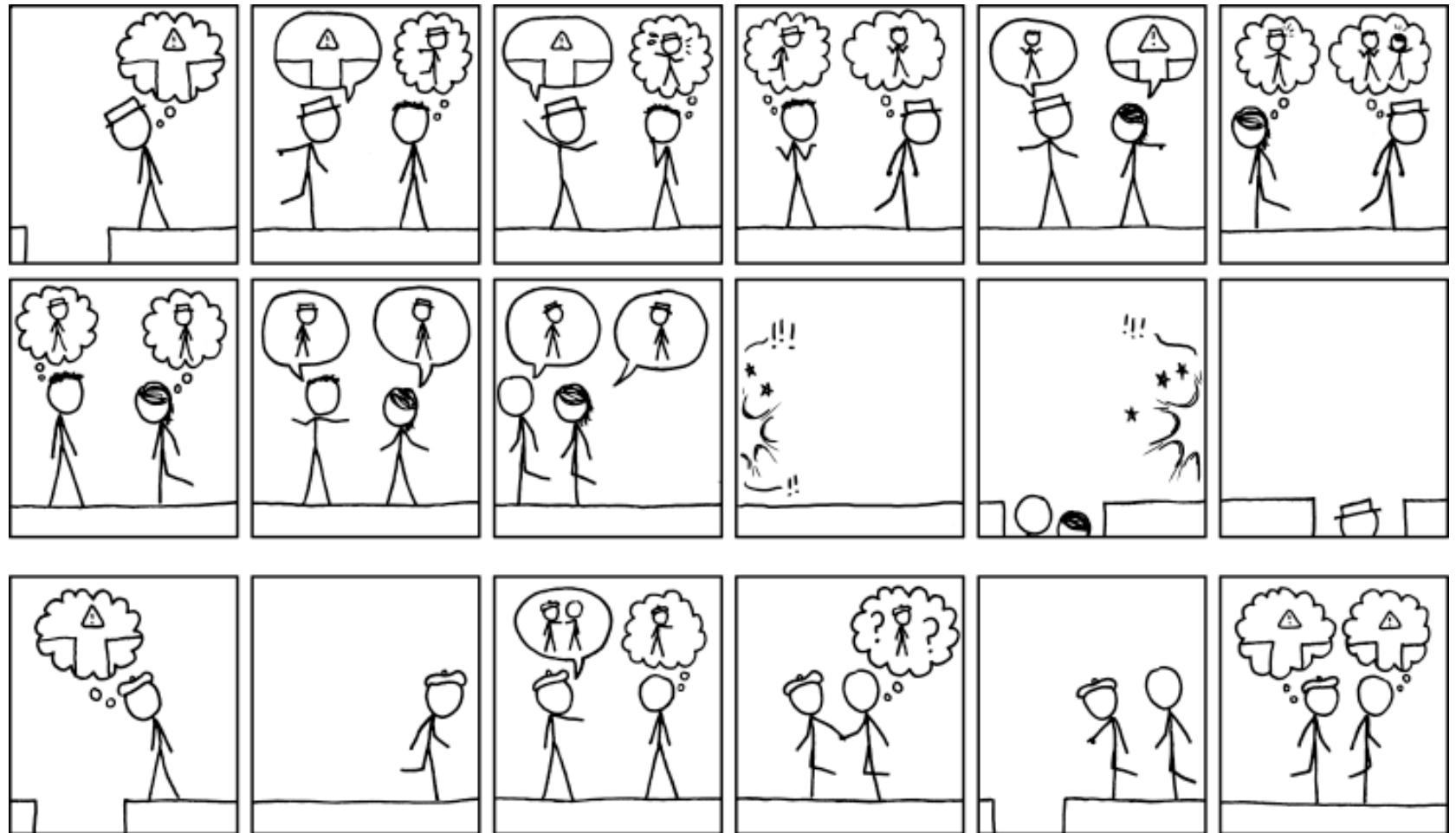
Summary

What I cannot create, I do not understand
- Richard Feynman