Wandel im Unternehmen durch BigData

GREAT PLACE TO WORK® BESTE ARBEITGEBER ITK 2014

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-

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Agenda

IT Heute…

Big Data

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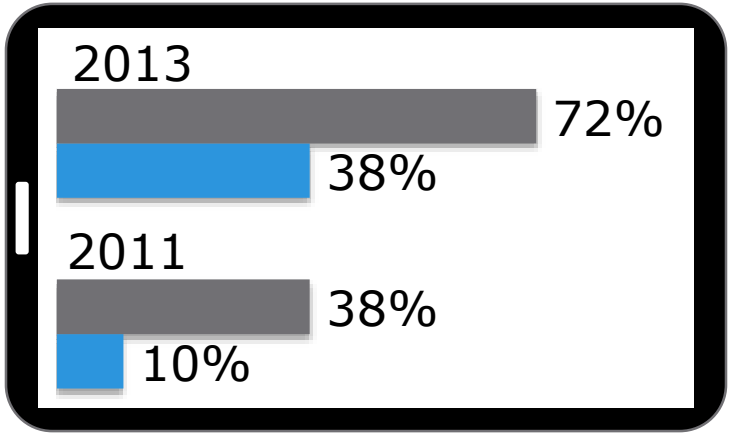
IT ist ein Kinderspiel...

Nutzung mobiler Devices bei **0-8** Jährigen hat sich fast verdoppelt,



bei **0-2** Jährigen hat sie sich annähernd vervierfacht!*

*Studie Children's media use in America 2013, von Common Sense Media

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The Rise of the Software Defined Enterprise!

More CEOs See IT As Driver Of Digital Business Innovation And Growth

IT "has the highest business priority in more than a decade… Revenue generation tops 5-yr tech-related investment agenda… Some fear being left behind."

– Gartner

Source: Gartner, "The 2014 Gartner CEO and Senior Executive Survey: 'Risk-On' Attitudes Will Accelerate Digital Business" 9 April 2014 G00260067

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Die Geschäftswelt wird neu definiert…

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Einige haben ihr Geschäft “Re-Defined”

IT bisher

Infrastruktur & Anwendungen designed für eine andere Ära

IT morgen

Kunden & Mitarbeiter wollen direkten, uneingeschränkten Zugang über mobile Devices

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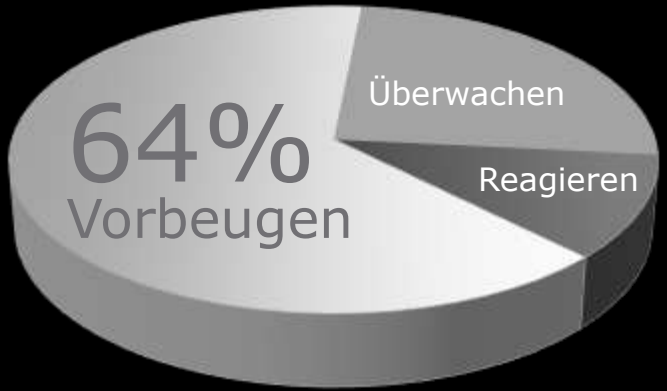
IT bisher



Schutzmechanismen sind auf die Abwehr und Verhinderung von Eindringlingen ausgerichtet.

IT morgen

Lernfähige, datengestütze Schutzmechanismen

BILLIONS OF USERS
BILLIONS OF DEVICES

MILLIONS
OF APPS

Mobile Cloud Big Data Social

Mobile Devices

HUNDREDS OF MILLIONS
OF USERS

LAN/Internet Client/Server

PC

TENS OF THOUSANDS
OF APPS

MILLIONS
OF USERS

Mainframe, Mini Computer

Terminals

THOUSANDS
OF APPS

Source: IDC

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An Application Perspective of P1, P2 & P3

	Method	Tools	Data Services	Resilience
Mobile	Agile Development Method	PaaS Frameworks	Data Fabrics Performance: In-memory Capacity: Hadoop	Application Resilience
PC, Client/Server	Waterfall Development Method	Java .NET	Relational Database	Infrastructure Resilience
Terminal		COBOL PL1	Hierarchical Database Flat Files	Monolithic

Source: IDC

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Industry Perspective

	Method	Tools	Data Services	Resilience
Mobile	Agile Development Method	amazon web services Windows Azure OPENSTACK	SAP HANA mongoDB cassandra	Application Resilience HDFS
PC, Client/Server	Waterfall Development Method	Java J2EE .NET ORACLE E-BUSINESS SUITE SAP	ORACLE SYBASE Microsoft SQL Server	IBM NetApp hp TANDEM HITACHI
Terminal		COBOL PL1	IBM DB2	IBM FUJITSU

Source: IDC

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An EMC Federation Perspective of P1, P2 & P3

Expected Growth	$ Opportunity Size	Method	Tools	Data Services	Resilience	Converged
↑	Mobile	PIVOTAL LABS	Pivotal	Pivotal XD: GEMFIRE, SAP HANA Inmemory: DSSD, Transactional: ScaleIO or VSAN + COTS Pivotal HD: GREENPLUM Data Tubs: Isilon, ViPR, Nile COTS	Nile, Atmos ECS(COTS)	Emerging Hyper Converged VCE
↑	PC, Client/Server			ORACLE, SYBASE, SQL Server SRDF, TimeFinder, RecoverPoint, VPLEX, ConGroups	VMAX, VNX, XIO, Isilon ScaleIO or VSAN + COTS VPLEX, RecoverPoint, Avamar, DataDomain	VSPEX BYO
↑	Terminal			IBM DB2 SRDF, TimeFinder	VMAX GDDR ConGroups Backup DLM	Mainframe

Source: IDC

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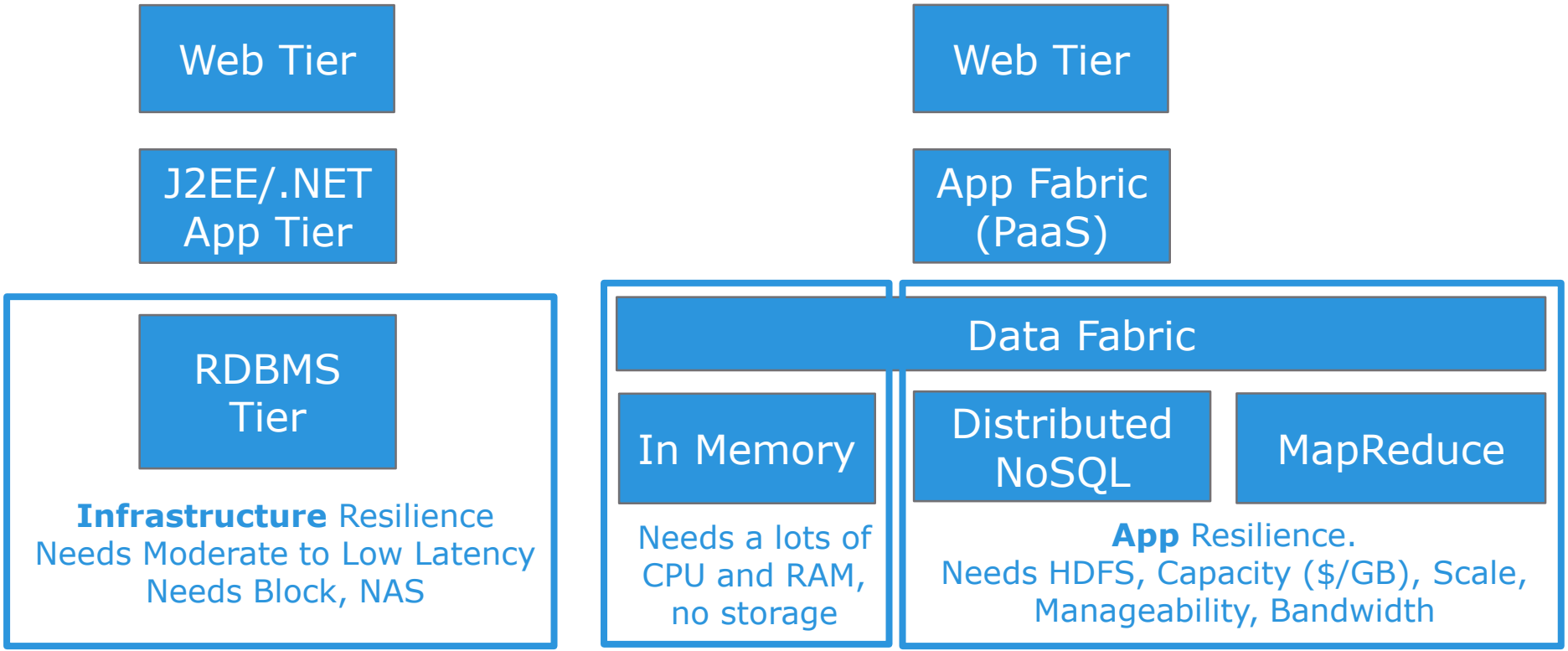
Ein Starker Kontrast.



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Agenda

- IT heute…
- **Big Data**
- EMC Corporation

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The DIGITAL UNIVERSE of OPPORTUNITIES

RICH DATA
& the Increasing
Value of the
INTERNET
OF THINGS

APRIL 2014

With **Research**
& Analysis By IDC
Analyze the Future

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Digital Universe 2014

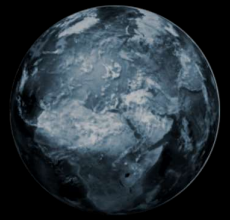
2013

4.4
ZETTABYTES

10x
MORE

2020

44
ZETTABYTES



ZETTABYTE = 1,000,000,000,000,000,000,000 bytes

Source: EMC Digital Universe with Research and Analysis by IDC, *The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things*, April 2014.

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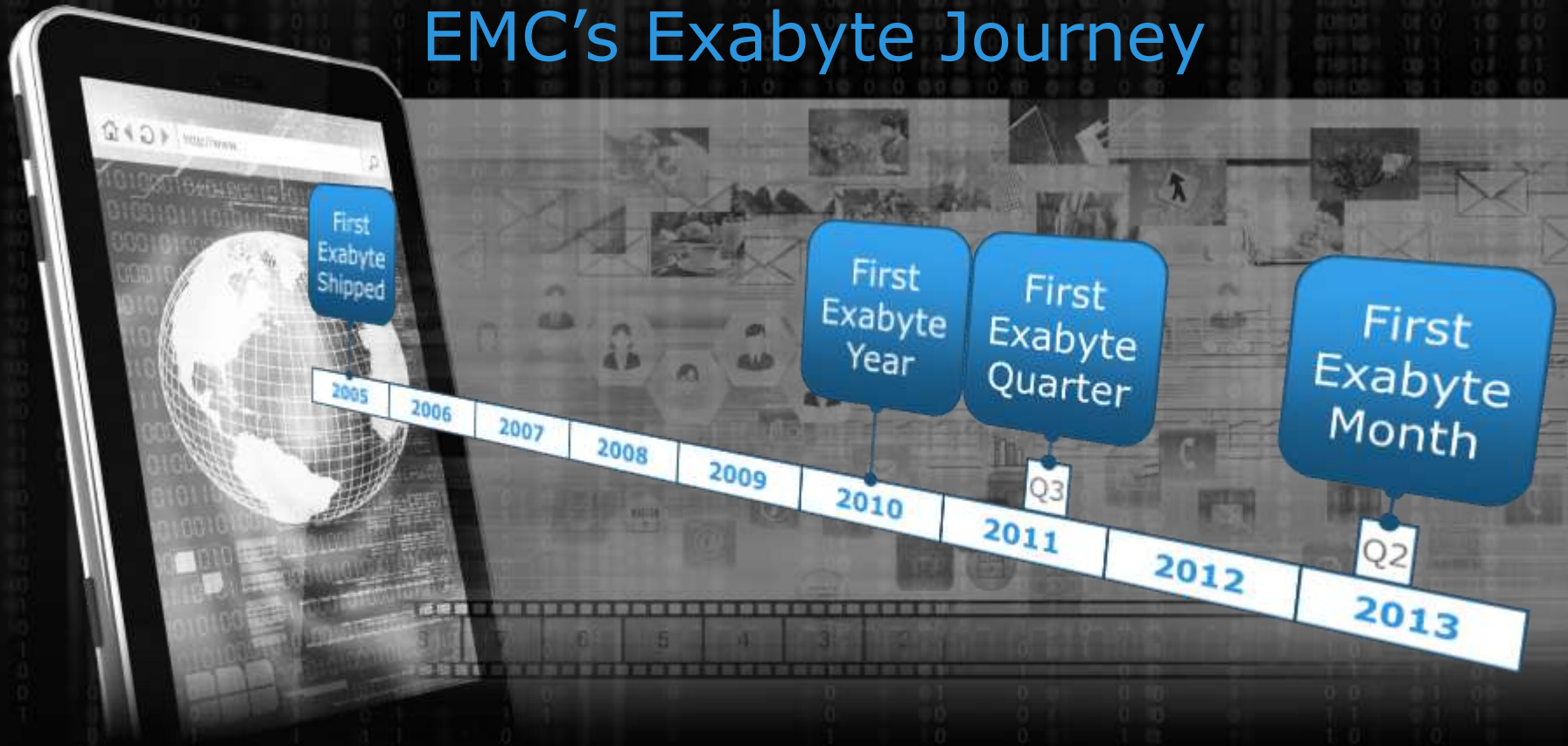
EMC's Exabyte Journey



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Digital Universe 2014

2013

28

MILLION
IT PROS WORLDWIDE

8

MILLION MORE
OF YOU

2020

36

MILLION
IT PROS WORLDWIDE

Source: EMC Digital Universe with Research and Analysis by IDC, *The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things*, April 2014.

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Digital Universe 2014

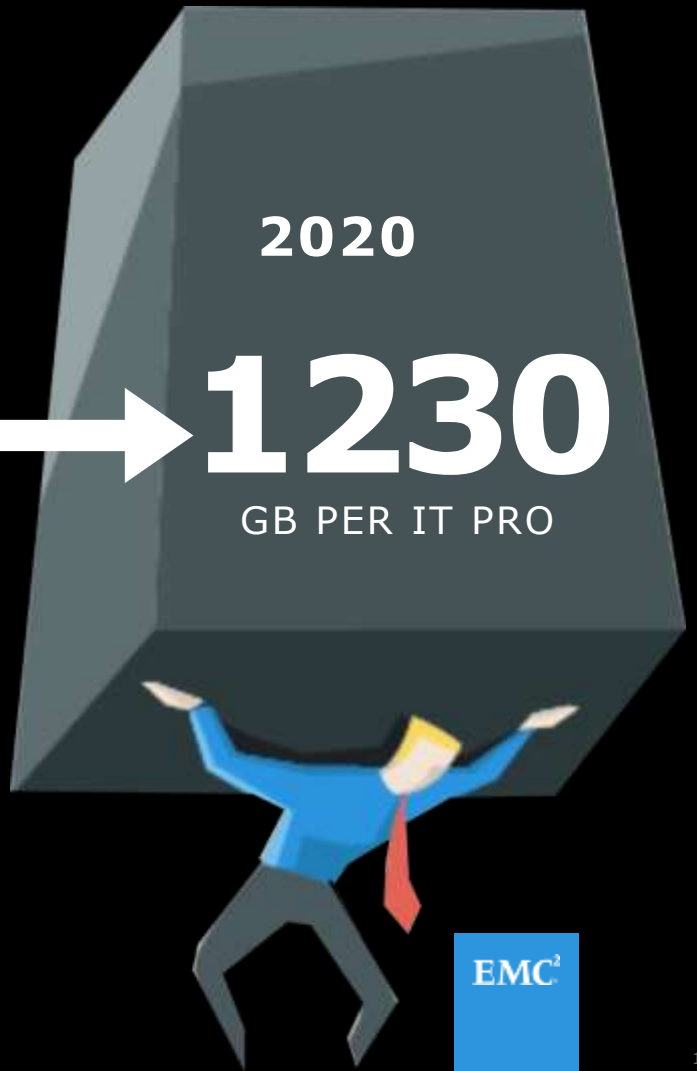
2013

230
GB PER IT PRO

5x
MORE

2020

1230
GB PER IT PRO



Source: EMC Digital Universe with Research and Analysis by IDC, *The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things*, April 2014.

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85 PETABYTES

Gingen an einen Web Provider

=20,772 Festplatten

=300 Paletten

=8 LKWs

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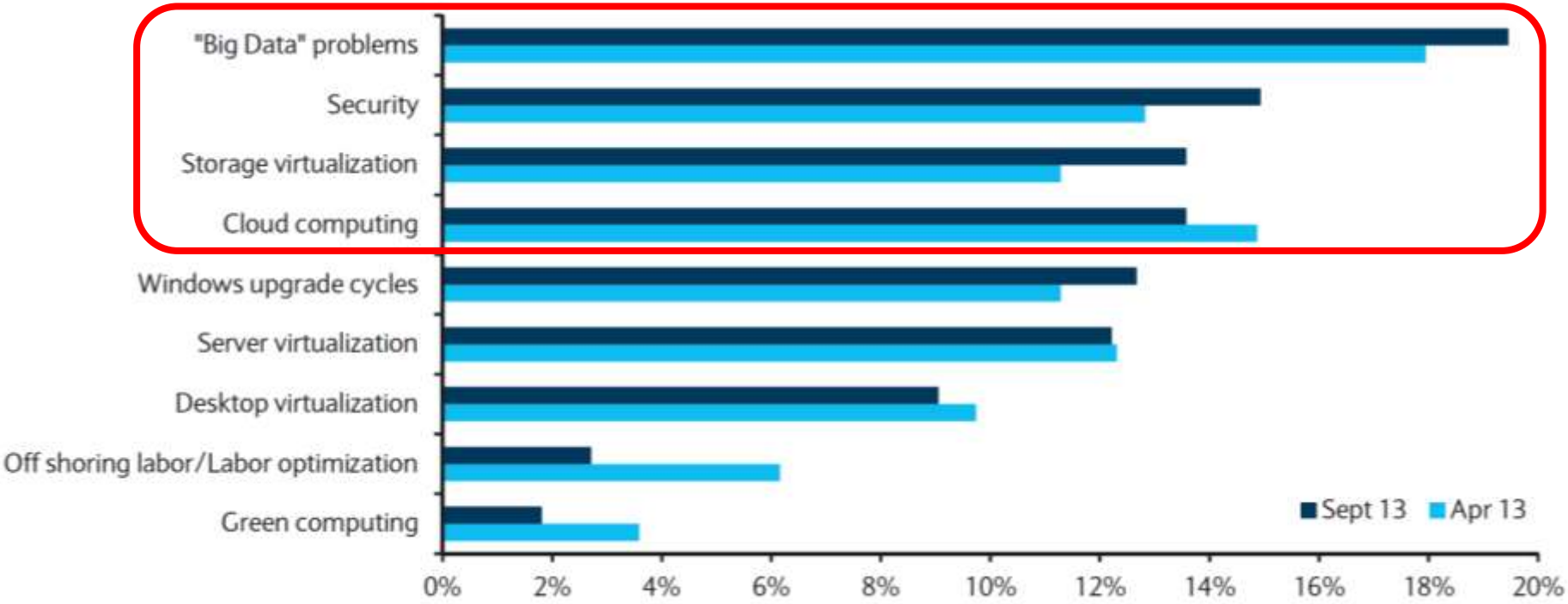
Top IT Investitionsbereiche in 2014



Source: Barclays CIO Survey, September 2013

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- Big Data
- **EMC Corporation**

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Egan Marino Corporation

1979 Gründung von EMC durch

Richard Egan und Roger Marino

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EMC Corporation: Zahlen und Fakten

Gegründet:	1979
Umsatz (2013):	$23,2 Mrd
Gewinn:	$3,9 Mrd
R&D (2013, 12,3%):	$2,8 Mrd
Market Cap (03.2014):	$56.4 Mrd
Mitarbeiter:	62.000
Patente:	4.700
Barron's 500 Rank (2013):	51
Fortune 500 Rank (2013):	133

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EMC Dual Innovation Strategy

Research & Development

12% Of Revenues

Technology Acquisitions

10% Of Revenues

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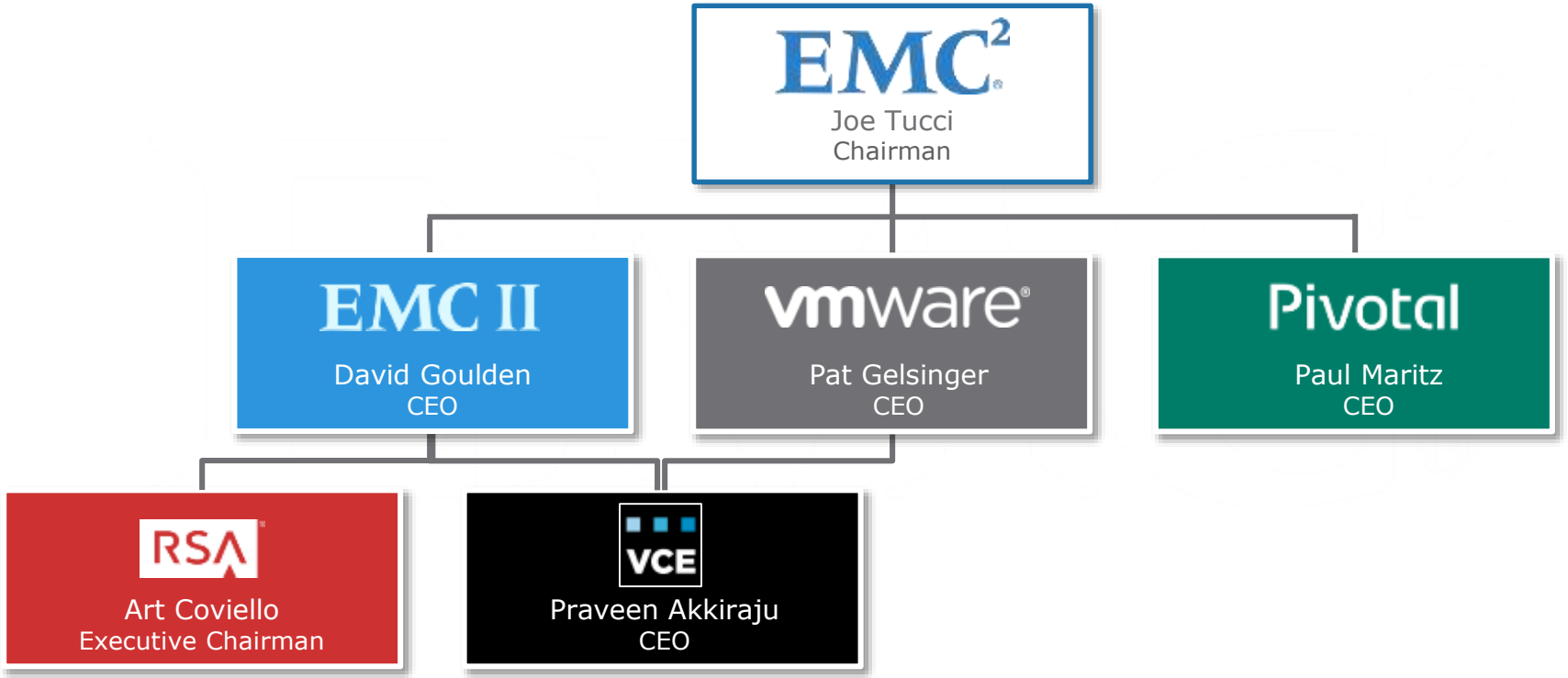
Unsere Föderation



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1 Apple

2 EMC

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