Analytics

It comprises precautions intended to minimize the impact of a disaster on actual company operations, and maintain or quickly resume the most vital unction's. People believe that the risk of a massive, widespread disaster, either natural or human-made, has increased in recent years and will likely continue to increase. For these reasons, a typical enterprise may spend 25% of its IT(information technology) budget on disaster recovery. Dramas offers at least two substantial advantages over in-house Drips.

If an enterprise lacks disaster recovery expertise among its personnel, a third-party team of DRP specialists can provision, configure, and test an effective plan. In the event of an actual disaster, an offside vendor will be less likely than the enterprise itself to suffer he direct and immediate effects of that disaster, allowing the outside entity to manage the DRP even in the event of the worst-case scenario: a total or near-total shutdown of the affected enterprise. Major solution providers in the industry: Amazon, Ovenware, Zero, Animating.

Benefits of Dramas Greater Flexibility: With Dramas, the differences between the primary and secondary site can be abstracted (via technologies like converged infrastructure) and so customers can be freed from the synchronization handcuffs. Cost-Effective: Customers can access computing only when they need it and pay on a monthly basis or what they use Fast Recovery: With Dramas, companies can have access to services that aren't as expensive and still have faster recovery time, usually in a matter of hours or minutes.

Cloud computing is driving organizations to completely rethink their IT investments and strategies. As the technology of cloud evolves and diversifies concepts like Dramas are causing resurgence in business continuity and disaster recovery planning. By 2014, Garner predicts that 30 percent of midsized companies will have adopted recovery-in-the-cloud to support IT operations. 2. SOCIAL(octal Media Analytics) Online social networks bleed information.

Every time someone posts something on else reads it, or watches a Youth video, they add to the data trail. Faceable is currently building a data centre in Sweden the size of 11 football fields, Joining two others in America, Just to collect and process the stuff. Social media analytics is a powerful tool for uncovering customer sentiment dispersed across countless online sources. As businesses feel the pressure to gain new insights from social media, they require the analytics expertise to transform this flood of information into actionable strategies.

Social media analytics solutions can help business: Capture consumer data from social media to understand attitudes, opinions, trends and manage online Predict customer behavior and improve customer satisfaction by reputation recommending next best actions Create customized campaigns and promotions that resonate with social media participants Identify the primary influences within specific social network channels Some companies use social media to push people through the sales funnel to a conversion.

Others are particularly focused on brand trust, or increasing customer attestation, or they want to understand why customers do what they do.

Non-profit organizations and governments may be more interested in simply getting a message out. All of these goals require different types of analysis. As people and businesses get used to social media and expand their use, the opportunity to learn and gain insights from all the information on the Internet gets bigger and bigger.

That is why many companies have started programs for listening to social media and mining it for actionable insights that can translate into better decisions. Social media is dramatically changing the landscape as to how companies communicate, market and sell their products and service. As a new type of relationship is being formed between companies and their customers, smart businesses are learning how to talk, share, listen, participate and network with potential and existing customers.

Done well, companies can dramatically increase their bottom line by creating customer ambassadors who then go out and create more customers. Done poorly, companies can destroy their brand in a day and curtail their potential for growth. Due to the potential power of social media, businesses are investing in everything from content management systems, forums, writing armies, and multi-channel applications. 3. MOBILE(Mobile Technology) Smartened and tablets sales now outpace those of PC's. The pervasive use of mobile technology is reshaping operations and subjectivity for all organizations.

The consumer nature of mobile devices presents significant new challenges, as does ever-increasing cloud connectivity, power, portability and the disbarring propensity More and more organizations are already using mobile

technology - and many of them are in their second or even third phase of deploying advanced levels. The biggest opportunity is the multi-functional capability of newer mobile devices. People started with simple handheld computers that let them Jot notes or enter basic data; that is like learning to use a screwdriver. But now a single device offers an entire toolbox full of capability.

In 2013 users will explore what more they can do with that toolbox. Today you can easily find a handheld device that offers Wi-If, GAPS, barded scanning, RIFF and a really good camera. When people understand those functions and take some time thinking about how they can be used for their tasks, the horizon s going to get very wide. Are some examples that many leading companies have deployed and others will add soon: Asset tracking - Techs take pictures of the condition of any asset, write up a maintenance or repair report and transmit the photos and report back to the main office instantly, using Wi-If.

Or a field tech can use RIFF or a barded scanner to identify the asset and then send an associated report. Inventory - Real-time tracking is a huge advantage; when someone in the field consumes a part or other asset, a real-time report and inventory update can go jack to the central office, which can react automatically by ordering a replacement. GAPS - Advanced GAPS functionality can be used for exact location information of workers or equipment, or for efficiency improvements such as route optimization. Wireless networks - Most devices are already solid in offering G-level wireless speed and access; when G modems come out, they will quickly be integrated into the mobile form factors. That will allow for faster transmission of bigger

files in both directions. G is coming, and the leading products will have it. 4. ANALYTICS(BIG DATA) We are living in the world of data. Big Data refers to very large data sets, particularly those not neatly organized to fit into a traditional data warehouse.

Web crawler data, social media feeds and server logs, as well as data from supply chain, industrial, environmental and surveillance sensors all make corporate data more complex than it used to be. The data is too big, moves too fast, or doesn't fit the strictures of database architectures. To gain value from this data, we must choose an alternative way to process it. Characteristics of big data: Volumes of data are larger than those conventional elation database infrastructures can cope with.

Velocity: Rate at which data flows. Big Data exists in variety of forms. The Value of Big Data: Analytical use - Big data analytics can reveal insights hidden previously by data too costly to process Peer influence among customers, revealed by analyzing shoppers' transactions, social and geographical data. Being able to process every promotes an investigative approach to data. Enabling new products. - Faceable has been able to craft a highly personalized user experience and create a new kind of advertising business.

One of the most talked about Big Data technologies is Hoodoo, an open-source distributed data processing platform originally created for tasks such as compiling web search indexes. Hoodoo is capable of processing potables of data by assigning subsets of that data to hundreds or thousands of servers, each of which reports back its results to be collated by a master Job

scheduler. Hoodoo can either be used to prepare data for analysis or as an analytic tool in its own right. Organizations that don't have thousands of spare servers to play with can also purchase on-demand access to Hoodoo instances from cloud vendors such as Amazon.