The treasure of the big data and the importance of digital fortress of informatio...

Finding out an authentic piece of information on an internet source is becoming a challenging task because more and more players are moving into the game. It is a mad rush of SEO which is suppressing the meaningful content. Similarly finding a genuine customer or genuine service providers is also becoming difficult. Big data has the power to solve this problem for big organizations. With a passage of time, it has become the backbone of the decision-making mechanism of various companies. They can take the support of the databases and contact existing customers by identifying them in accordance with the tastes and needs.

The databases connected to the consumer behavior have become a valuable asset for various companies. Many companies also identify it as the tool that ensures a sustainable phase of development for them (Onur Savas, 2017). The world is heading towards a knowledge-based economy, an in-depth knowledge of the consumer behavior with the help of a big data solution can become a capital for many companies in the future markets. Now the collection of this data for the big data machinery can become a big headache for a company in the absence of proper information security tools. As a business enterprise surviving in the world of Big Data. Company is bound to open certain ports from where they can collect data.

They need a data pipeline where they can communicate with their clients and keep an eye on their movements. Think about a mobile application keeping a track on the internet searches of an individual. In order to secure this data, the pipeline of the communication should be secured like a digital fortress. In the current research assignment, we wish to create an

understanding of the data security needs of various such pipelines. The focus of our research will be more on the impacts of a big data theft and how it can steal the knowledge-based capital of a company, we will highlight some of the most notorious data breaches and data theft of our times and filter the vulnerable areas.

On the note of the conclusion, we will try to furnish a guideline for the information security developers and research some of the recommendations that can help them in sharing some of the security burdens with the end users (Hu, 2016). Until a few years ago, the information connected to the consumer behavior was fruitless information for many companies. Now the same information has become the most important piece of information that helps them in making decisions about the future course of a company. The discussion part of this research report will try to explore the awareness levels of the company about these new changes.

As the final outcome, the reports and conclusions of this research will come up as a useful document for three stakeholders of an enterprise. These three stakeholders are " teams working for the collection and procurement of the big data facility, and information security tool developers and industry owners that are planning to incorporate big data practices in their business endeavors.