AI-driven Data Discovery and Cognitive Search to Accelerate Big Data Insights with Spotfire Smart Data Catalog

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What is a Data Lake?

Enterprises create data lakes to make analytics possible.

Business Analysts
Data Scientists
Investment in data lake architectures continues to grow

60% firms are planning to invest or expand their investments

Q: To what extent has your firm embraced data lake architecture

- We are expanding our investment: 33%
- We are planning to invest in data lake architecture: 27%
- We are making maintenance investments: 14%
- We are not planning to invest in data lake architecture: 13%
- Don’t know: 8%
- We are halting our investments: 3%
- We are decreasing our investments: 2%
Actual data used for insights

Number of companies storing >100 Tb data
2017 vs 2016

↑90%
Structured Data

↑150%
Semi structured Data

↑110%
Unstructured Data

Data turned into insights

<20%
Structured Data

<10%
Unstructured Data

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Problem #1: User skills determine Data Lake value

Data: Relational Data, Data Lake (Structured, Semi-structured, Unstructured), Spotfire Data Catalog

Insights:

TIBCO Spotfire

instead of

few skilled users
Problem #2: Technology vs. Business Divide

Technology

One BI platform
Single version of truth
Well-defined data architecture

Business

I just want to get my job done
Single version of truth is not top priority
I value timely information that is good enough

“It used to take up to 2 months to get a simple data change from IT.”
- Head of Analytics, major airline
TIBCO Spotfire® Data Catalog

Structured
Semi-structured
Unstructured

Data Lake

- Cognitive Search
- AI-Driven Data Mashup
- Business Controlled
- Ad-Hoc Data Mart

Sensor →
Market →
Clickstream →
Social →
Process →
Key Functionalities

**Cognitive Search**
- Easily find new data
- “Spider” & Index
- Fuel new insights

**AI-Driven Data Mashup**
- Patented Multi-Join
- Sentiment Analysis
- Text Analytics

**Business Controlled**
- Drag & Drop Data Mart
- Share to Spotfire Library
- IT ≠ bottleneck
Attivio Named Leader by Leading Industry Analyst Firm

Leader in Forrester Wave: Cognitive Search & Knowledge Discovery Solutions, Q2’17