

**В каком направлении
движется мировой рынок
больших данных?**

Big Data = Big Marketing?



INFORMATION

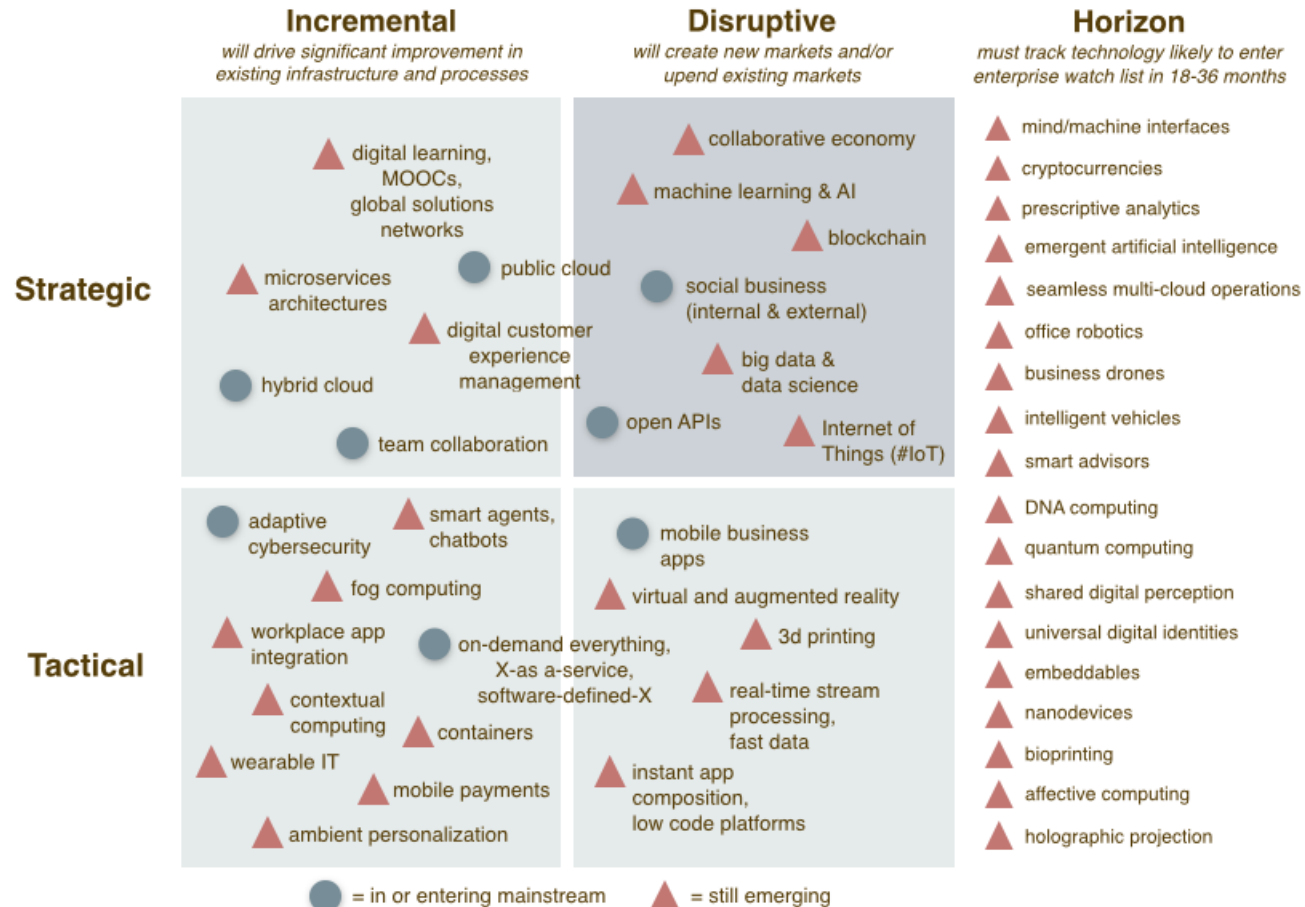


TIME

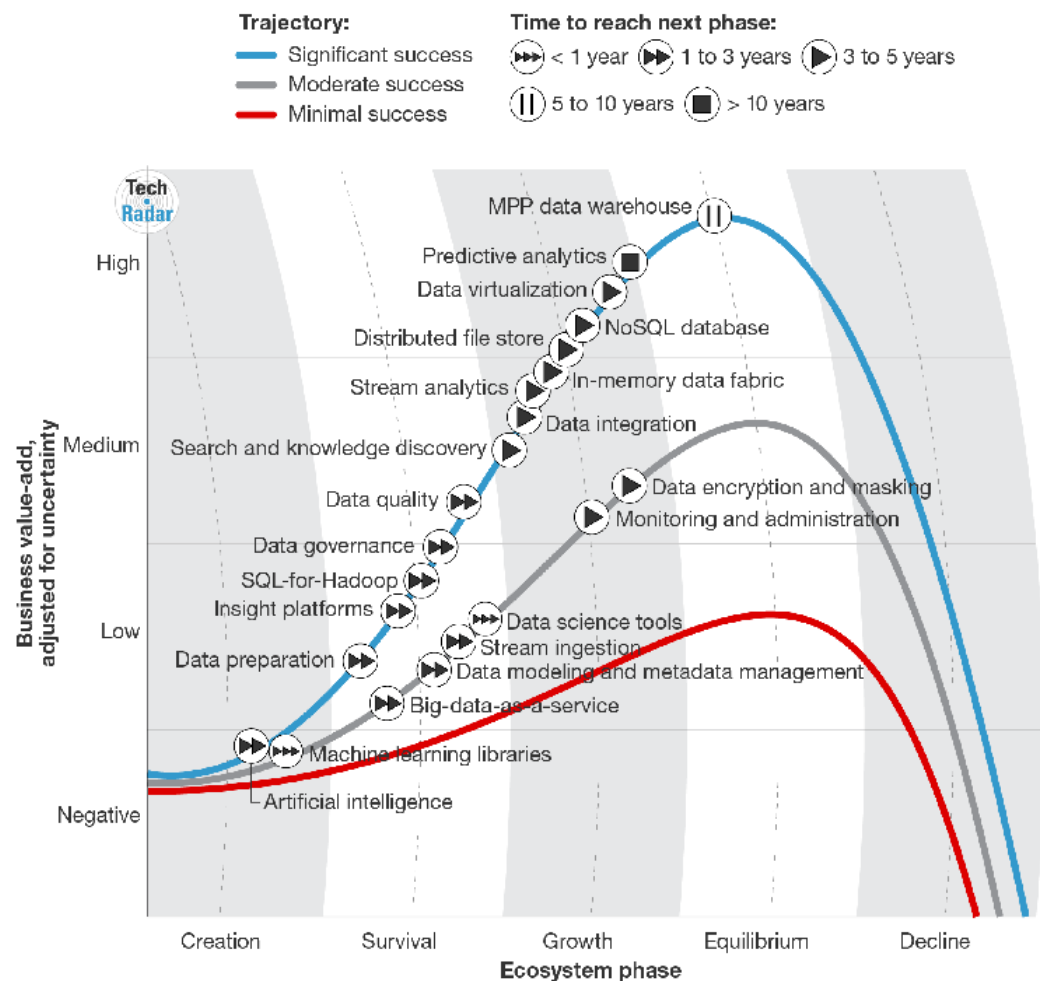


KNOWLEDGE

Technologies to Watch for the Next-Generation Enterprise in 2016

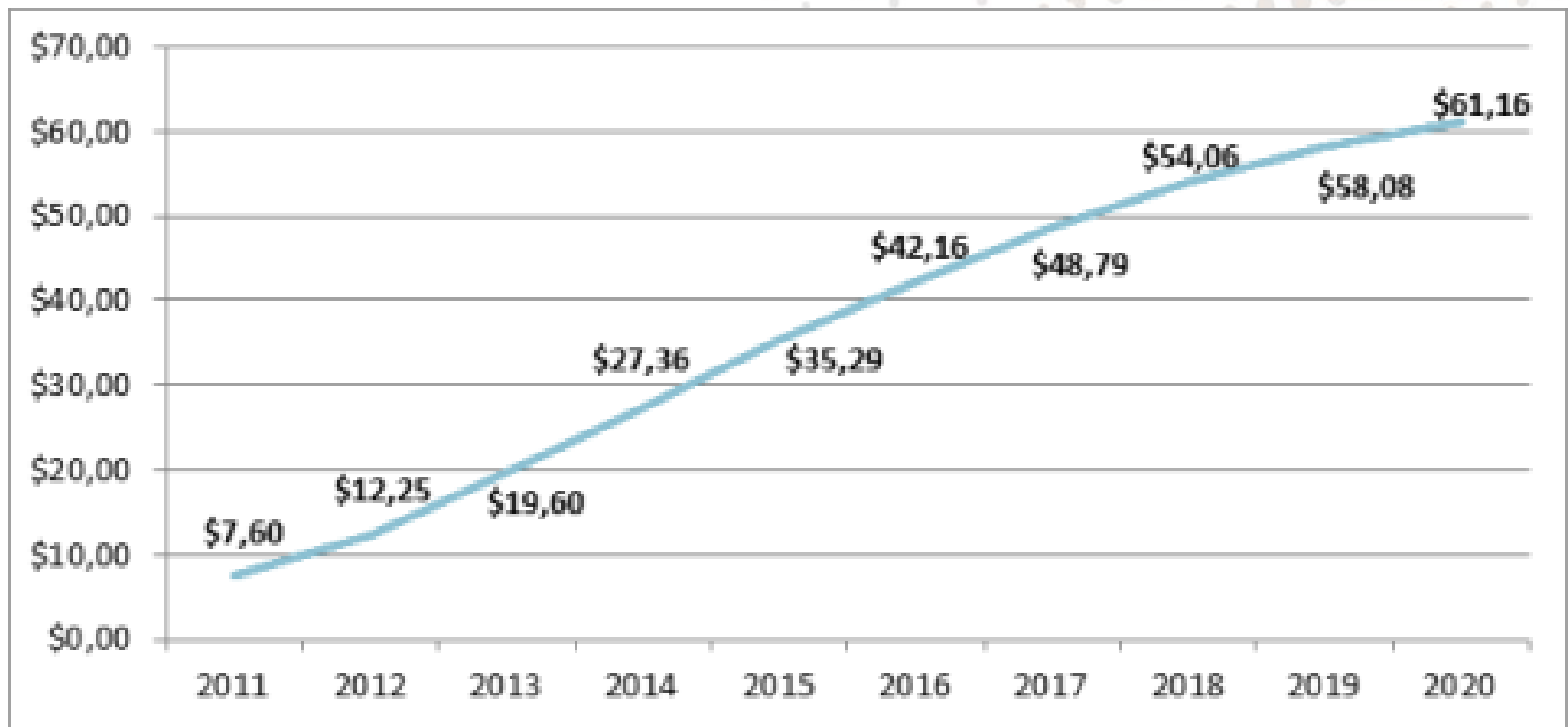


From <http://zdnet.com/blog/hinchcliffe> on **ZDNet**. by Dion Hinchcliffe

TechRadar™: Big Data, Q1 '16*TechRadar™: Big Data, Q1 2016*

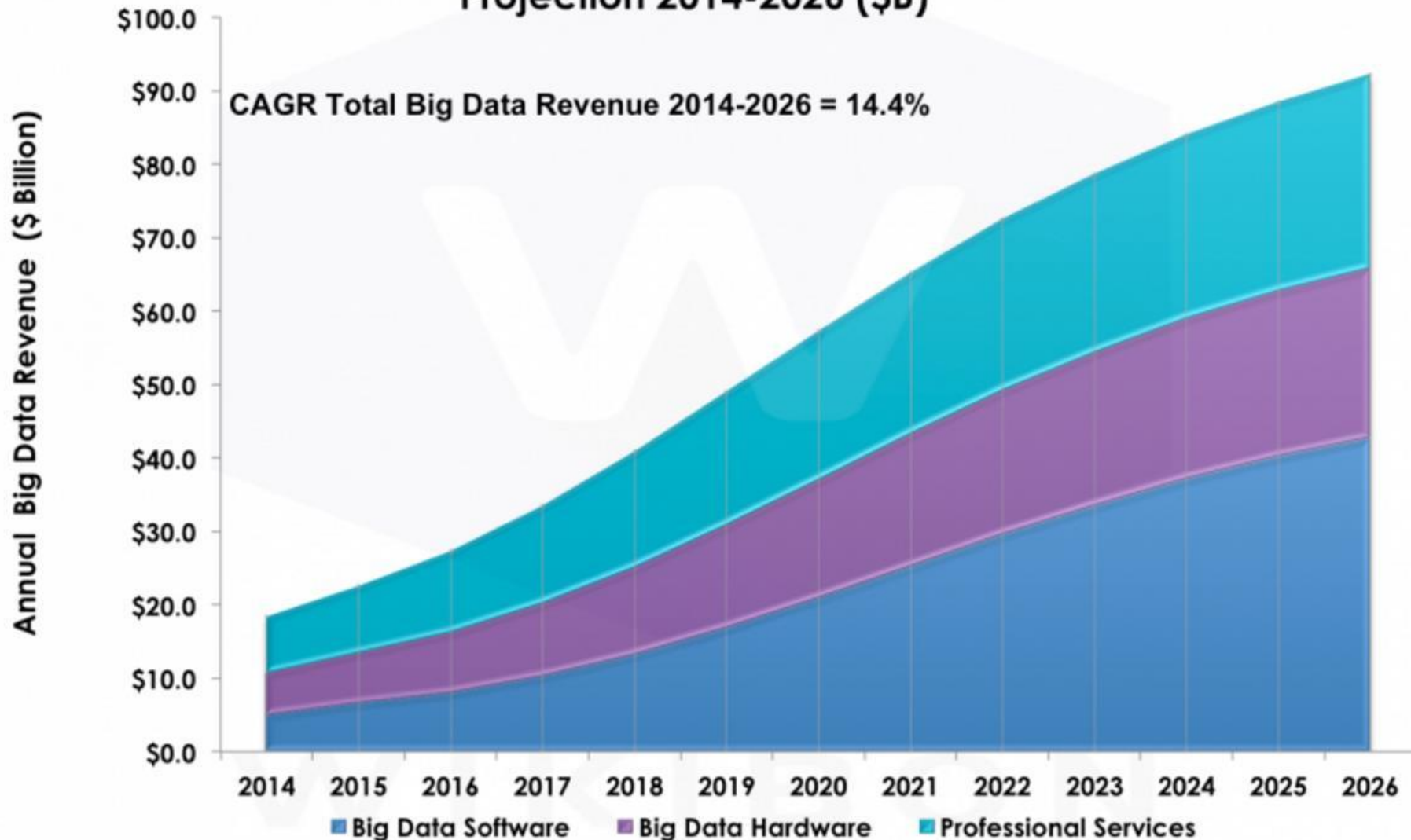
1. Predictive analytics
2. NoSQL databases
3. Search and knowledge discovery
4. Stream analytics
5. In-memory data fabric
6. Distributed file stores
7. Data virtualization
8. Data integration
9. Data preparation
10. Data quality

Прогноз роста рынка больших данных, 2011–2020 (\$ млрд)

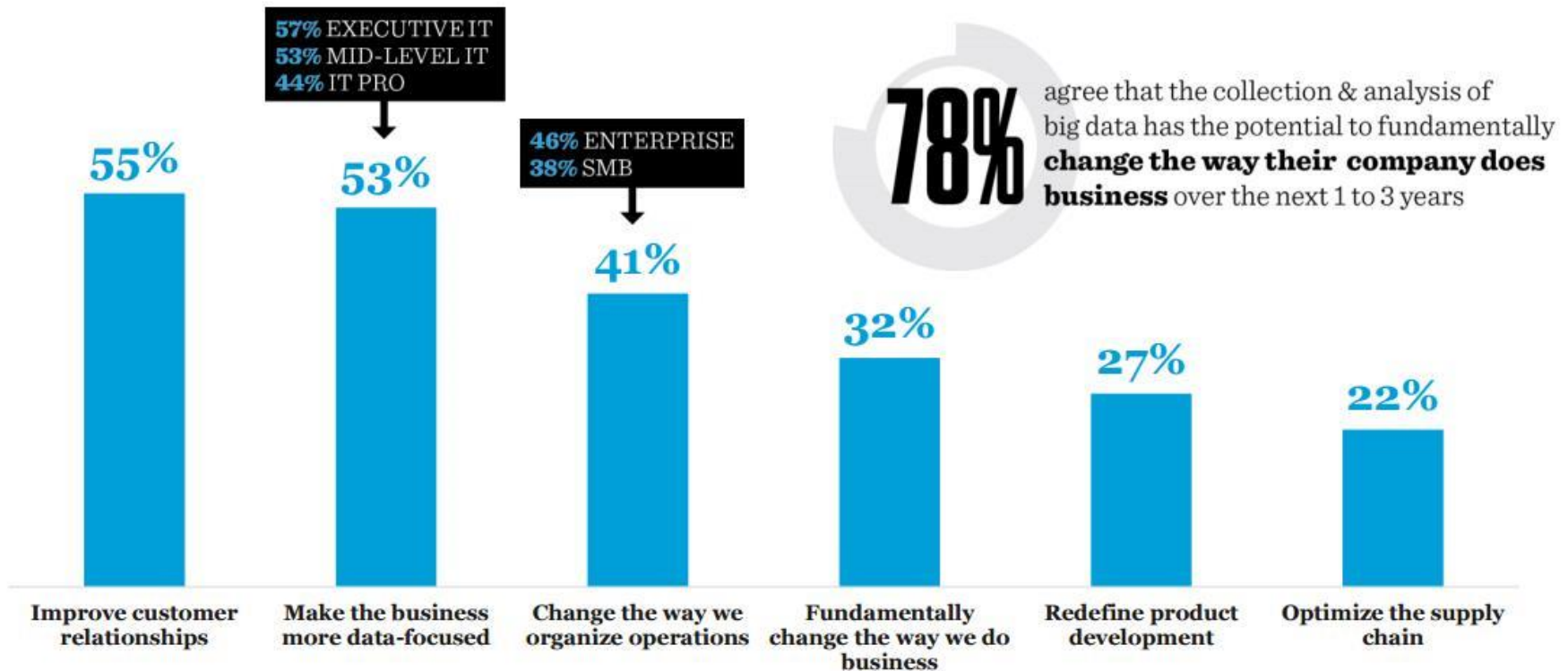


Источник: Wikibon

Wikibon Big Data Software, Hardware & Professional Services Projection 2014-2026 (\$B)



Data Helps Customer Focused Organizations



Q. What business goals or objectives are driving investments for data-driven initiatives at your organization?

Big Data Landscape 2016 (Version 3.0)

Infrastructure

Hadoop On-Premise
cloudera Hortonworks MAPR Pivotal IBM InfoSphere bluedata jethro

Hadoop in the Cloud
amazon Microsoft Azure Google Cloud Platform IBM InfoSphere CAZENA altiscale

Spark
databricks GridGain TACHYON NEXUS

Cluster Services
amazon Amazon Web Services Docker MESOSPHERE CoreOS pepperdata StackIQ

Analytics

Analyst Platforms
Palantir AYASDI Quid enigma Digital Reasoning ORBITALINSIGHT

Analytics Platforms
Microsoft guavus Datameer Bottlenose interana

Data Science Platforms
context relevant DataRobot Alpine MODE plotly dataiku Alteryx DOMINO sense yhat ALGORITHMICA

Visualization
tableau Google Cloud Platform Qlik Looker Roambi Sisense QCHART datorama CHARTIO

Applications

Sales & Marketing
RADIUS Gainsight bloomreach Zeta EVERSTRING livefyre blueyonder Lattice kahuna infer SAILTHRU persado AVISO sense fusemachines ACTIONIQ ENGAGIO

Customer Service
MEDALLIA ATTENSIY CLARABRIDGE CLICKFOX STELLAService NGDATA Preact DigitalGenius appuri Wiseio

Human Capital
gild Connectifier textic entelo hiQ

Legal
RAVEL JUDICATA Everlaw Brevia PREMONITION

NoSQL Databases
amazon Amazon DynamoDB Google Cloud Platform Microsoft Azure ORACLE mongoDB MarkLogic DATASIX Couchbase SEQUOIA DB redislabs influxdata

NewSQL Databases
SAP Clustrix Pivotal paradigm4 nuodb splicet database citusdata MariaDB VOLTD8 cockroach LABS deep db Trafodion

BI Platforms
Power BI amazon Amazon Web Services Domo Wave Analytics birst GoodData Vivvo Analytics platform atscale SAS

Statistical Computing
sas SPSS MATLAB

Log Analytics
splunk sumologic kibana CLOUD PHYSICS loggly

Social Analytics
Hootsuite NETBASE DATASIFT track bitly synthesio simple reach

Ad Optimization
AppNexus MediaMath critex rocketfuel OpenX theTradeDesk Integral Ad Science Algorithms distillery LiveIntent TAFAD DataXu Appier MOAT

Security
CYCLONE CounterTrack cyberason ThreatMetrix AREA1 SECURITY SentinelOne Recorded Future Guardian Analytics FORTSCALE sift science Yagba feedzai SANSIFY

Vertical AI Applications
facebook Clara KASIST lumina

Graph Databases
neo4j OrientDB InfiniteGraph

MPP Databases
TERADATA VERTICA Netezza Ceton cognitio ORACLE dremio

Cloud EDW
amazon Amazon Redshift Google Cloud Platform Microsoft Azure Pivotal snowflake Amazon EMR InfoWorks

Data Transformation
alteryx talend TRIFACTA tamr Palantir StreamSets Alation

Data Integration
informatica MuleSoft snapLogic BedrockData xplenty

Real-Time
amazon Amazon Kinesis METAMARKETS stream confluent DataTorrent dataArtisans

Machine Learning
Amazon Machine Learning H2O Dato SKYTREE rapidminer DATASIRI deepinsight VISENZI predictionIO flowlab

Speech & NLP
NarrativeScience NUANCE WilliamsSons semantic technologies ARRIA appli control.io mindfield IDIBON YSCDY

Horizontal AI
IBM Watson Cortana. sentiment viv nervana nano HyperScience ISN100 clarifai RELIKO MetaMind

Publisher Tools
Outbrain Taboola quantcast Chartbeat yieldbot Yieldmo

Govt / Regulation
Socrata OPENGOV FN FiscalNote enigma PREDPOL mark43 OpenDataSoft

Finance
affirm LendingClub OnDeck Kreditech LendUp Kabbage Lenddo INSIGHT Dataminr Lenddo KENSHC AIDYA ISENTIUM Quantopian

Management / Monitoring
New Relic AFFDYNAMICS amazon Amazon CloudWatch actrifo Numerify splunk DATADOG DRIVEN Anodot

Security
TANUM Illumio CODE42 DataGravity CipherCloud VECTRA sqrl BlueTalon

Storage
amazon Amazon S3 Google Cloud Platform Microsoft Azure panasas nimblestorage COHO Qumulo

App Dev
apigee GASK Typesafe DRIVEN

Crowd-sourcing
amazon Amazon Mechanical Turk CrowdFlower WorkFusion

Search
hp Oracle EXALCID Lucidworks elastic ThoughtSpot MAANA swifttype Algolia SINEQUA

Data Services
LICO OPERA Mu Sigma EXL DATA SCIENCE kaggle DataKind

For Business Analysts
OrigamiLogic ClearStory CIRRO Import IO

Web / Mobile / Commerce
Google Analytics mixpanel RUMetrics BLUECORE AMPULS granify sumail Airtable retention custora

Education / Learning
KNEWTON Clever Declara PANORAMA knowre

Life Sciences
23andMe Counsyl RECOMBINE KYRUS FLATIRON zymogen HealthTop METABIOTA ZEPHYR HEALTH ovig Gingerio transcriptic Glow enitic AiCuro Atomwise

Industries
OPower eHarmony RetailNext STITCH FIX WorkFusion BLUE DRIVER TACHYON Seeq FarmLogs SwiftKey select STAT MACHINE statmuse BOXEVER

Cross-Infrastructure/Analytics

amazon Google Microsoft IBM SAP sas 1010 data hp VMware VERTICA vmware TIBCO TERADATA ORACLE NetApp

Open Source

Framework
Hadoop HADOOP HADOOP YARN Spark MESOS TEZ Flink CDAP

Query / Data Flow
SLAMDATA HIVE Apache Drill Google Cloud Dataflow

Data Access
cassandra BASE ACCUMULO mongoDB kafka riak OPEN YCQL CouchDB

Coordination
talend Apache Zookeeper Apache Ambari

Real-Time
STORM Spark APEX Flink TACHYON druid

Stat Tools
ScalaLab SciPy

Machine Learning
mlib Aerosolve Apache SINGA MADlib CNTK TensorFlow VELES FeatureFu DIMSUM jupyter DL4J

Search
elasticsearch Solr

Security
Apache Ranger Visualization Zippelin

Data Sources & APIs

Health
Apple JAWBONE GARMIN practice fusion fitbit Withings VALIDIC netatmo kinsa Human API

IOT
UPTAKE ThingWorx heium samsara

Financial & Economic Data
Bloomberg THOMSON REUTERS S&P CAPITAL IQ YODLEE PREMIERE quandl xignite CB INSGHTS StockTwits estimate PLAID

Air / Space / Sea
PLANET LABS spire WINDWARD CRUISE SKYWATCH Airware DroneDeploy

Location / People / Entities
axiom Experian Epsilon InsideView GARMIN foursquare STREETLINE esri CRIMSON HEXAGON CARTOON factual PlaceIQ CIRCULATE placemeter BASIS Sense

Other
qualtrics panjiva DATA.GOV

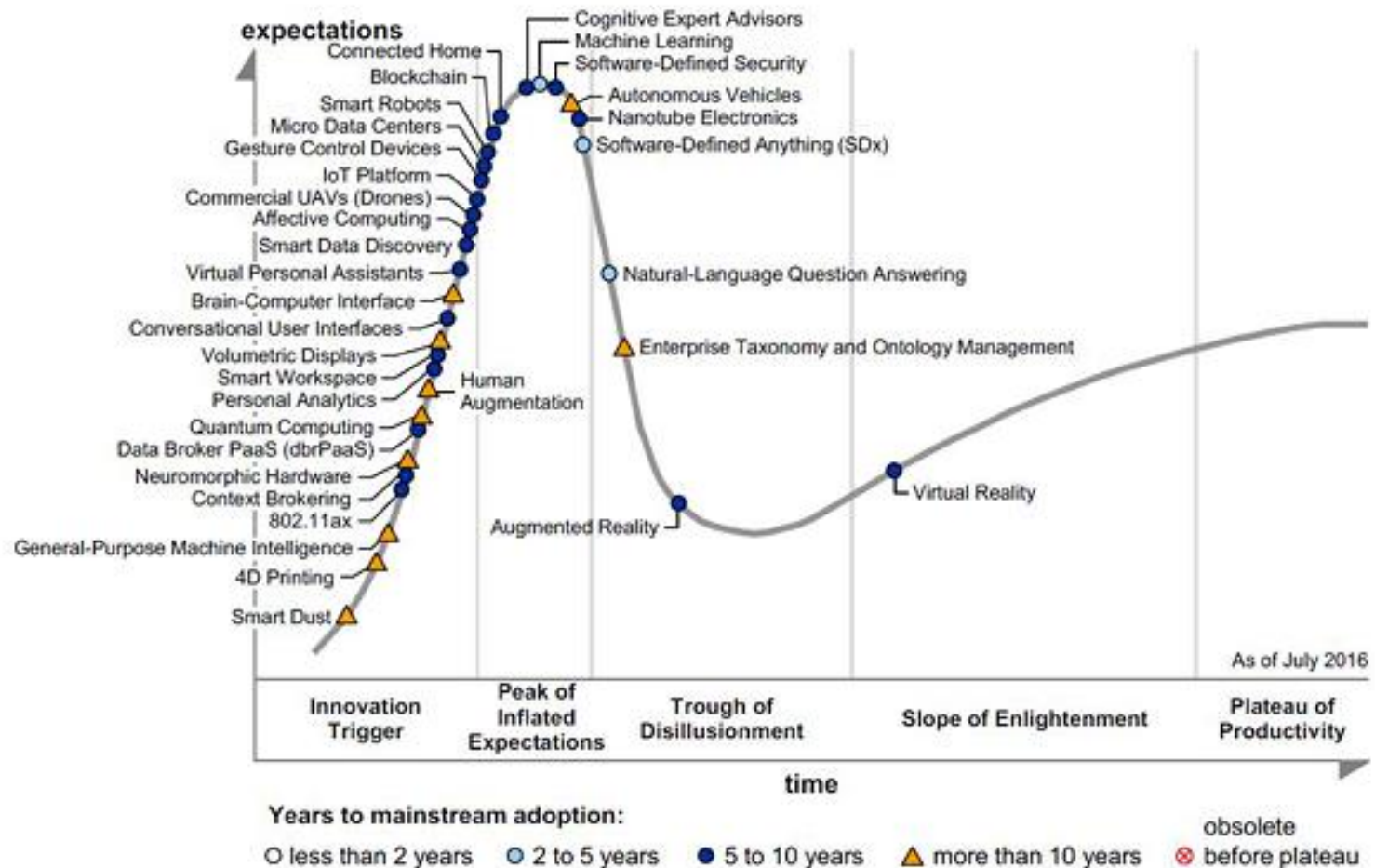
Incubators & Schools
GA PLURALSIGHT DataCamp INSIGHT DataElite The Data Incubator METIS

Циклы зрелости Gartner 2015: Основные тенденции и новые технологии

Figure 1. Hype Cycle for Advanced Analytics and Data Science, 2015



Циклы зрелости Gartner 2016: Основные тенденции и новые технологии



Перспективы



**Среднегодовой
темп роста
мирового рынка
технологий и услуг
для больших
данных в период
с 2014 по 2019 гг.
составит 23,1%
и достигнет \$48,6
млрд в 2019**

**Среднегодовой рост сегмента инфраструктуры составит
в денежном выражении 21,7%, сегмента ПО — 26,2%, услуг —
22,7%.**

Спасибо!

- ✓ **Николай Носов**
- ✓ *К.т.н.*
- ✓ *Независимый эксперт, RCCPA
(Russian Cloud Computing Professional
Association)*
- ✓ ***nik@niknosov.ru***