Big Data and Business Intelligence: Convergence of Business Intelligence and Big Data Analytics

Description: The landscape of data gathering and analysis is rapidly changing as the amount of data generated in conjunction with data sources and means of extracting data continues to accelerate. One of the key issues is how to most efficiently and effectively realize value from this seemingly boundless sea of unstructured (Big) data.

Big Data is much more than its technical definition implies: A collection of data sets so large and complex that it becomes difficult to process using on-hand database management tool. Big Data is already changing the way business decisions are made since big data exceeds the capacity and capabilities of conventional storage, reporting and analytics systems, it demands new problem-solving approaches.

Business Intelligence (BI) represents a set of techniques and tools for the transformation of raw data into meaningful and useful information for business analysis purposes. BI has existed in various forms for a long time but arguably is lacking when it comes to unstructured data.

This research evaluates the relationship between BI and Big Data including benefits, issues, and challenges in terms of planning and integration. The report also answers important questions such as:

- Is BI being replaced by Big Data approaches?
- How is Big Data clouding Business Intelligence?
- What are the important steps in BI-Big Data integration?

All purchases of this report include time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:
- Business intelligence companies
- Big Data and analytics companies
- Data as a Service (DaaS) companies
- Cloud-based service providers of all types
- Data processing and management companies
- Application Programmer Interface (API) companies
- Public investment organizations including investment banks
- Private investment including hedge funds and private equity

Report Benefits:
- Understand why we can't ignore Big Data, and what new insights Big Data can provide that BI can't today
- Look at limitations and risks involved in handling large unstructured data for better business decision making
- Learn why there is a need to marry Big Data and BI solutions and the associated benefits and challenges
- Learn the questions every organization should consider and find answers to them in order to overcome the roadblocks in implementing new data technologies that make the Big Data ecosystem

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