Analytic Lessons in the Cloud, about the Cloud

Presented by

Dr. Morten Middelfart, TARGIT CTO

TARGIT business intelligence

WhoAmI

- Born 1970 (41 Years –still)
- Shaped by:
  computer games, c64, hiphop, army, skydiving
- and of course helping **308,310 users** making better **business decisions** since 1996.

Cloud Intelligence

- Business Intelligence in the Cloud?
- Reporting, OLAP, and data mining?
- Big Data, NoSQL database modeling, storage, data localization, security and privacy, performance, cost and usage models???

Changes in the Cloud

From **How**

to **Who**

Changes in the Cloud

But also

Why

Lesson 1

From Control to **No** Control

From Control to No Control

- Business Intelligence (BI)
  Reporting, OLAP, and data mining
  on data that are under our control.
- "Analytics" starts where BI ends
  Typically data will not be under our control.

From Control to No Control

- No control over availability
- No control over quality
- Tipping point for me

  For the past two months I have been doing more Analytics (of cloud data) than BI.

From Control to No Control

Do you **Fear Change?**

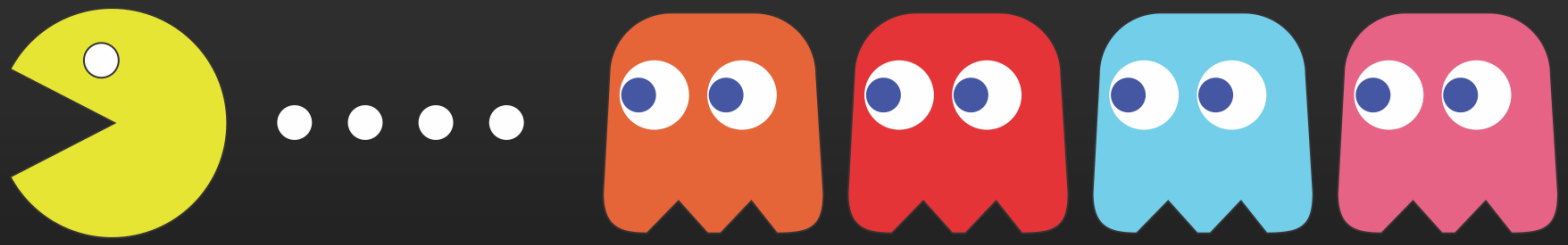
Lesson 2

Beating

Fear

What is Fear?

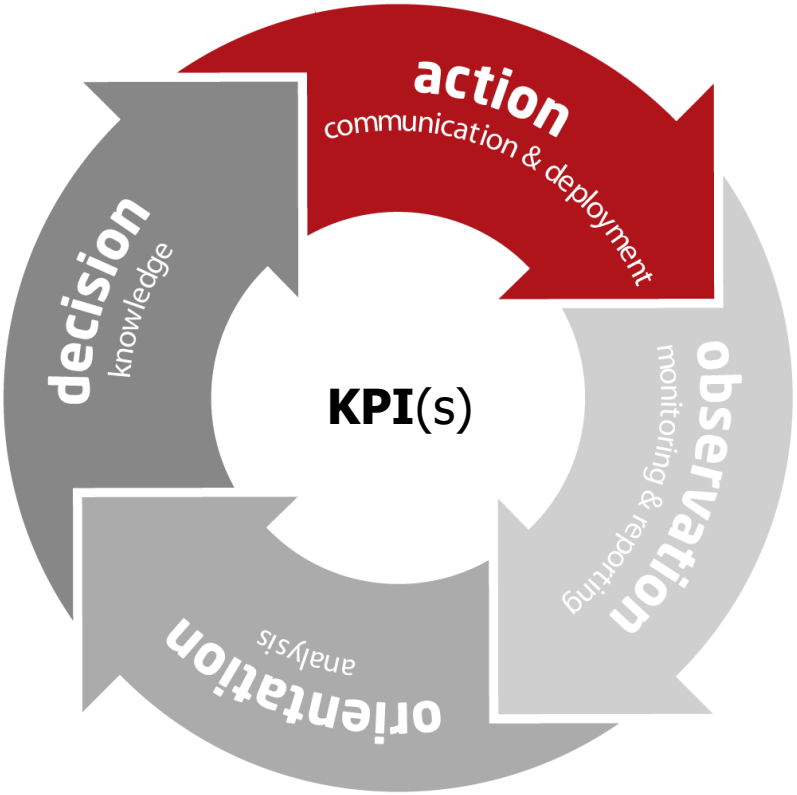
What is Fear?



Strategic
Tactical
Operational

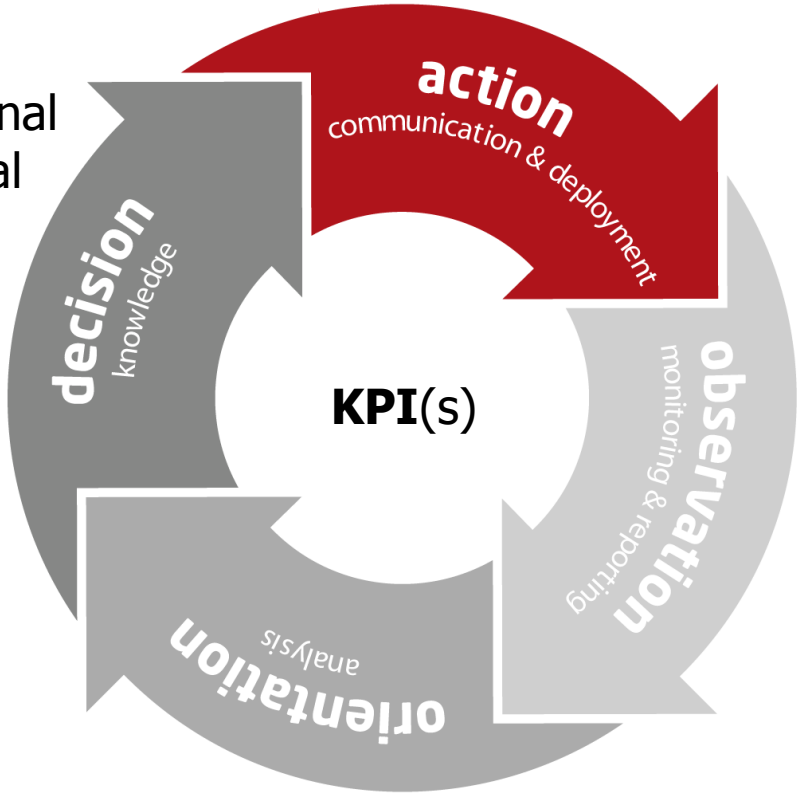
Strategic
Tactical
Operational

The OODA Loop



The CALM Cycle

Decision
Search for additional
Internal & External
Knowledge



Action
Storyboard Mass-Comm.
Other Communication
Workflow Initiation
Modify Cycle

incident

Orientation
Analytics
Simulation
Data Mining

Observation
Dashboards
Reporting
Agents

TARGIT your decisions in fewest clicks

TARGIT
business intelligence

TARGIT your decisions in fewest clicks

TARGIT
business intelligence

https://cloud.targit.c... TARGIT Cloud

Messages | My Profile | Morten Middelfart, Log o

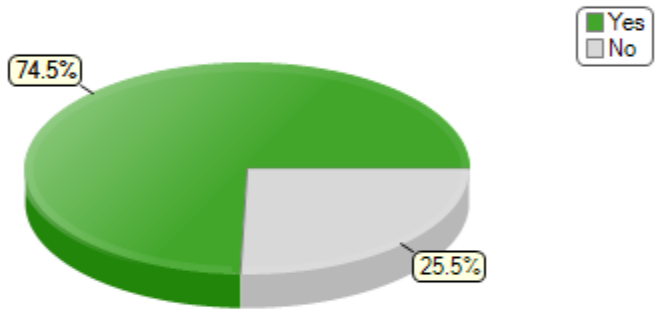
TARGIT business intelligence

Analyze | Pulse | Upload And Subscribe | Connect | Support

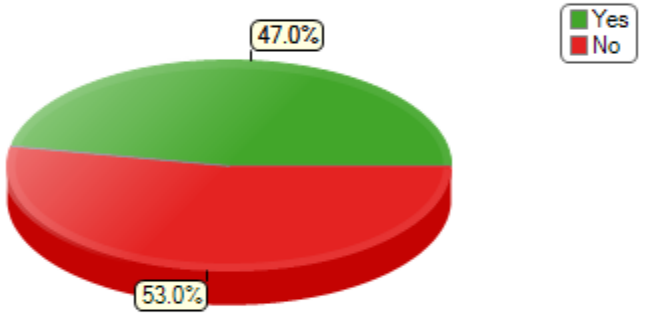
You are here: TARGIT Cloud » Analyze

New | Define | Criteria | New | Help

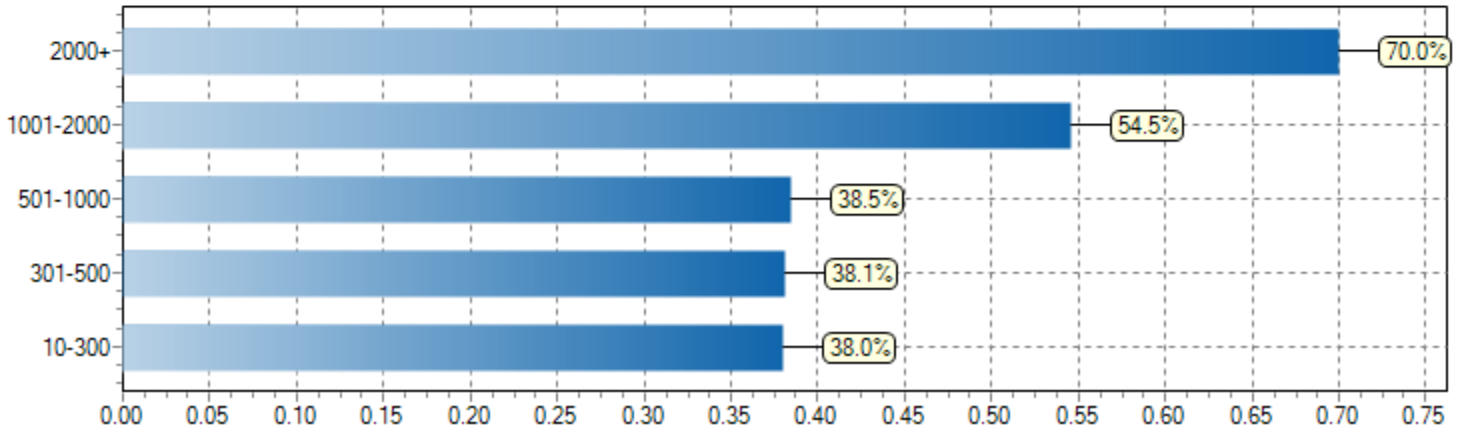
Count per had_dream



Count per dream_changed



Count per jumps by dream_changed



Displaying

Freefall

Findings

Share This

Comments

Enter comment...

Comment

Facts Beat Fear

Any number of unintegrated features or applications will slow you down !

- or make you FAIL !

Lesson 3

It's a

War

http://www.youtube.com/watch?v=TDaFwnOiKVE

Kevin Slavin: How algorith...

YouTube

kevin slavin algorithms change

Browse | Upload

Kevin Slavin: How algorithms shape our world

TEDtalksDirector | Subscribe | 1,213 videos

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300,505

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http://www.ted.com Kevin Slavin argues that we're li...

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It's a War

- Algorithms are already influencing (defining) structured data
- Scoring – the one number analysis
  Credit Score, Klout -> Profiling
- Algoroithms are moving into unstructured, uncontrolled data too…

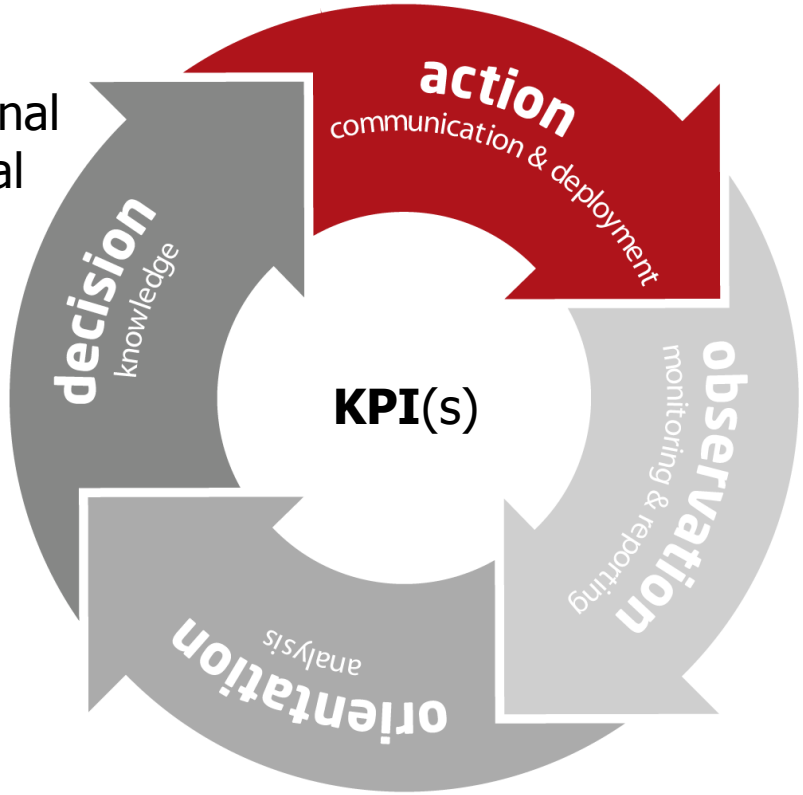
It's a War

Algorithms may not outsmart you, but they will exhaust you…

The Eye Doctors Story

Autonomous Loops are possible Today !

Decision
Search for additional
Internal & External
Knowledge



Action
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Other Communication
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Modify Cycle

incident

Orientation
Analytics
Simulation
Data Mining

Observation
Dashboards
Reporting
Agents

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TARGIT your decisions in fewest clicks

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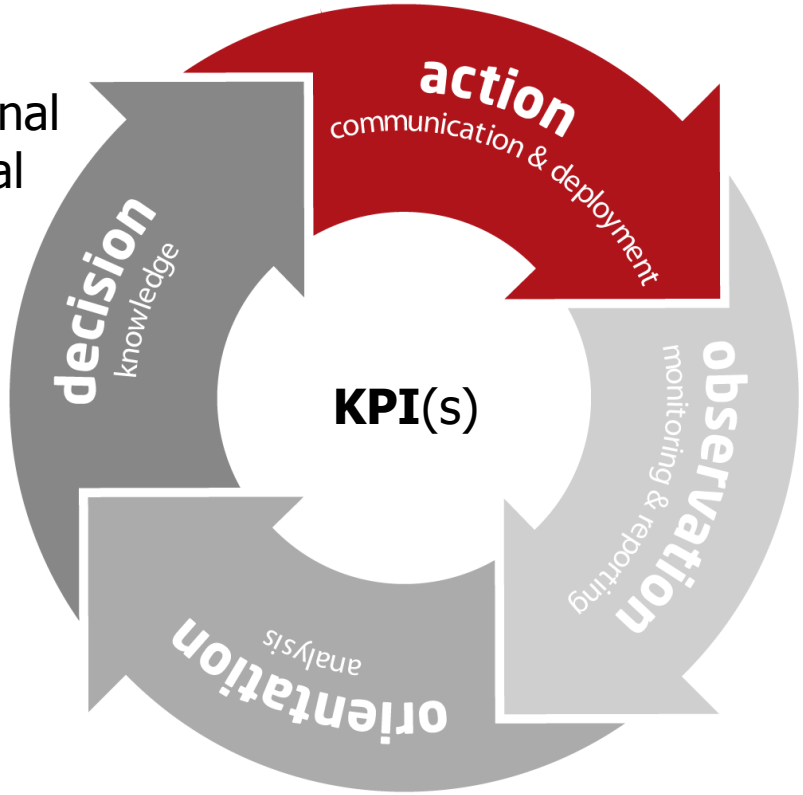
It's a War: Human-Computer Synergy

Decision
Search for additional
Internal & External
Knowledge



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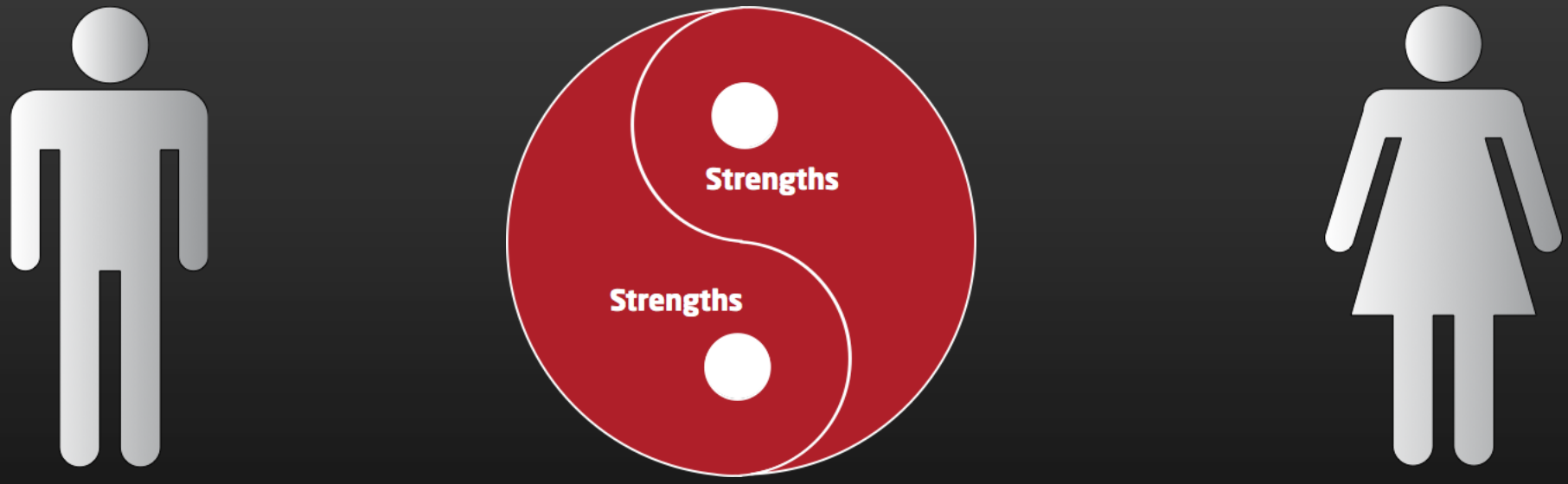
Synergy between humans

Synergy between humans

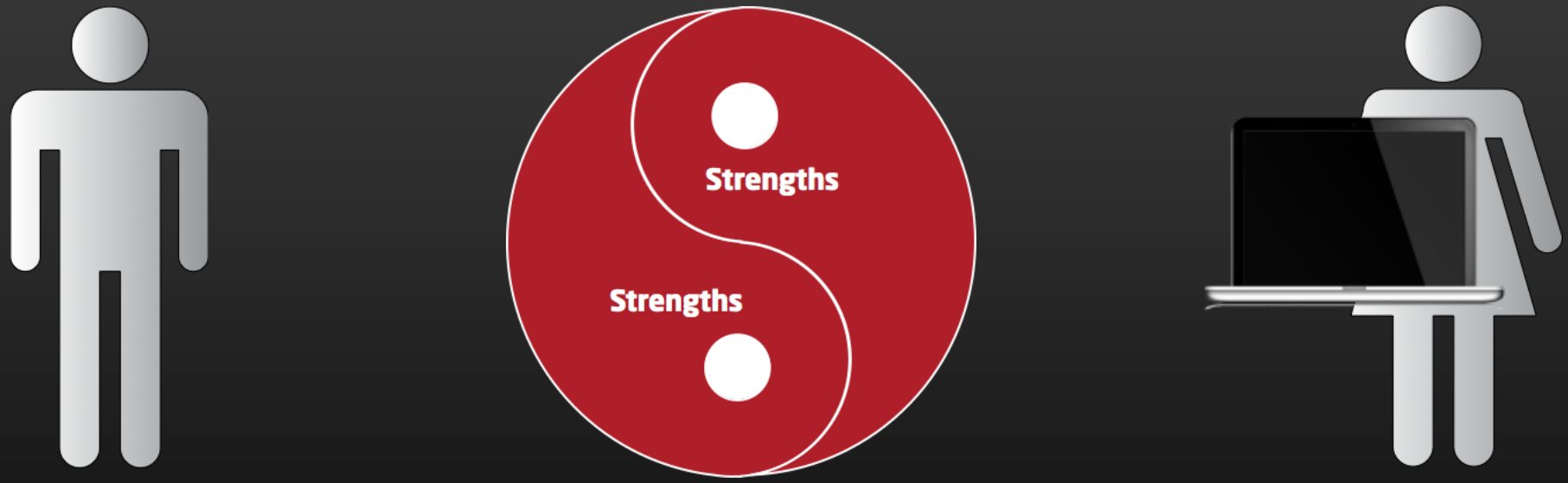
Synergy between humans

Synergy between humans



Ideal

Synergy between humans and computers



Ideal

It's a War: Human-Computer Synergy

Decision
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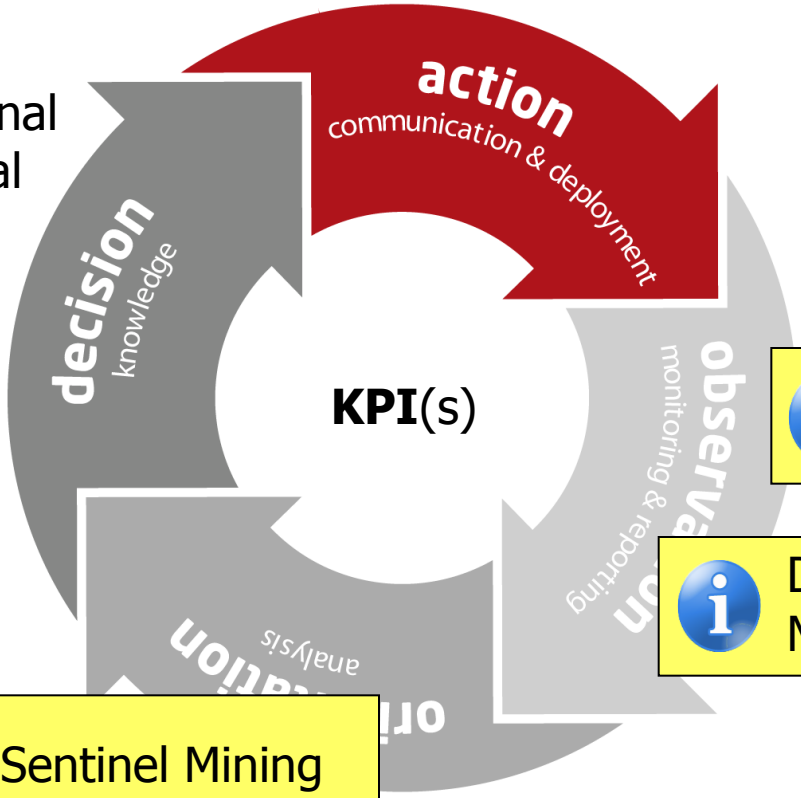

Action
Storyboard Mass-Comm.
Other Communication
Workflow Initiation
Modify Cycle

Ad-Hoc Agents

Desktop &
Mobile Notifications

Orientation
Analytics
Simulation
Data Minir

Sentinel Mining

Reporting
Agents

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It's a War

- Computers can semi- or fully guard our back
  Primarily Controlled Data
- Humans can dedicate themselves
  Cloud Analytics on Uncontrolled Data
- What do (not just my own) customers prefer?
  Which opinions are trending? Etc.

https://cloud.targit.com/UserSection/Analyze.aspx

TARGIT Cloud | TARGIT #SocialAnalytics

Messages | My Profile | Morten Midde

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Analyze | Pulse | Upload And Subscribe | Connect | Support

You are here: TARGIT Cloud » Analyze

New | Define | Criteria | New | Help

Properties

Object type

Options and formatting

- Title and Explanation
- Bar chart
- Cross tabulation
- Visibility
- Labels and hints
- Numbers

- Documents
- Source data
- Properties
- Calculations
- Criteria
- Drillpad
- Scheduled Jobs

Friending and Followers per SearchGroup

SearchGroup	Friending	Followers	Pct
Total	**48,876**	**4,797**	**10%**
leadership	2,796	523	19%
bigdata	4,088	367	9%
management	1,968	293	15%
all	2,488	231	9%
harvardbusinessreview	2,132	227	11%
businessintelligence	1,906	217	11%
socialanalytics	1,890	195	10%
businessanalytics	1,376	175	13%

Followers per Day

Displaying

- Twitter Keywords
- Twitter Keywords

Share This

Comments

Enter comment...

Comment

https://socialanalytics.targit.com/TARGITsa/Ana

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#SocialAnalytics

BETA

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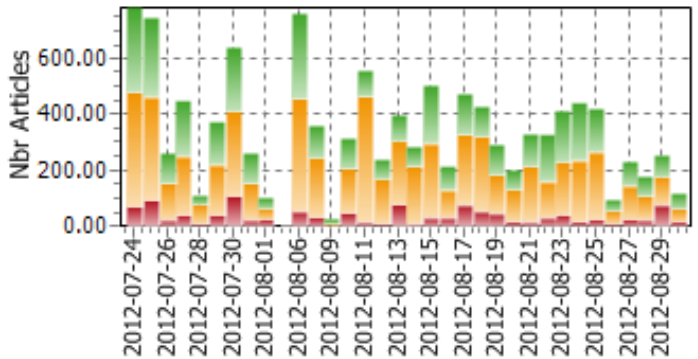
My Search Collections | Analyze | Status

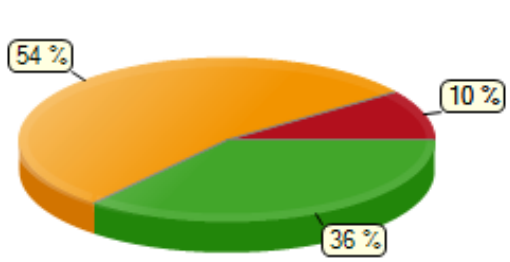
Influencer Analysis | Sentiment Analysis

Location Hierarchy: United States | Search Collection: Business Intelligence "Big Data" | Time Year - Week - Date: Year to date (2012 - 2012 W35

Nbr Articles per Time Year To Date by Article sentiment



Nbr Articles per Article Sentiment Group



Weighted Average per Article Category - Search Terms - Article

Article Category - Search Terms - Article	Hashtags
Total	
Business Intelligence	
"Big Data"	
Good bit of debate about big #data, its relevance and value at the CEO panel of #gbta2012	#Data,
Big data is great, but it is the relevance of the data and how you execute on this that is key! #GBTA2012 #travel	#GBTA2012
#security Content about Computer security | The Big Data Insight Group - Content about Computer security July 27, ... http://t.co/onnSbRfw	#security
'Risks in big data attract big law firms' http://t.co/LOvkfshs #risk #compliance	#risk
IBM Power linux solutions, open source Hadoop solution empowers #business innovators who need a platform to build emerging big data projects	#business
Answer: CUES! Question: What's fast & boosts quality outcomes #in BIG DATA, SEO & Content Curation or Marketing? More perspectives @ManyCUES	#in
#Big Data Important, Open Data More Valuable: Gartner http://t.co/sLNq9dP6	#Big

https://socialanalytics.targit.com/TARGITsa/Ana | TARGIT Cloud | TARGIT #SocialAnalytics

#SocialAnalytics

BETA

TARGIT business intelligence

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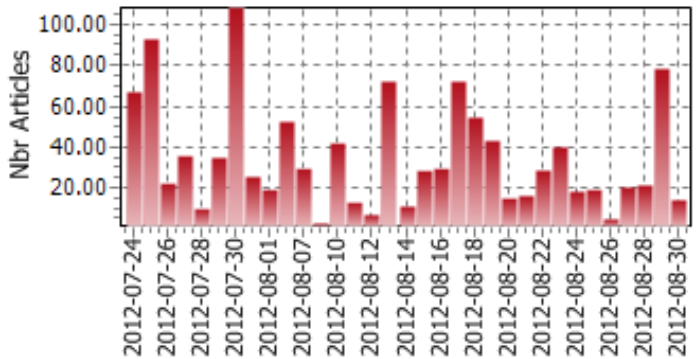
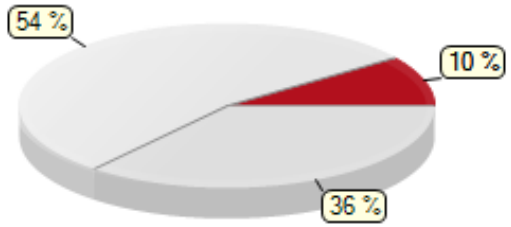


Negative Sentiment

Nbr Articles per Article Sentiment Group



Negative Sentiment
Neutral Sentiment
Positive Sentiment

Weighted Average per Article Category - Search Terms - Article

Article Category - Search Terms - Article	Hashtags
Total	
Business Intelligence	
"Big Data"	
Yet another reason worry about surveillance of your activities in Internet: it is cheap http://t.co/eIEdHzdv #dpi #bigdata	#dpi
yay, biodiversity dark data use depends on geosiences big data generation #ltr2012	#ltr2012
-www.securitytube.net: (Bside : - Big Data's Fourth V: Or Why We'll Never Find The Loch Ness Monster http://t.co/wrRA1mY9) #security	#security
WOW...#Analytics can now be used predict where violence will occur in Afghanistan & the level of its intensity http://t.co/jHTq9T0w	#analytics
Words I don't want to read tweets about: "disruption," "white space," "big data," "infographic," "the cloud." #obfuscation	#obfuscation
Woot ! @NickStepanovich only if leadership defaults Big Data trends, if #BigData illuminates Big Thinking then a powerful differentiator	#BigData
Why Big Data for Healthcare is Rubbish http://t.co/9H1XO4up # healthcare #doctors #socialmedia	#doctors

It's a War

- The arms race has just begun
- The tipping point in focus is yet to come for most organizations; but it will!
- Changes apply to:
  Accept less control, less quality -> new truths
  Scary! ;-)

Lesson 4

Evolution of **Cloud** Analytics & BI

https://cloud.targit.com/ | targit.com | Twitter

Gå til www.targit.com

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TARGIT Cloud

Username morton@targit.com

Password ••••••••

Remember me

TARGIT Cloud is an add-on linked to your TARGIT BI Suite license (active Software Maintenance Agreement is required). If you do not have a license contact TARGIT today!

» Sign in

Forgot your password?

Welcome to TARGIT Cloud

Upload your data and conduct analysis on the fly with TARGIT Cloud.
Securely upload, share and discuss your data and gain richer decisions today!

TARGIT Cloud

What is TARGIT Cloud?

How to use the Cloud

TARGIT your decisions in the fewest clicks

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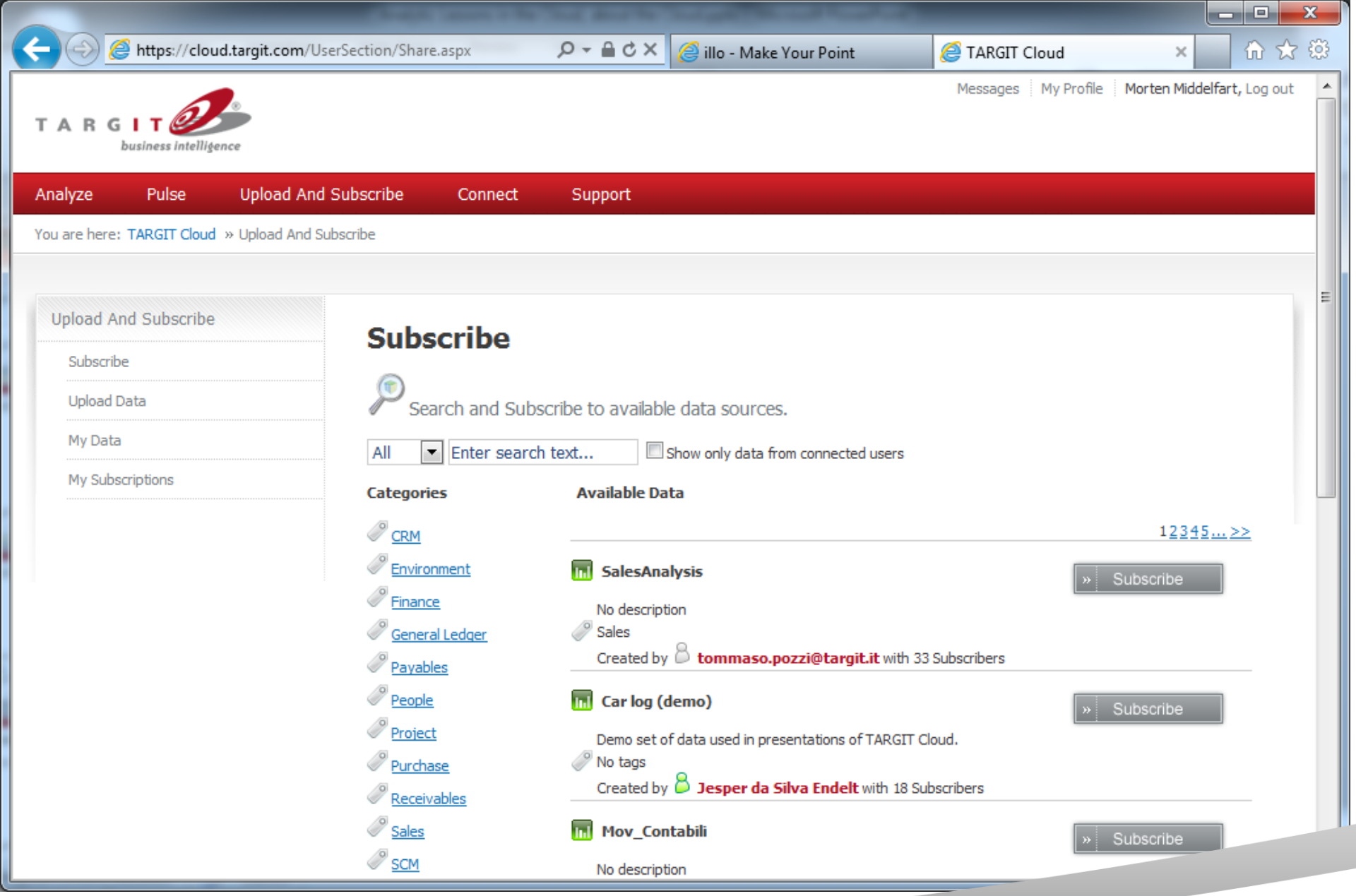
https://cloud.targit.com/UserSection/Share.aspx
illo - Make Your Point
TARGIT Cloud
Messages
My Profile
Morten Middelfart, Log out
TARGIT business intelligence
Analyze
Pulse
Upload And Subscribe
Connect
Support
You are here: TARGIT Cloud » Upload And Subscribe
Upload And Subscribe
Subscribe
Upload Data
My Data
My Subscriptions
Subscribe
Search and Subscribe to available data sources.
All
Enter search text...
Show only data from connected users
Categories
CRM
Environment
Finance
General Ledger
Payables
People
Project
Purchase
Receivables
Sales
SCM
Available Data
1 2 3 4 5 ... >>
SalesAnalysis
Subscribe
No description
Sales
Created by tommaso.pozzi@targit.it with 33 Subscribers
Car log (demo)
Subscribe
Demo set of data used in presentations of TARGIT Cloud.
No tags
Created by Jesper da Silva Endelt with 18 Subscribers
Mov_Contabili
Subscribe
No description

https://cloud.targit.com/UserSection/Analyze.aspx
illo - Make Your Point
TARGIT Cloud
Messages
My Profile
Morten Middelfart, Log out
TARGIT business intelligence
Analyze
Pulse
Upload And Subscribe
Connect
Support
You are here: TARGIT Cloud » Analyze
New
Criteria
New
Help
Measure Cost
Period No selection
Group No selection
Company No selection
Documents
Documents ▸ Shared ▸ Car log (demo)
Cost of cars
QuickAnalysis
Search
Documents
Source data
Properties
Calculations
Criteria
Drillpad
Scheduled Jobs
Cost per Car
46 %
17 %
15 %
12 %
10 %
BMW 320d E90 - 04/2005
Peugeot 207 XR PLUS 5d. - 10/2006
Toyota Avensis 1,8 - 1998
Toyota Avensis 1,8i Stc - 2005
Ford Mondeo 1,8 TDCi 100hk Stc - 12/2007
Cost per Period
50,000.00
40,000.00
30,000.00
20,000.00
10,000.00
.00
2004 2005
2007
2009
2011
Cost per Company
Company
Cost
Total 301,631.00
FDM 51,195.67
Shell Express / Metax 50,056.58
OK 40,068.38
CRM 30,541.36
Shell 27,685.00
BMW 22,278.44
Peugeot 13,810.66
Toyota 11,240.94
Displaying
Car log (demo)
Cost of cars
Share This
Comments
Enter comment...
Comment
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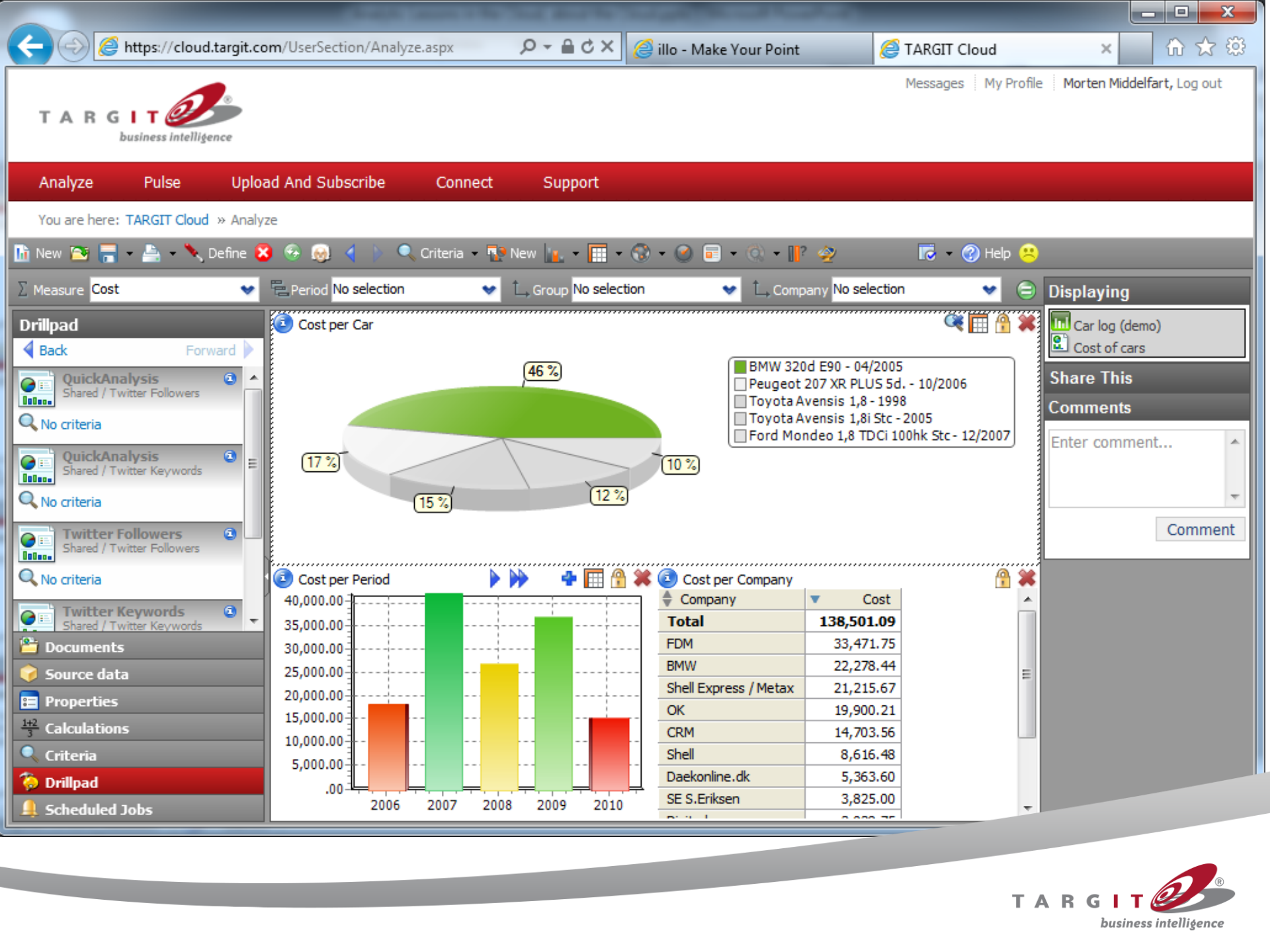
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New
Define
Criteria
New
Help
Measure Cost
Period No selection
Group No selection
Company No selection
Drillpad
Back
Forward
QuickAnalysis
Shared / Twitter Followers
No criteria
QuickAnalysis
Shared / Twitter Keywords
No criteria
Twitter Followers
Shared / Twitter Followers
No criteria
Twitter Keywords
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Ford Mondeo 1,8 TDCi 100hk Stc - 12/2007
Cost per Period
40,000.00
35,000.00
30,000.00
25,000.00
20,000.00
15,000.00
10,000.00
5,000.00
.00
2006
2007
2008
2009
2010
Cost per Company
Company
Cost
Total 138,501.09
FDM 33,471.75
BMW 22,278.44
Shell Express / Metax 21,215.67
OK 19,900.21
CRM 14,703.56
Shell 8,616.48
Daekonline.dk 5,363.60
SE S.Eriksen 3,825.00
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Car log (demo)
Cost of cars
Share This
Comments
Enter comment...
Comment
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http://illo.com/

illo - Make Your Point

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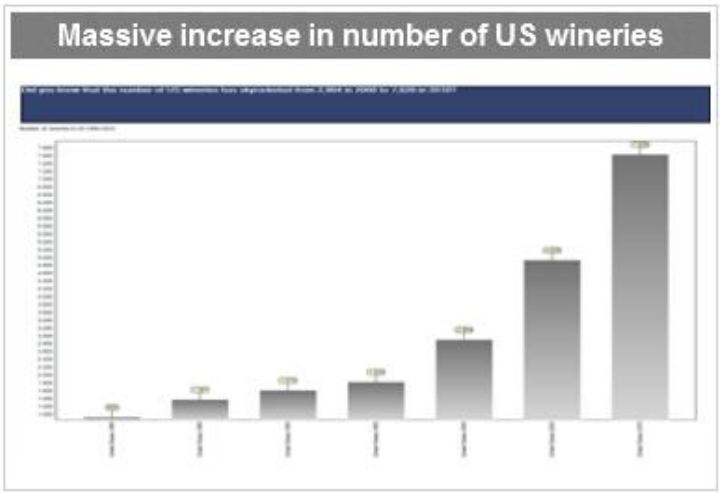

Topics

Sports | Finance | Politics | Weather | Eco | People | Fun | Tech

Most Popular

Analysis | Sources

Massive increase ...
Public - 357 Views

World Pollution
Public - 351 Views

More jobs for the...
Public - 332 Views

Most Popular Groups

YouGov

Analysis | Sources

› Massive increase in number of US wine...
Public | 357 Views | 0 Comments |
0 Subscribers
March 15, 2012

› World Pollution
Public | 351 Views | 0 Comments |
0 Subscribers
March 19, 2012

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Our Learning based on 3 clouds

- Analysts seems to be the ones that pick up
  Not as social as expected
- Data tend to be”born in the Cloud”
  Less uploading of local data

Our Learning based on 3 clouds

The Cloud Application is being applied much more analytical*, and is thus a difference use case from traditional Business Intelligence.

*) definition used in this presentation

Evolution of Cloud Analytics & BI

- Scoring –the World in One Figure

  The one figure interface

  Ideal for small mobile screens

- Autonomous Algorithms

  The Non-User Interface, or notification only

  Consequence of bigger and faster data

Lesson 5

What About **Technology?**

http://www.youtube.com/watch?v=TDaFwnOiKVE

Kevin Slavin: How algorith...

YouTube

keving slavin algorithms change

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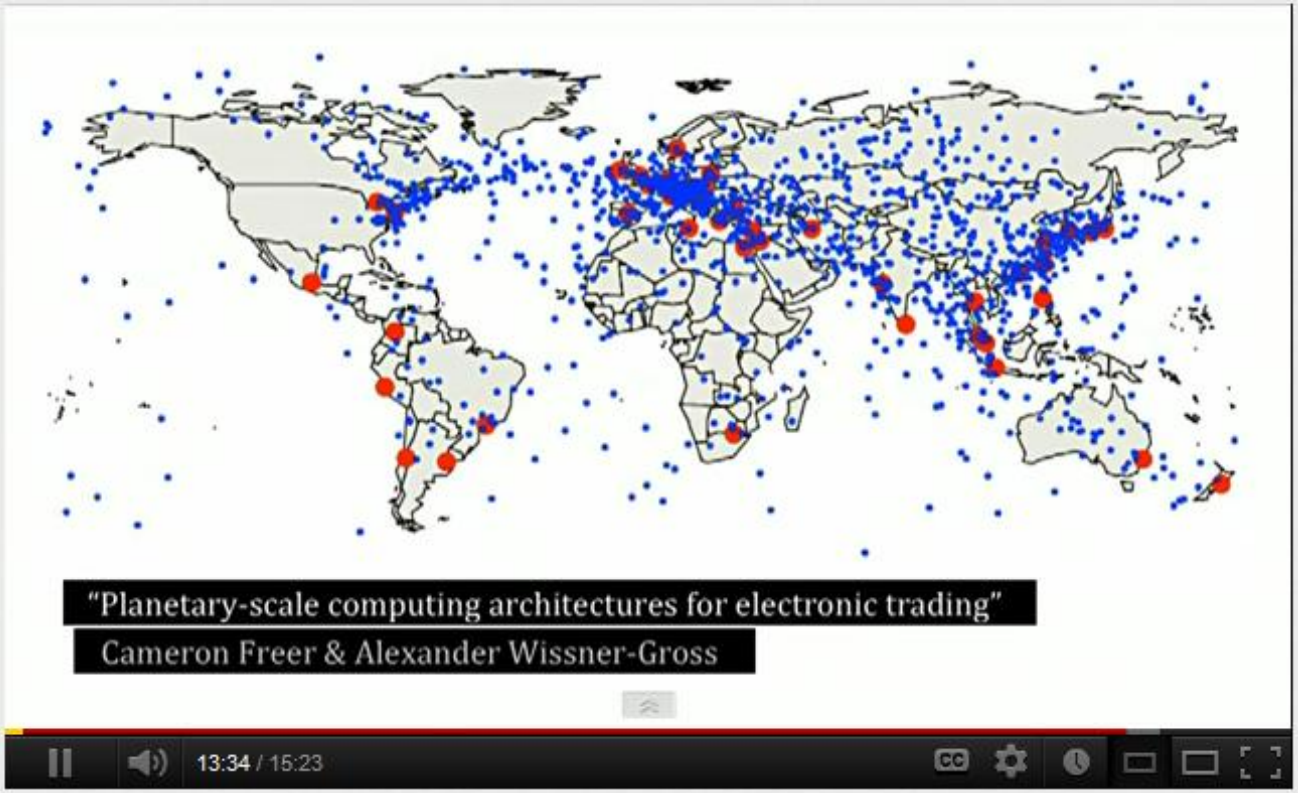

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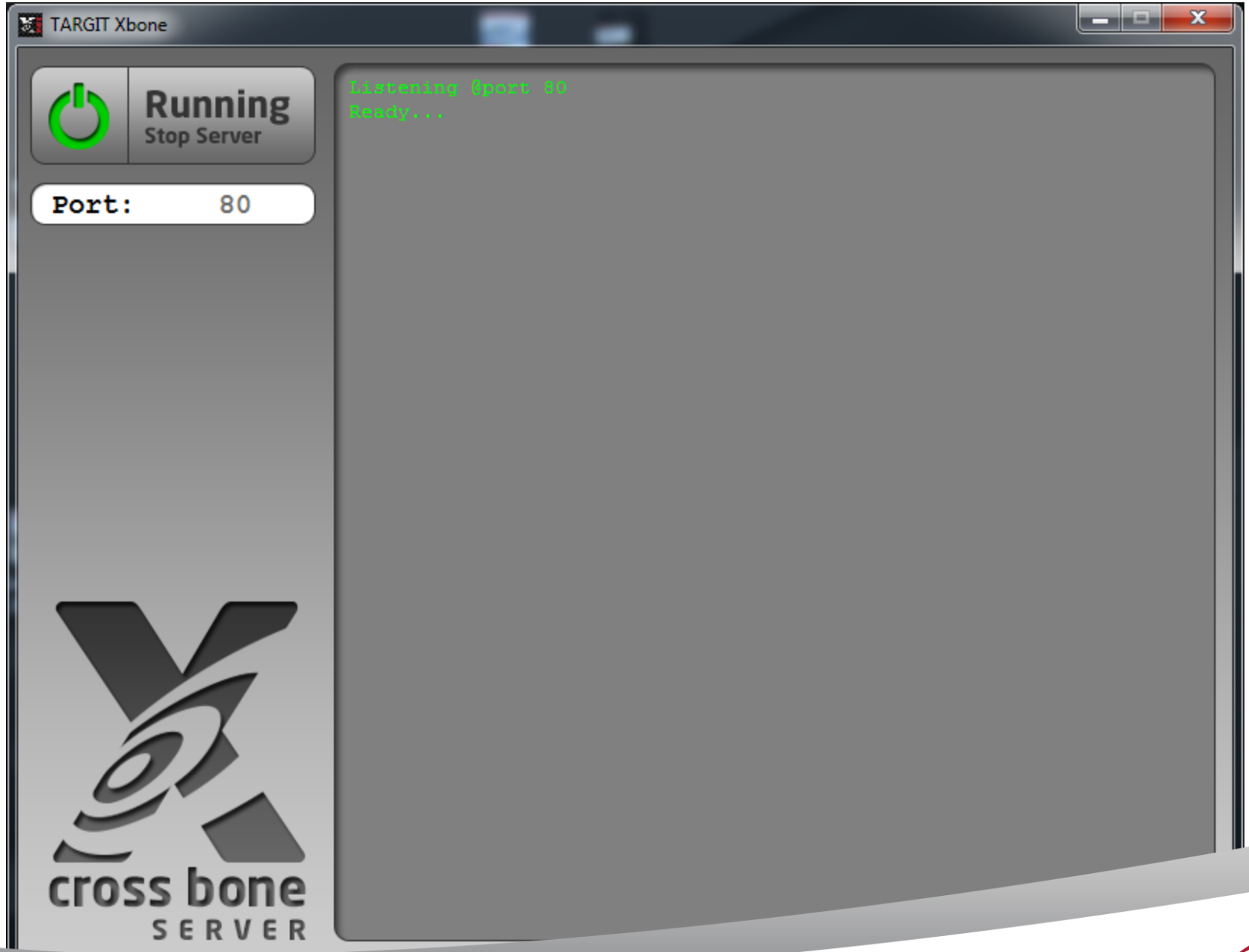
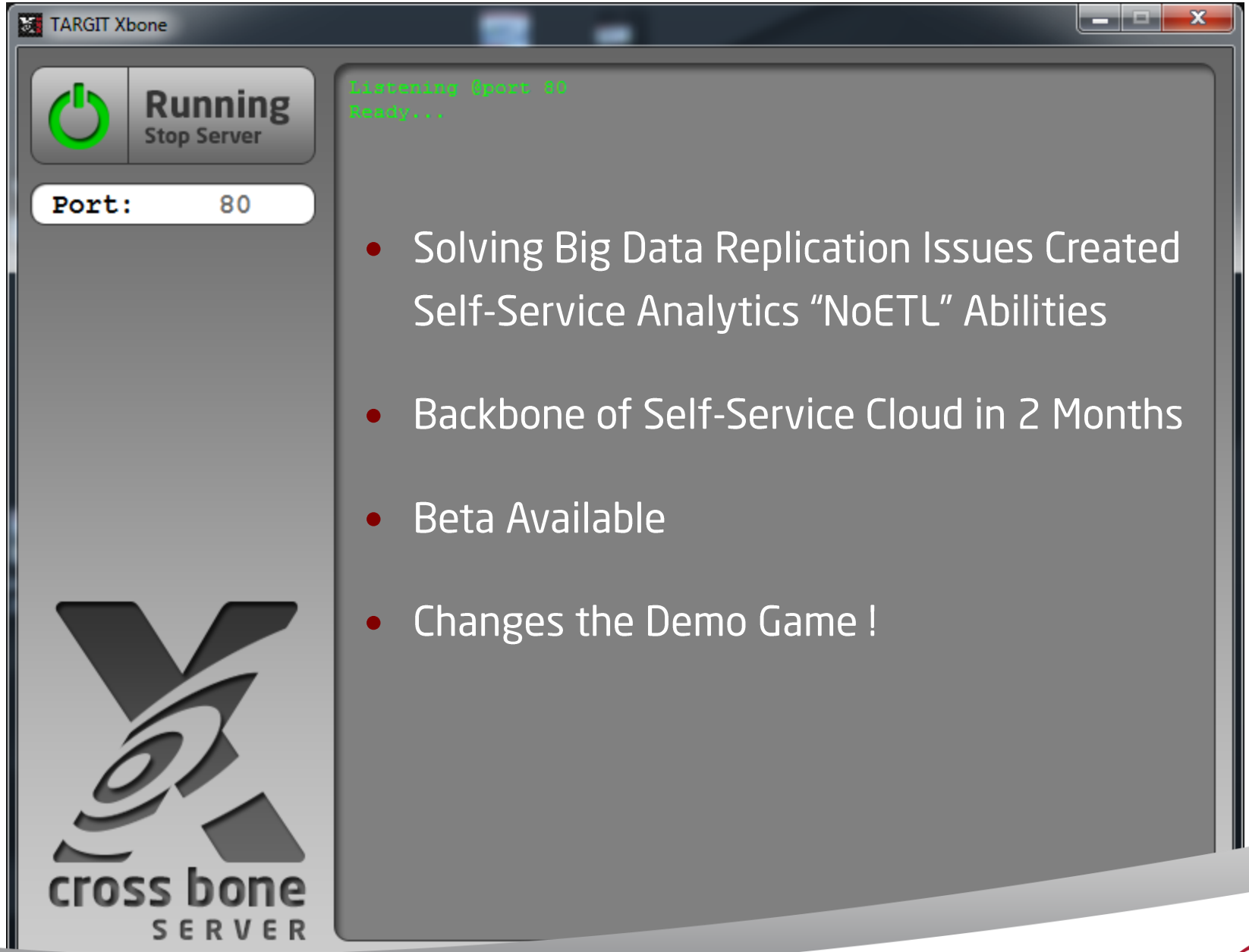

TARGIT Xbone
Running
Stop Server
Port: 80
Listening @port 80
Ready...
cross bone
SERVER



- Solving Big Data Replication Issues Created Self-Service Analytics "NoETL" Abilities
- Backbone of Self-Service Cloud in 2 Months
- Beta Available
- Changes the Demo Game !

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About Technology

- The World is Interconnected
  -but some places more than others!
- Elasticity? -physical data centers needed
- Our Lesson:
  Xbone needed to cope with requirements,
  MySQL couldn't hack it…

TARGIT THIS

Morten Middelfart
@dr_morton

Algorithms never cease to amaze me(!) In this video I got #Gartner #BI #MQ ad: youtube.com/watch?v=wUjfWw... -sweet spot audience? "I luv it" !!! ;-)

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1 RETWEET 1 FAVORITE

he Creep (feat. Nicki Minaj & John Waters)

thelonelyisland | Subscribe | 83 videos

Like | Share

64,964,142

loaded by thelonelyisland on Jan 29, 2011

306,173 likes, 9,178 dislikes

y at iTunes: http://goo.gl/zv4o9. New album on sale now!
tp://turtleneckandchain.com

e 2nd Single from The Lonely Island's upcoming 2nd album!
eaturing Nicki Minaj and John Waters!
e Lonely Island is Andy Samberg, Akiva Schaffer & Jorma Taccone
s seen on Saturday Night Live (SNL Digital Short)

witter: @thelonelyisland

The Artist Store

Poster Set + Digital (Explicit)
Buy this merchandise on Topspin

Jizz In My Pants
by thelonelyisland
120,986, FEATURED VIDEO

Music Videos from The Lonely Island

Shy Ronnie 2: Ronnie & Clyde (feat. Rihanna)
by thelonelyisland
30,072,128 views

Like A Boss (ft. Seth Rogen) - Uncensored
by thelonelyisland
95,658,846 views

I Just Had Sex (feat. Akon)

In Conclusion…

Beat Fear ...

TARGIT your decisions in fewest clicks

TARGIT
business intelligence

… and Change the Game

Info and Research can be found at:
targit.com/research

Twitter: @dr_morton