

Cloud Intelligence Workshop

Cloud Intelligence: What is REALLY new?

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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! ;-)



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



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

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...



3 new things in cloud intelligence

1. Elasticity

1. In terms of computational resources
2. Even more importantly: new *data sources* on demand

2. Bottom-up, user-driven approach

1. Unlike traditional top-down BI approach
2. Citizens, independent actors
3. Ever-changing *collaborations* towards shared goals

3. New economic model

1. Traditional BI: large upfront investment
2. Now: pay-as-you-go, small amount for one-time result
3. Systems *grown* over time through community effort (not built)



Privacy issues, still

- Inherited security issues + new ones!
- Privacy
 - Data anonymization
 - Querying and processing encrypted data
- Collaborative intelligence
 - Data and result sharing

Let's chat!

