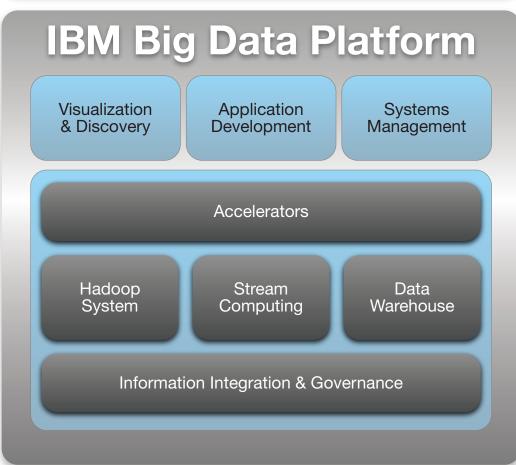
## **IBM Big Data Strategy:**

## Move the Analytics closer to the Data





New Analytic applications drive the requirements for a big data platform

- Integrate and manage the full variety, velocity and volume of data
- Apply advanced analytics to information in its native form
- Visualize all available data for adhoc analysis
- Development environment for building new analytic applications
- Workload optimization and scheduling Security and Governance