

# Big Data

## The basics of what it is and why it matters

### What is big data?<sup>1</sup>

Big data sets are too large and complex to be processed by traditional methods. Consider that in a single minute there are:



**64,140**  
Instagram stories posted



**336,480**  
Skype calls



**567,360**  
Tweets sent



**5,365,260**  
YouTube videos watched



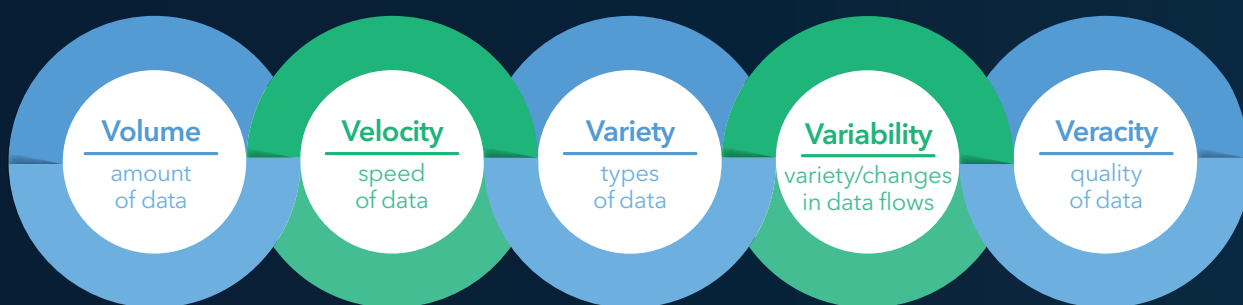
**5,500,560**  
Google searches conducted



**181,331,340**  
Emails sent

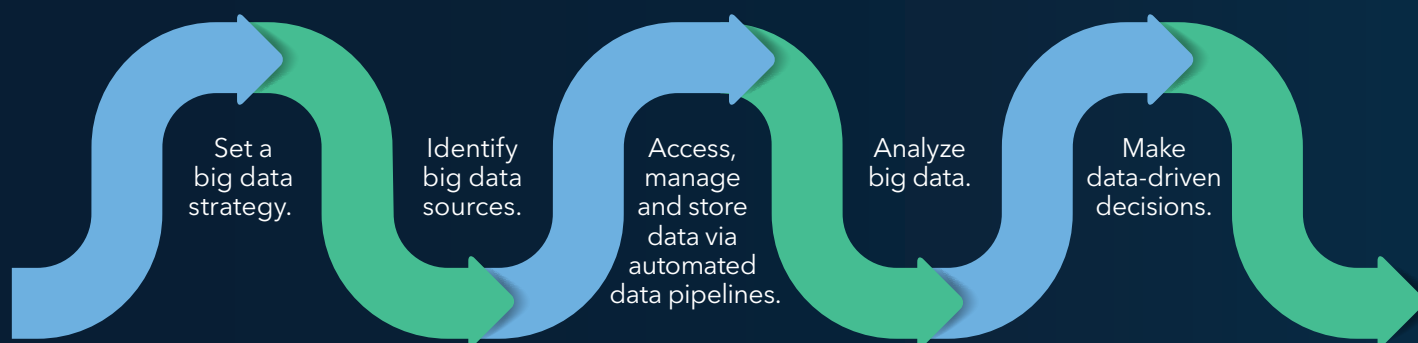
### The 3 V's of big data: Plus 2

These are the defining properties or dimensions of big data.



### How do organizations optimize the value of big data?

Regardless of location, size, sources, owners or users, these steps can unleash value from an organization's complex data landscape (data fabric).



### You don't have to be big to use big data

Businesses of all sizes use big data with analytics and the cloud to be more competitive, achieve digital transformation or dominate in a market. In turn, they can:



### Trends in big data<sup>2</sup>

#### Mobile and real-time data dominate.

By 2025, over a quarter of data will be real time in nature and IoT real-time data will account for more than 95% of it.

#### Artificial intelligence transforms the norm.

Insights are generated via new technologies like machine learning and natural language processing.

#### Security stays significant.

With increasing amounts of data being produced, protection and security of sensitive and private information is crucial.

To be most useful, big data needs big data analytics. Read our primer to learn more.

1. Internet live stats

2. IDC. Data Age 2025. The Digitization of the World From Edge to Core. David Reinsel, John Gantz and John Rydning. Sponsored by Seagate. US44413318. November 2018.