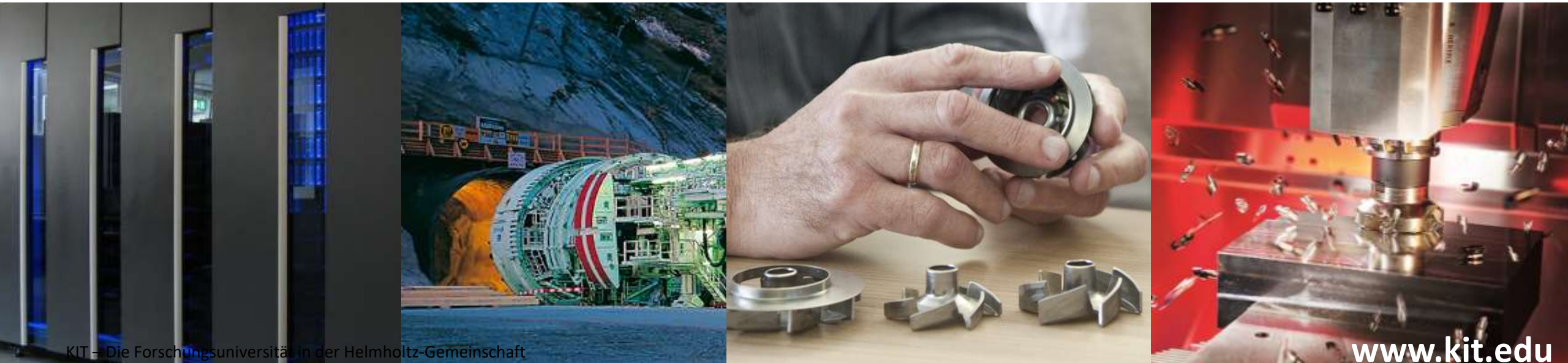


Accelerating Data Analytics

Prof.Dr. Michael Beigl. teco.kit.edu

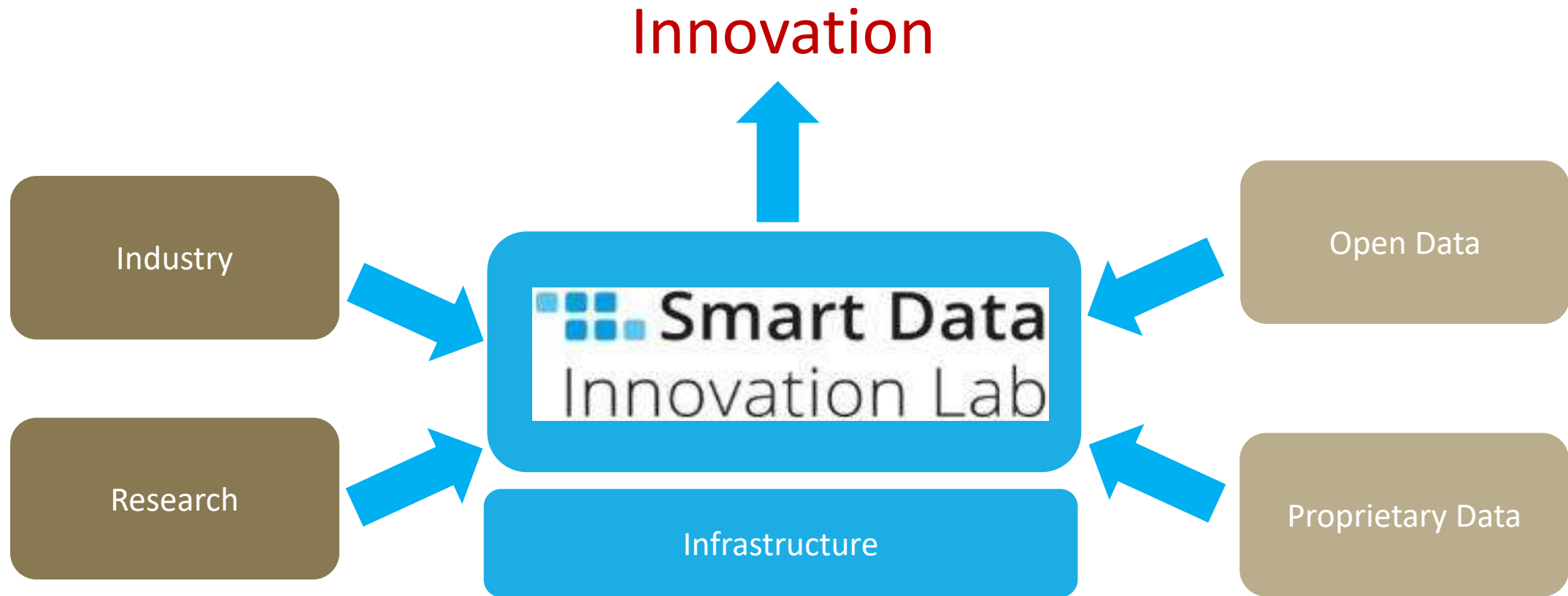


– Smart Data Innovation Lab (SDIL)

- National Big Data center, plus a State Big Data competence center (SDSC-BW) plus a community effort
- Run by multiple parties from Industry and Academia (core partners)
- Analytics of large, non-open data esp. For/with *Industry and SMEs*
- Newest analytics and in memory systems and software also from industry (z.B. SAP HANA, IBM Watson, Software AG Apama, Huawei Fusion Insight) and powerful computing infrastructure
- Curation of Data using IDS ontology
- **Over 50 projects** have been run in SDIL during the last 3 years



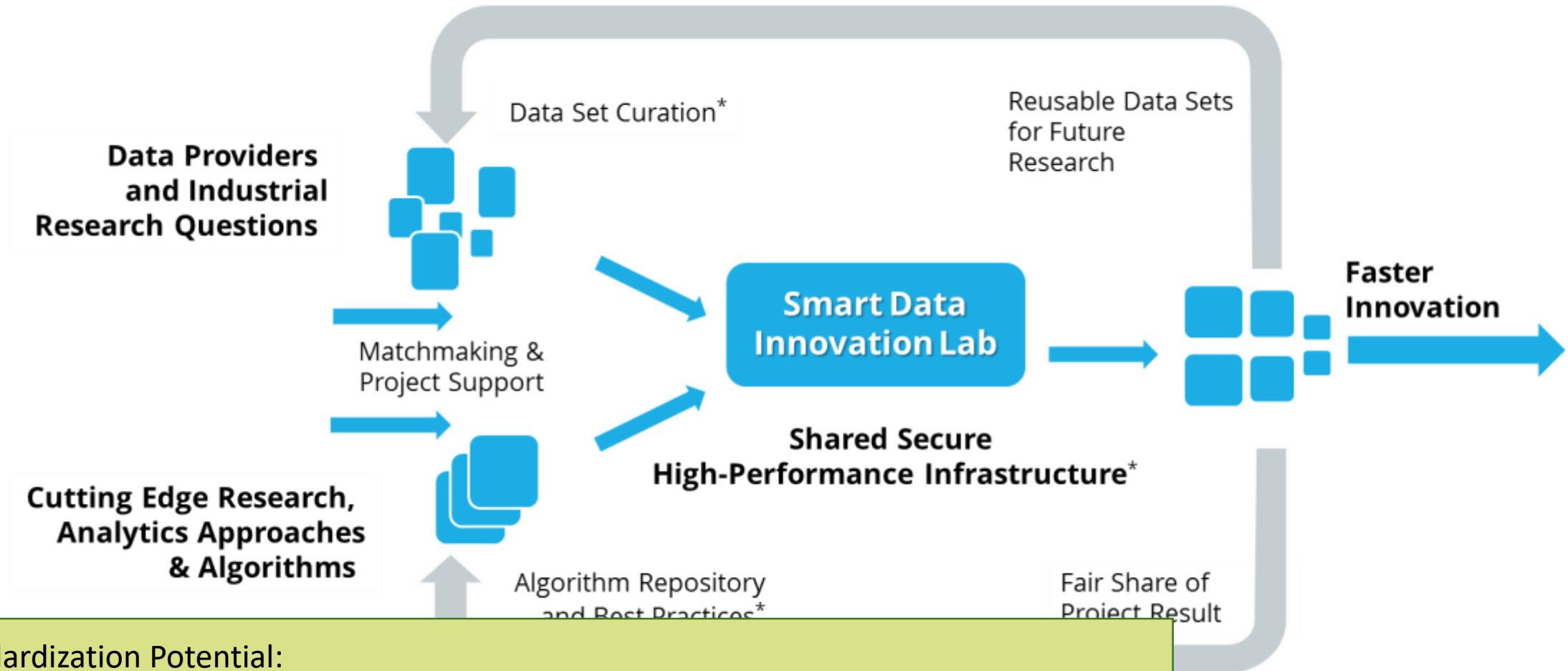
Concept of the Smart Data Innovation Lab



Accelerating Data Analytics

- Bootstrap
- Harmonize tools
- Define your processes
- Establish a network
- Design competences

1) Bootstrap



Standardization Potential:
- Data Curation

DATA & AI LANDSCAPE 2019



INFRASTRUCTURE

HADOOP ON PREMISE: cloudera, Hortonworks, MPPR, Pivotal, IBM InfoSphere, jethro

HADOOP IN THE CLOUD: AWS, Microsoft Azure, Google Cloud, Cloud Platform, IBM, ARM, Oracle, CAZZENA

STREAMING / IN-MEMORY: Amazon Kinesis, Databricks, Amazon Cloud Platform, Oracle, Amazon Redshift, Amazon EMR, Amazon ElastiCache, Amazon S3, Amazon Glacier, Amazon Athena, Amazon SageMaker, Amazon Rekognition, Amazon Polly, Amazon Transcribe, Amazon Rekognition, Amazon Rekognition, Amazon Rekognition

ANALYTICS & MACHINE INTELLIGENCE

DATA ANALYST PLATFORMS: Microsoft, Pentaho, Alteryx, Tableau, QlikView, Qlik Sense, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy, Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

DATA SCIENCE PLATFORMS: IBM, Databricks, Dataiku, Rapidminer, Tibco, SAS, Orange3, Rapidminer, Tibco, SAS, Orange3, Rapidminer, Tibco

APPLICATIONS - ENTERPRISE

SALES: Salesforce, HubSpot, Zoho, Microsoft Dynamics 365, Oracle CRM, SAP Sales Cloud, IBM Watson Studio, Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

MARKETING - B2B: Marketo, Pardot, HubSpot, Zoho, Microsoft Dynamics 365, Oracle CRM, SAP Sales Cloud, IBM Watson Studio, Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

MARKETING - B2C: Adobe, Oracle, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

CUSTOMER EXPERIENCE / SERVICE: Salesforce, Zendesk, Intercom, HubSpot, Zoho, Microsoft Dynamics 365, Oracle CRM, SAP Sales Cloud, IBM Watson Studio, Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

ENTERPRISE PRODUCTIVITY: Slack, Microsoft Office 365, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

NOSQL DATABASES: MongoDB, Redis, Cassandra, HBase, Aerospike, Scylla

NEWSQL DATABASES: Google Cloud, AWS, SAP, Cloudera, Oracle, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

GRAPH DBs: Neo4j, Amazon Neptune, IBM, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

MPP DBs: Amazon Redshift, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

CLOUD EDW: AWS, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

SERVERLESS: AWS, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

BI PLATFORMS

Tableau, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

VISUALIZATION

Tableau, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

MACHINE LEARNING

Google Cloud, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

DATA TRANSFORMATION

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

DATA INTEGRATION

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

DATA GOVERNANCE

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

MGMT / MONITORING

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

COMPUTER VISION

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

HORIZONTAL AI

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

SPEECH & NLP

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

ADVERTISING

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

EDUCATION

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

REAL ESTATE

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

GOVT

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

INTELLIGENCE

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

FINANCE - INVESTING

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

FINANCE - LENDING

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

INSURANCE

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

CROSS-INFRASTRUCTURE/ANALYTICS

Alteryx, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

OPEN SOURCE

FRAMEWORKS: TensorFlow, PyTorch, Keras, Jupyter, Streamlit, Orange3, Rapidminer, Tibco, SAS, Orange3, Rapidminer, Tibco, SAS

QUERY / DATA FLOW: Apache Spark, Databricks, Amazon Redshift, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

DATA ACCESS & DATABASES: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

ORCHESTRATION & MGMT: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

STREAMING & MESSAGING: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

STAT TOOLS & LANGUAGES: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

AI OPS & IOPS: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

AI / MACHINE LEARNING / DEEP LEARNING: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

SEARCH: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

LOGGING & MONITORING: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

VISUALIZATION: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

COLLABORATION: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

SECURITY: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

DATA SOURCES & APIs

HEALTH: Apple, Fitbit, Garmin, Validic, Practice Fusion

IOT: GE Digital, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

FINANCIAL & ECONOMIC DATA: Bloomberg, Thomson Reuters, Dow Jones, SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

AIR / SPACE / SEA: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

PEOPLE / ENTITIES: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

LOCATION INTELLIGENCE: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

OTHER: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

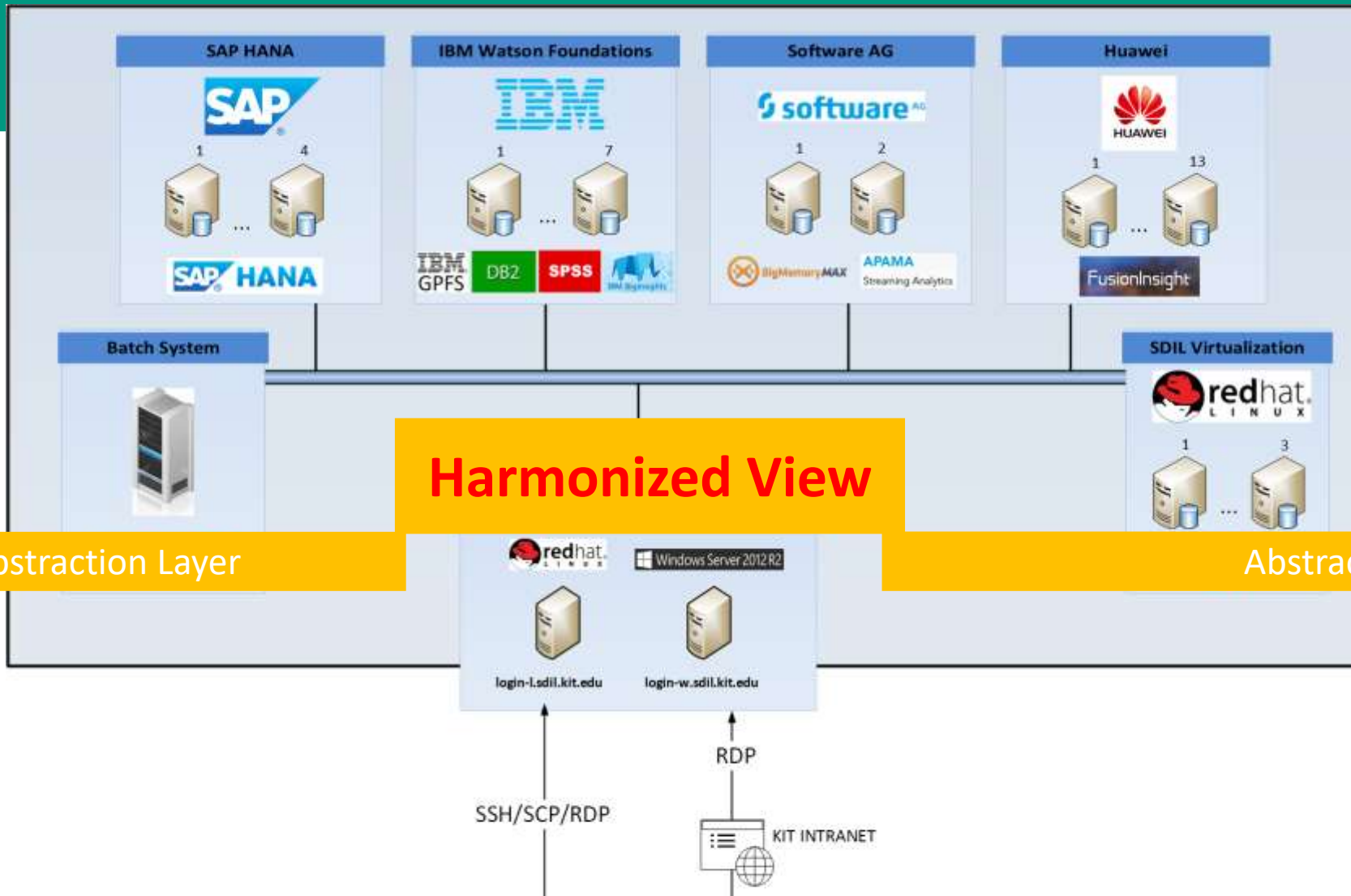
DATA RESOURCES

DATA SERVICES: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

INCUBATORS & SCHOOLS: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy

RESEARCH: SAP, SAS, Oracle, IBM, Informatica, MicroStrategy





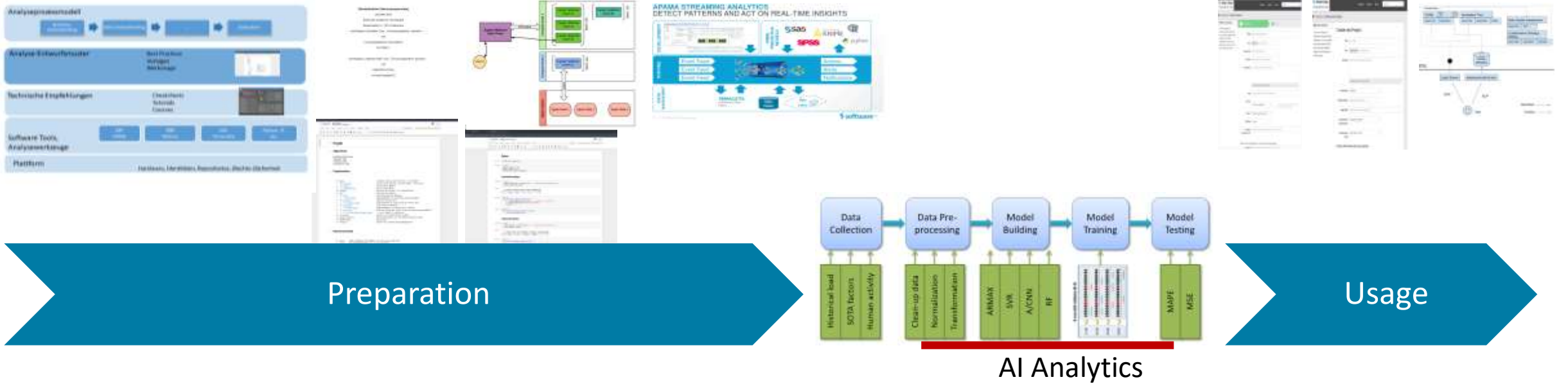
Abstraction Layer

Abstraction Layer

Standardization Potential:

- Common view on the many systems and tools beyond vendors and influence groups

Analytics Process



Define processes

- E.g. specially suited for SME
- **Funded One-Month-Projects in Baden-Württemberg**
 - Practical evaluation of Data potential
 - Initial Analytics
 - with Strategic Impact
 - Method: Clear Step-Wise Process = Acceleration
 - Legal Framework



• First contact

• Data hand over

- Recommendations
- Next steps
- Hand-over

Standardization Potential:
- Best practice processes

Establish a network

- You cannot do all the work alone
- Companies need to take over
- In various roles, specialization needed



Standardization Potential:

- Hand-over interfaces to industry
- Industry/Research compatible Analytics platforms

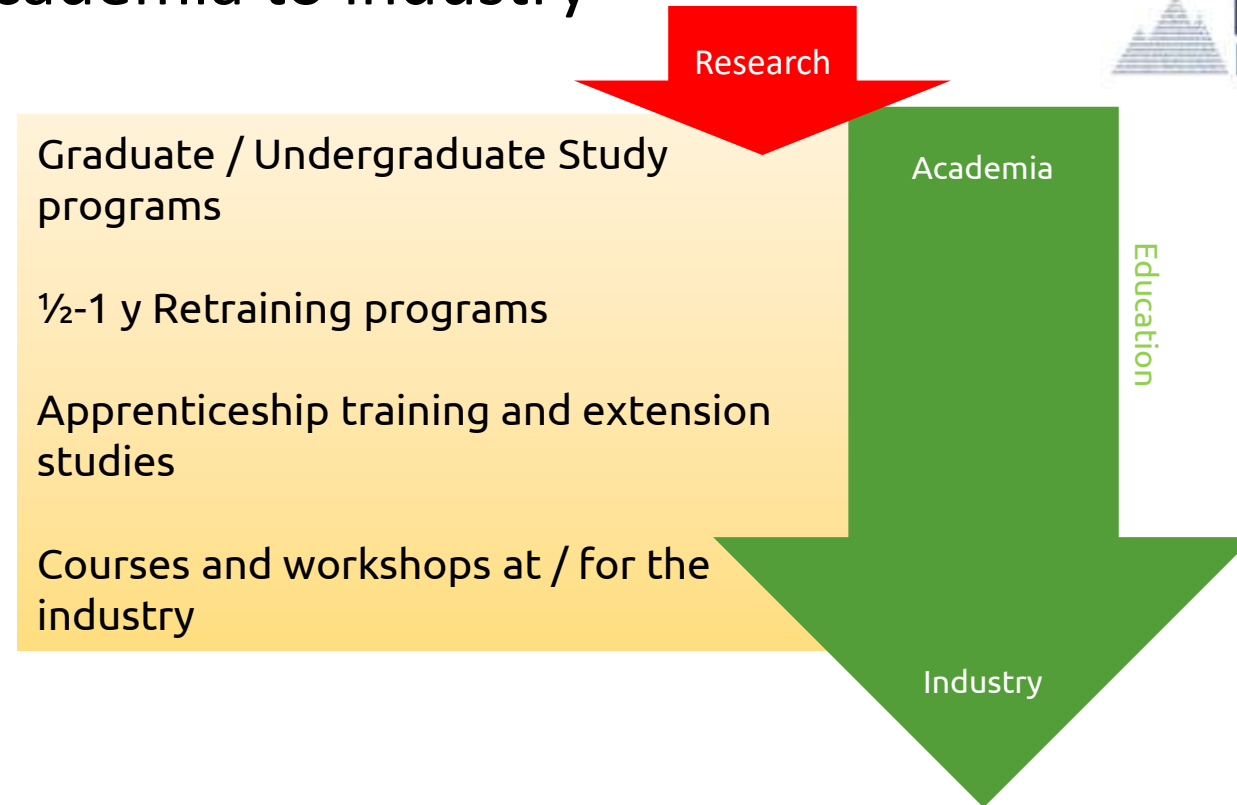
Design Competences

- Constant education, for your own people and your „customers“
- Shifting the knowledge from Academia to industry
- Thus accelerating data use and data science



Standardization Potential:

- Common Courses
- Curricula for various cases



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