

ASSALAMU'ALAIKUM

Business Motivations and Drivers for Big Data Adoption

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Learning Objectives

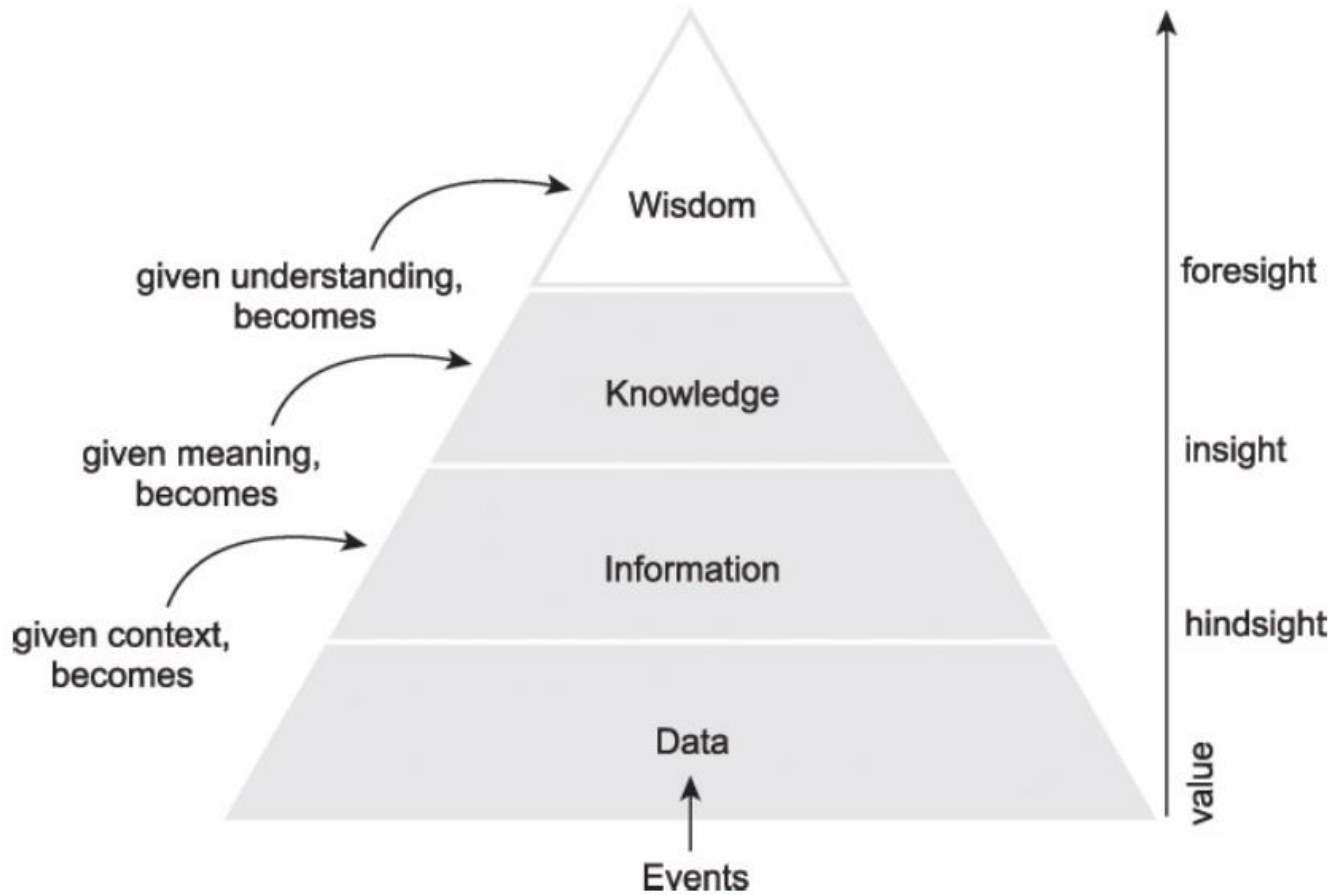
- ❖ **Students will understand how market dynamics, business architecture, and ICT drive Big Data adoption, and how IoE expands its applications.**
- ❖ **Students will also be able to apply these concepts to real-world business scenarios.**

- ❖ **Marketplace Dynamics**
- ❖ **Business Architecture**
- ❖ **Business Process Management**
- ❖ **ICT**



Marketplace Dynamics

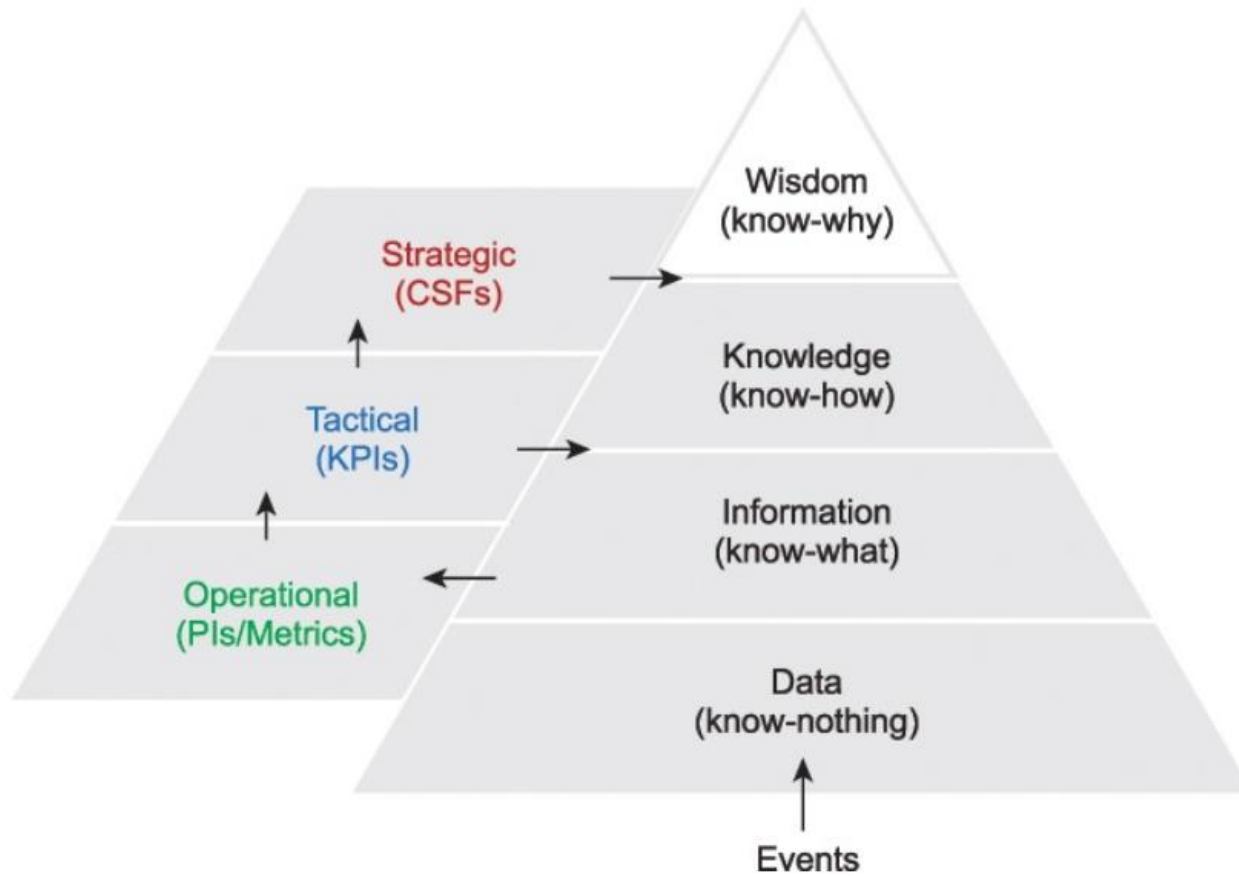
- ❖ The global recession that began in 2008.
- ❖ Businesses entrenched and worked to improve their **efficiency** and **effectiveness** to stabilize their profitability by reducing costs.
- ❖ When customers are **scarce**, **cost-cutting** often ensues to maintain the corporate bottom line.
- ❖ Companies conduct transformation projects to improve their corporate processes to achieve savings.





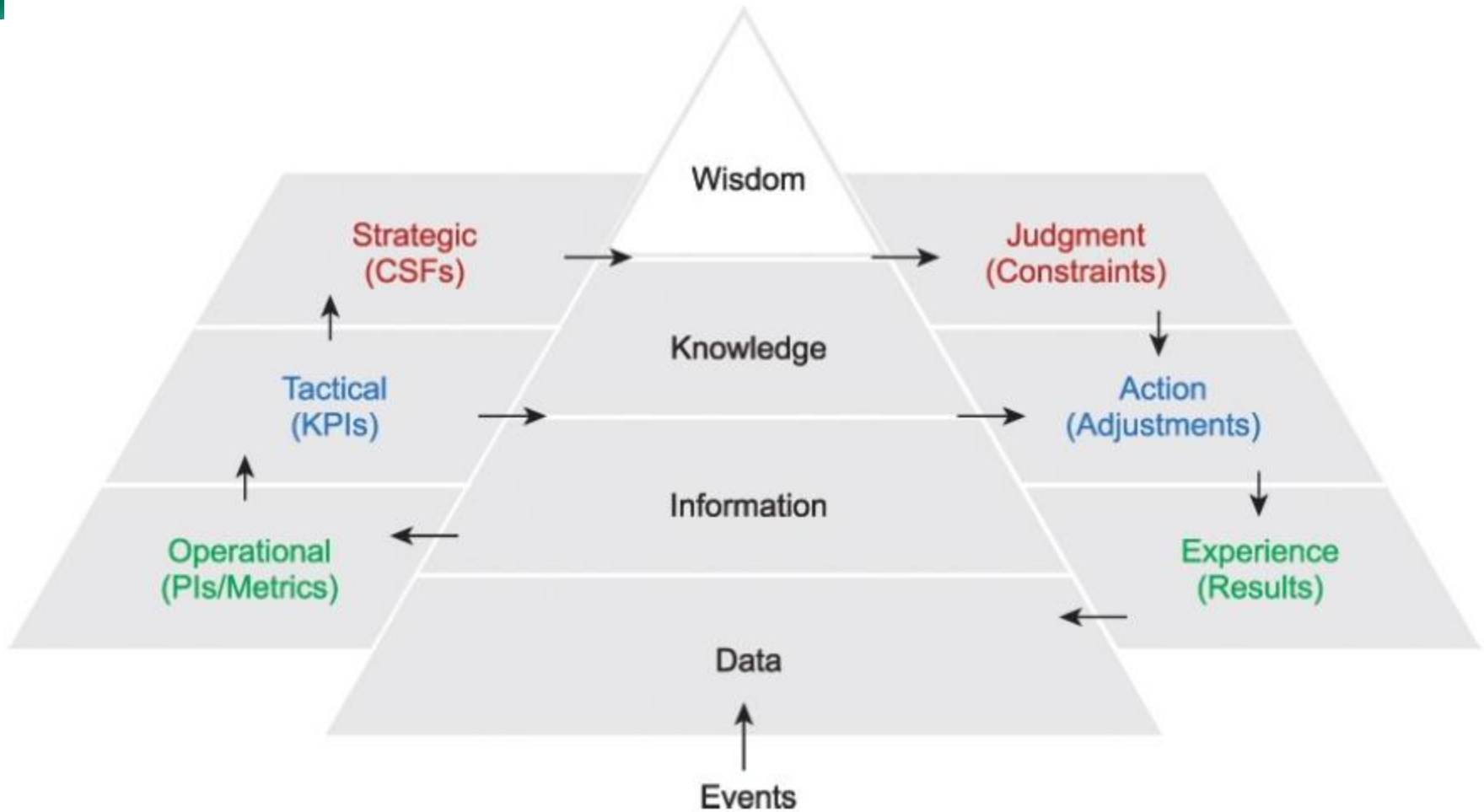
Business Architecture

- ❖ **The goal is that enterprise architecture will present a balanced view between business and technology architectures.**
- ❖ **A business architecture helps an organization align its strategic vision with its underlying execution, whether they be technical resources or human capital.**
 - Business mission, vision, strategy and goals to more concrete



❖ Big Data

- enhances value as it provides additional context through the integration of external perspectives
- Help convert data into information and provide meaning to generate knowledge from information.



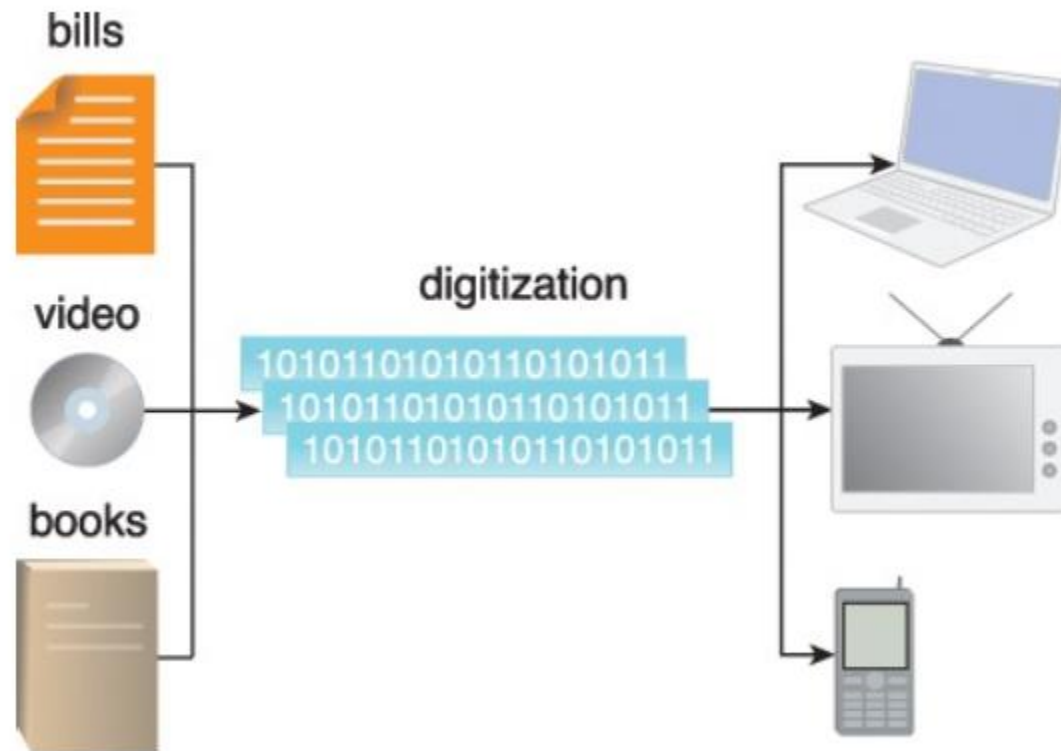
❖ **A business process**

- A description of how work is performed in an organization.
- It describes all work-related activities and their relationships, aligned with the organizational actors and resources responsible for conducting them.

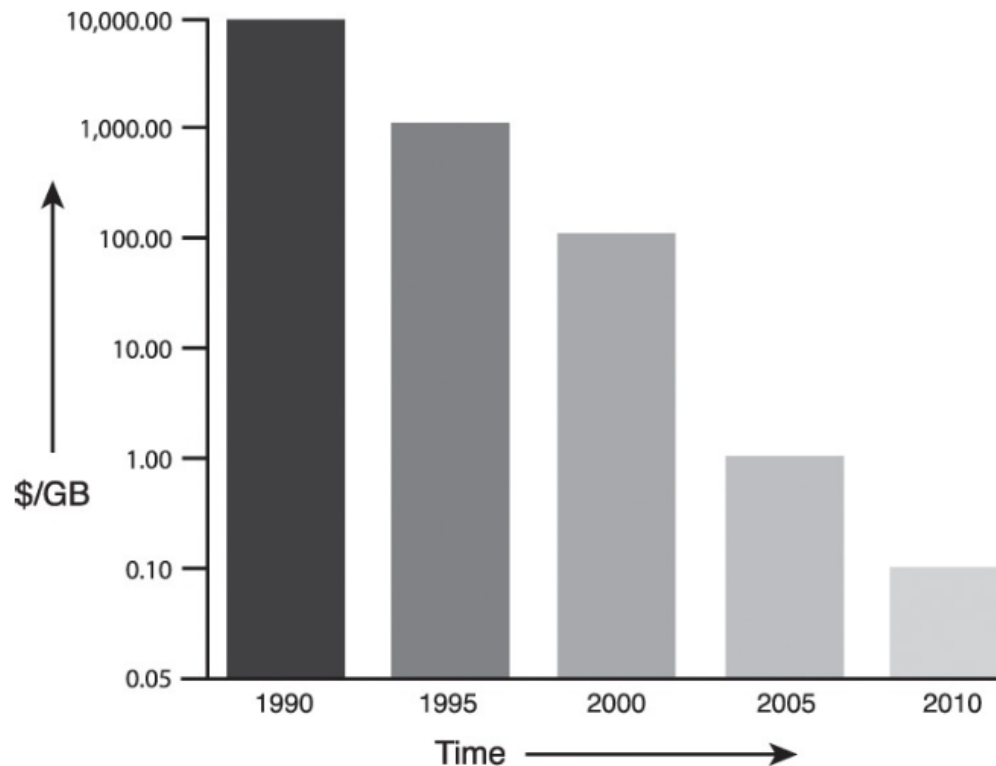
❖ **Big Data**

- Process execution can become adaptive to the marketplace and responsive to environmental conditions.
- Example: Customer contact process

❖ Digitization

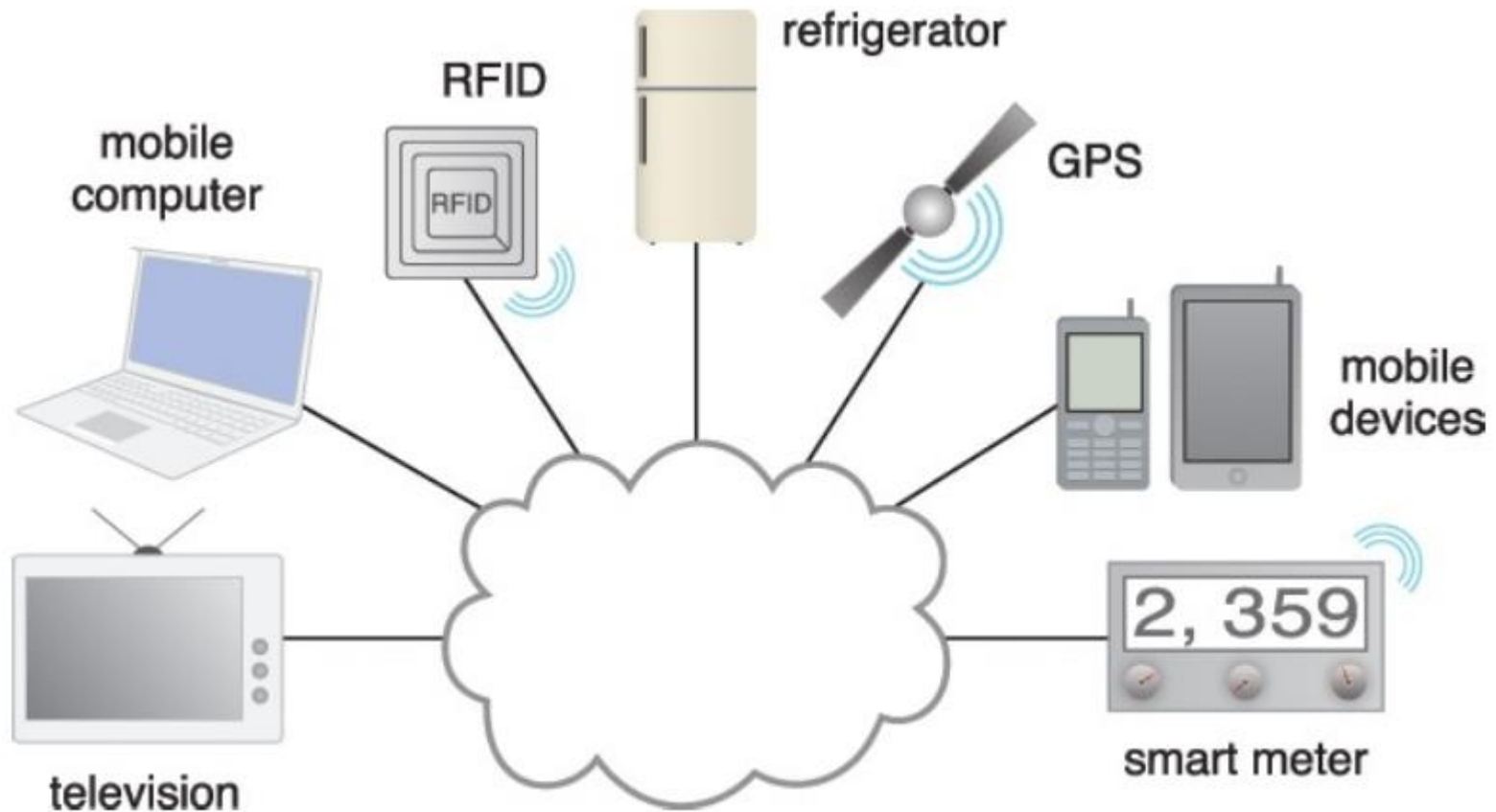


❖ Affordable Technology and Commodity Hardware

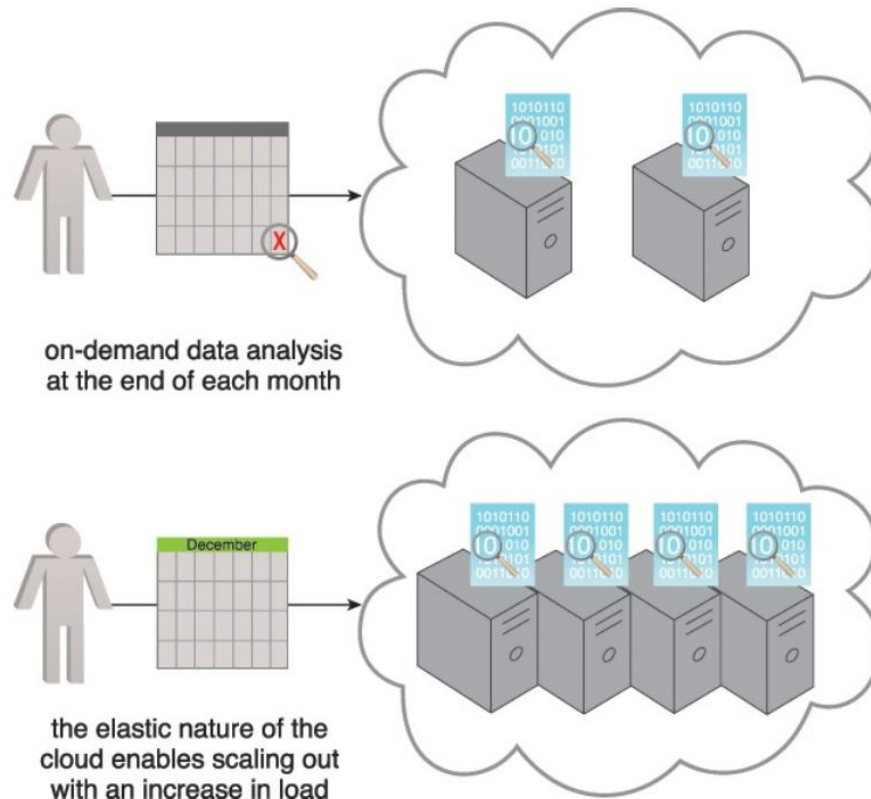


Data storage prices have dropped dramatically from more than \$10,000 to less than \$0.10 per GB over the decades.

❖ Hyper-Connected Communities and Devices



❖ Cloud Computing and /Internet of Everything (IoE)





❖ **Thank you**