



Big Data is not Only About Massive Data Volume, it is only one of three elements that big data is built on . The other two are variety and velocity.

Variety refers to the many different data and file types that are important to manage and analyze more thoroughly, but for which traditional relational databases are poorly suited. Like movie files and sound , images, documents, geo-location data and more.

Velocity is about the rate of change in the data and how quickly it must be used to create real value. Traditional technologies are especially poorly suited to storing and using high-velocity data. So new approaches are needed.

STONS Big Data solutions based on IBM Netezza & Infosphere allow you to analyze your data in a way you couldn't do it before.

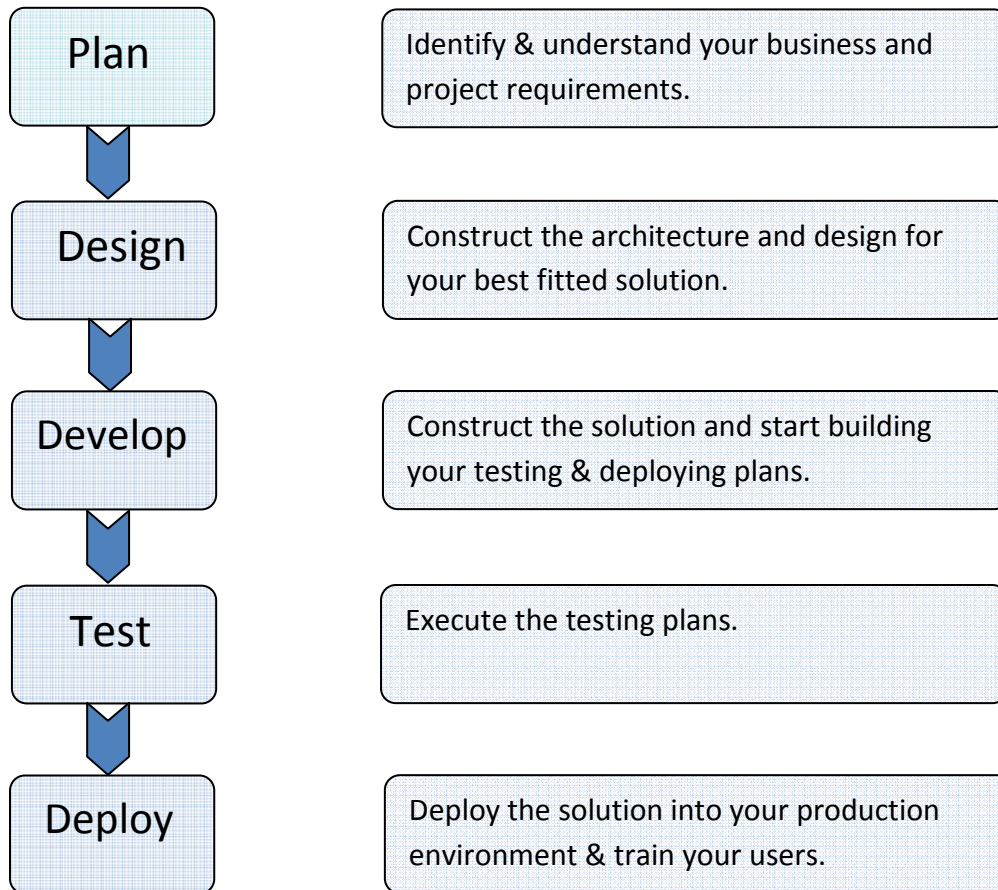
The key platform capabilities include:

- Visualization and Discovery: Discover, understand, search, and navigate federated sources of big data while leaving that data in place.
- Hadoop-based Analytics: Store any data type in the low-cost, scalable Hadoop engine to lower the cost of processing and analyzing massive volumes of data.
- Stream Computing: Continuously analyze massive volumes of streaming data with sub-millisecond response times to take action in real-time.
- Data Warehousing: Store and analyze large volumes of structured information with workload optimized systems designed for deep & operational analytics.
- Text Analytics: Analyze textual content to uncover hidden meaning and insight in unstructured information

There are multiple uses for big data in every industry – from analyzing larger volumes of data than was previously possible to drive more precise answers, to analyzing data in motion to capture opportunities that were previously lost. A big data platform will enable your organization to tackle complex problems that previously could not be solved.

When companies can analyze ALL of their available data, rather than a subset, they gain a powerful advantage over their competition. STONS provides a proven technology and expertise to apply big data solutions in a way that addresses your specific business problems and delivers rapid return on investment.

STONS proven methodology is built on the following stages:



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