

Big Data

Internet Research Group

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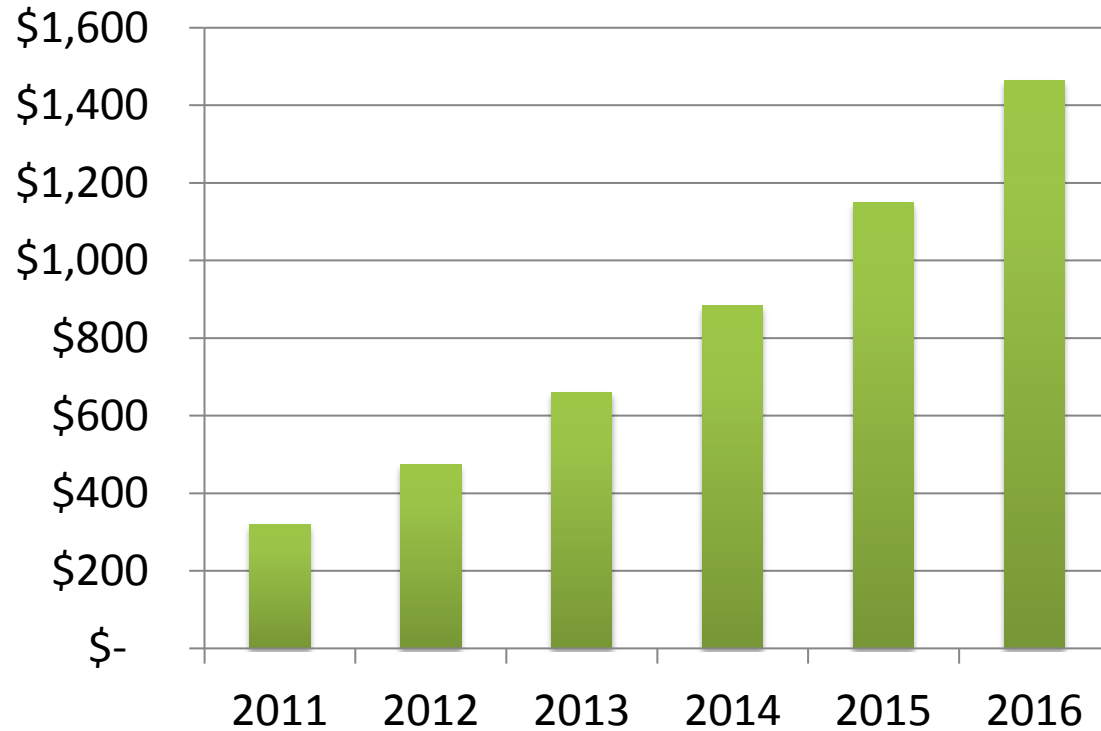
In 2011 organizations realized that they were sitting on an information goldmine. Rather than discarding datasets which seemed too costly to analyze, they have reached the point where a business can affordably analyze vast amounts of information and unlock valuable insights.

A new industry was launched – Big Data

Big Data can trace its roots to Google when in 2004 two Google engineers, Jeffery Dean and Sanjay Ghemawat, published a Usenix paper describing MapReduce – Simplified Data Processing on Large Clusters.

Subsequently Doug Cutting at Yahoo! developed an open source version named Hadoop.

Big Data Market (M)



Source: IRG Research

The Big Data Market hit the radar in 2011

Big Data is often machine generated and includes, but is not limited to, click stream data, log files, (servers, network equipment, apps...) alerts (network, security devices ...) and social media content.



Click Stream



Logs



Alerts



Social Media

At the same time MapReduce was developing, server prices continued to drop and Amazon's AWS service began offering servers priced on a time basis – these events made computing more affordable, especially for Big Data applications.



Server = 8 cents/hour



Server Prices



The early adopters of Big Data ran large Web properties like e-Bay and Facebook – organizations that had a lot of click stream data and large numbers of registered users.

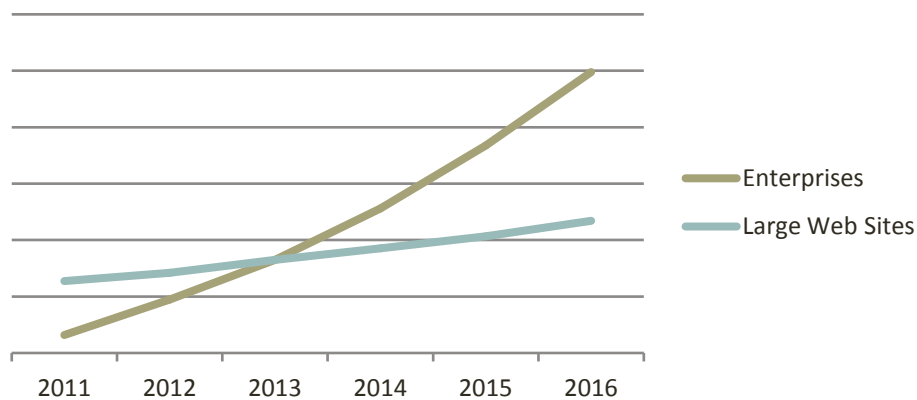
1. Personalize the visit – lead to longer visits
2. Spam mitigation – reduce annoyance
3. Suggesting friends you may know – increases member interconnections

Recently enterprises which operate large Web sites have begun working with Hadoop and Big Data

1. Customize the visit – increase brand awareness
2. Suggesting products (e.g., financial services)
3. Cross selling/multi-channel (e.g., Disney) CRM

Enterprise adoption of Big Data will grow quickly and in 18 months spending will exceed the amount spent by large Websites.

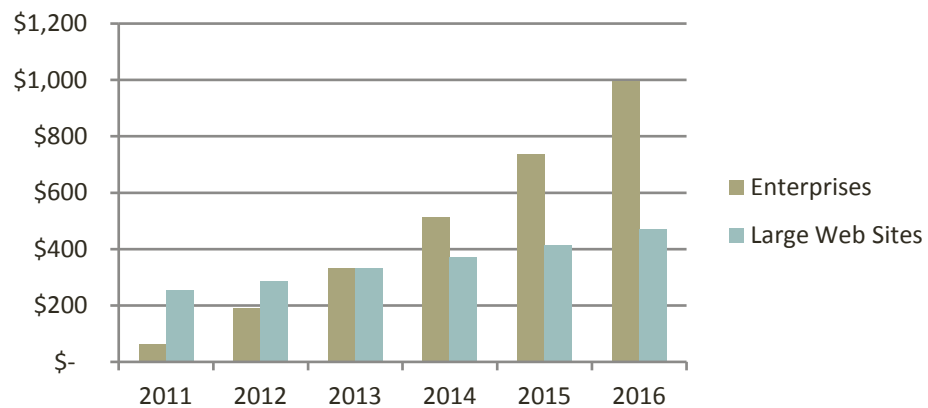
Big Data Segment Spending Comparison



Source: IRG Research
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In 2013 Enterprise Big Data Spending will surpass Large Website Spending

Big Data Segment Spending Forecast (M)

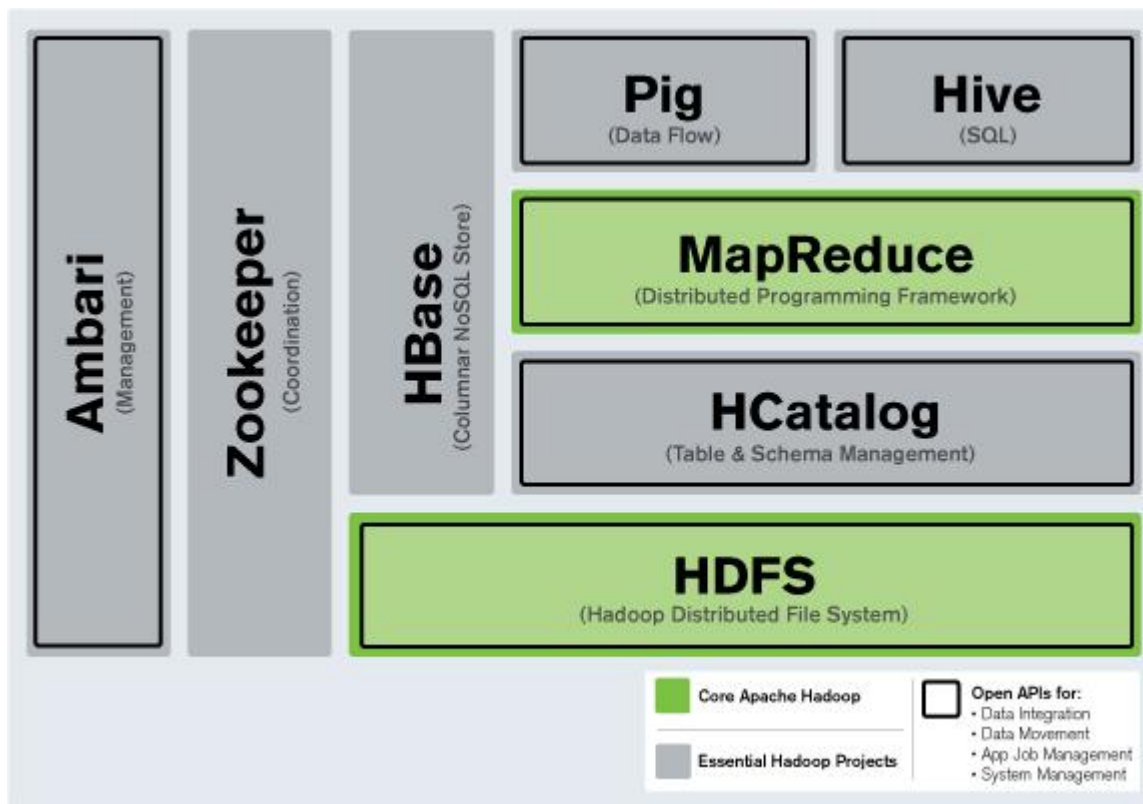


Source: IRG Research

Finally, when (and how) will SMB's and Enterprises not running large web properties adopt Big Data Technology?

1. When Business Intelligence products become useable and widely available
2. Through platforms like Splunk which already has 3,500 IT user organizations
3. When SMBs are presented with compelling value propositions

Meanwhile Big Data developers are extending functionality ranging from better easier to manage systems to higher performance systems to simplified Business Intelligence platforms.



Source: Hortonworks

There seems to be plenty of money available to fund Big Data companies

Accel Partners Launches \$100mm Big Data Fund

Accel's Big Data Fund aims to fund transformative early stage and growth companies throughout the Big Data ecosystem, from next generation storage and data management platforms to a wide range of revolutionary software applications and services – i.e. data analytics, business intelligence, collaboration, mobile, vertical applications and many more. We believe the future multi-billion software companies will be emerge from the Big Data ecosystem.

The Hadoop Ecology

Hadoop Releases



Hadoop Infrastructure Management



Data Integration



Big Data Analytics



No SQL



Data Presentation



Our list of interesting Big Data startups

Company	Investment	Investors	Location
10gen	\$31M	Sequoia, Flybridge and Union Square Ventures	Redwood Shores, CA
BackType	\$1.32M	YCombinator, True Ventures, lowercase, Freestyle	San Francisco, CA
Cloudera	\$76M	Greylock, Meritech Capital, Accel, Ignition Partners	Palo Alto, CA
Couchbase	\$30M	Accel Partners, Ignition Partners, Mayfield, North Bridge, Docomo	Mountain View, CA
DataStax	\$13.7M	Lightspeed, Crosslink Capital	Burlingame, CA
Datameer	\$11.75M	Kleiner Perkins, Redpoint	San Mateo, CA
Hadapt	\$9.5M	Norwest Venture Partners, Bessemer Venture Partners	Cambridge, MA
HortonWorks		Benchmark Capital	Sunnyvale, CA
HStreaming			Chicago, IL
Karmasphere	\$5M	Hummer, Winblad, USVP	Cupertino, CA
Kitenga			Santa Clara, CA
MapR Technologies	\$9M	Lightspeed, NEA	San Jose, CA
Mintigo	\$9M	Sequoia, Giza	Menlo Park, CA
Neo Technologies	\$10.6M	Fidelity, Sunstone, Conor	Menlo Park, CA
Pentaho	\$32M	Benchmark, Index, NEA	Orlando, FL
StackIQ	\$3M	Antham, Avalon	La Jolla, CA
Talend	\$28M	Balderton Capital, AGF Private Equity, Galileo Partners	Los Altos, CA
Tableau Software	\$15M	NEA, Meritech Capital Partners	Seattle, WA
Total Investment	\$284+		

And the Venture Companies that Funded these startups

Company	Selyub	Uyom	Trco	Lore	Freest	Macrel	Ignition	DMTH	Moght	Clips	Rosier	News	Besme	HUSP	NEVA	Avall	AGF	Indel	FS	CG	
10gen	X	X	X																		
BackType			X	X	X	X															
Cloudera					X	X	X	X													
Couchbase					X	X	X	X	X												
DataStax									X	X											
Datameer										X	X										
Hadapt											X	X									
HortonWorks													X								
HStreaming																					
Karmasphere													X	X							
Kitenga																					
MapR Technologies								X						X							
Mintigo	X																			X	
Neo Technologies																			X	X	X
Pentaho													X	X				X			
StackIQ															X	X					
Talend																X	X	X			
Tableau Software					X									X							

Thank You

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