

## Big Data: building the capacity to 'go mobile'

As technology has continued to advance rapidly, the resulting multiplication of data has expanded to the point that traditional data processing tools and applications find it difficult to manage the huge, complex datasets known as Big Data.

The impact on the global economy of Big Data and its applications has become a worldwide topic of debate. Nowhere is this more evident than at major tech events: the attendance figure of more than 72,000 at the recent Mobile World Congress in Barcelona was comprised of people hailing from 200 countries, coming together to discuss current trends and topics in the Mobile/Telecommunications sector.

### Wide-ranging impact

The revolutionary impact of Big Data is being felt across a multitude of industry sectors as consumers are creating vast quantities of data in both structured and unstructured formats, ensuring Big Data plays a key role in how we lead our everyday lives. In particular, there are high levels of penetration and saturation within the mobile and telecommunications markets due to the nature of the business - mobile technology is now embedded in daily life and integrated into virtually every workplace.

### Data storage and solutions

As a result of the rapid growth in Big Data, telecoms companies need new techniques and approaches to storing this information. One of the foremost global market intelligence firms, IDC, reports that data storage for telecoms companies will become one of the biggest areas of infrastructure spending in terms of Big Data analytics. As telecoms face the key challenge of the best way to store mega quantities of data, external cloud-based solutions are emerging as the way forward. With rapidly growing capacity and immense flexibility, they can provide the opportunity to more easily scale the storage system as the business grows.

### Data sharing

Higher broadband speeds are increasing the number of ways in which people want to use mobile technology resulting in an incremental demand in vertical markets, such as mobile payments, banking and health care. Cloud-based technology makes it easier to share data and the retail sector is already benefiting from the integration of predictive analytics with other functions, such as customer relationship management. It is important that mobile companies and telecoms gear up for the telematics explosion, particularly from industries operating on a national or global basis, in the recognition that the demand for additional data-sharing services presents new opportunities for, and also drives the need for, even more data and data-sharing.

## Secure solutions

Concerns have been expressed that cloud services do not yet offer the performance and security of locally based storage solutions, a critical issue considering the large amounts of private data that may potentially be exploited. However, as long as companies place the security and confidentiality of data as a key objective there is an impressive track record of regulation offering effective controls, which can help reassure customers. When considering these points, companies should make decisions that are informed by the nature of the data, how a company or its customers need access to this data and the required outcomes when weighing up the balance of choosing cloud-based systems.

**Big Data has a major role to play meaning scalability in storage systems is an essential factor. Forward thinking is crucial and companies need to stay technologically ahead of the trends and storage demands driven by the Big Data revolution or face losing out to those that do.**