

# UNITING INTERNET OF THINGS AND BIG DATA

## YOU CAN'T DO THE "THINGS" OF IoT IN A TRADITIONAL DATA WAREHOUSE ENVIRONMENT

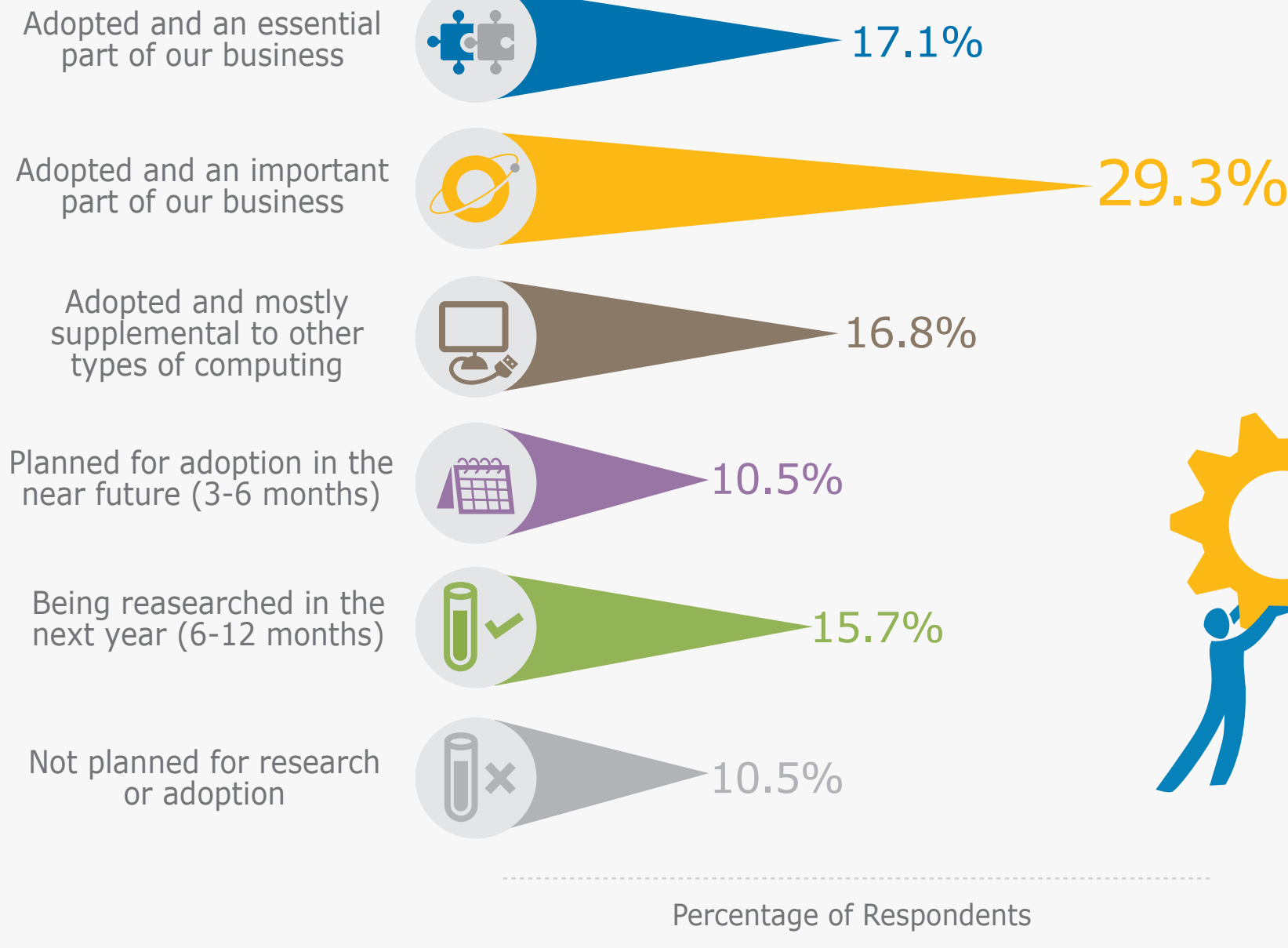
IoT is defined by many to be the "collection, processing, and analysis of information from sensors on a large number of disparate devices."



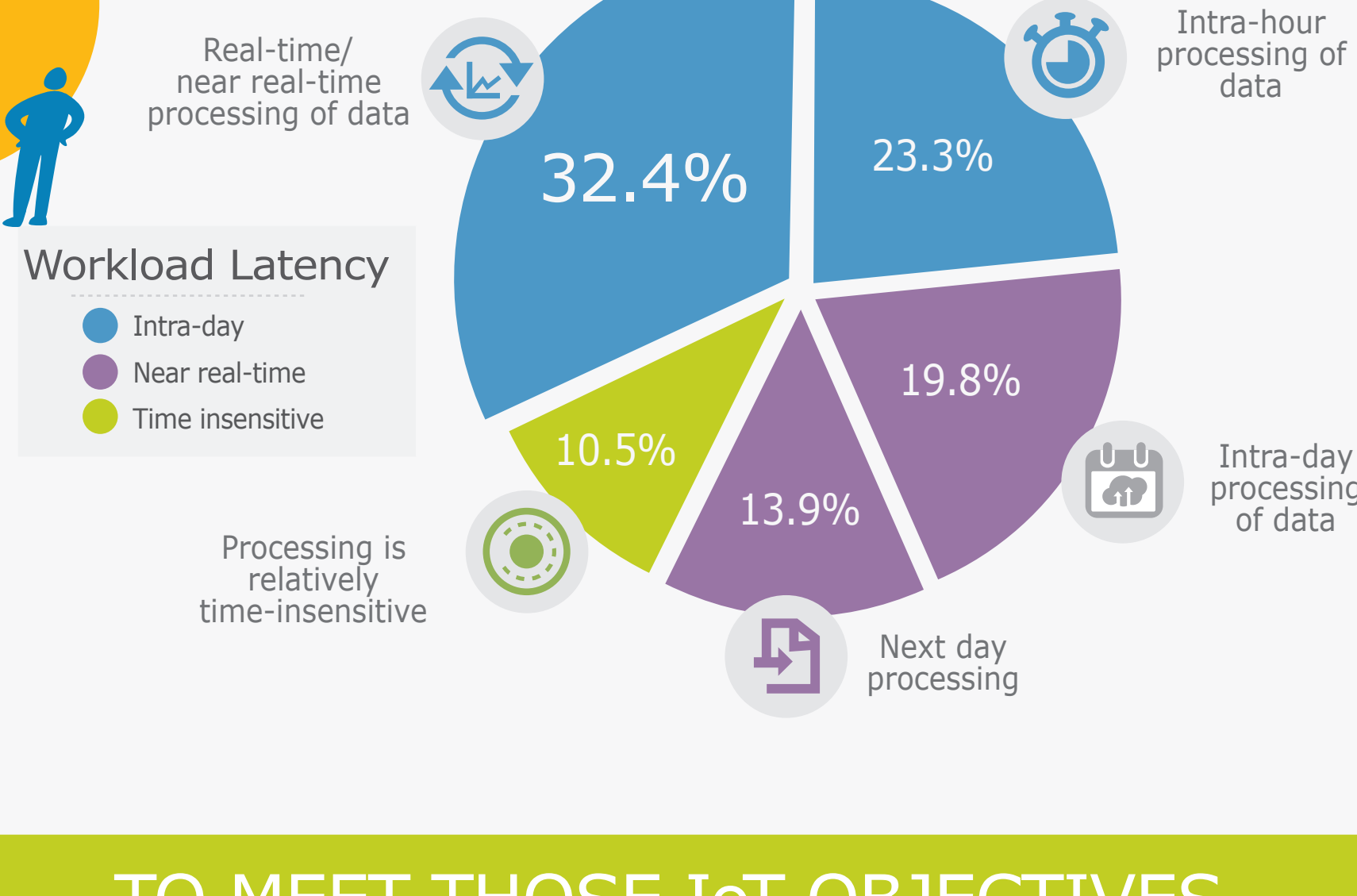
The Internet of Things aligns well with big data initiatives because they share the same core attributes:

- ★ Data collection from multistructured data sources
- ★ Data management at a large scale
- ★ Complex processing

## NEARLY 50% OF RESPONDENTS STATED INTERNET OF THINGS IS ESSENTIAL OR IMPORTANT TO THEIR ORGANIZATIONAL STRATEGIES

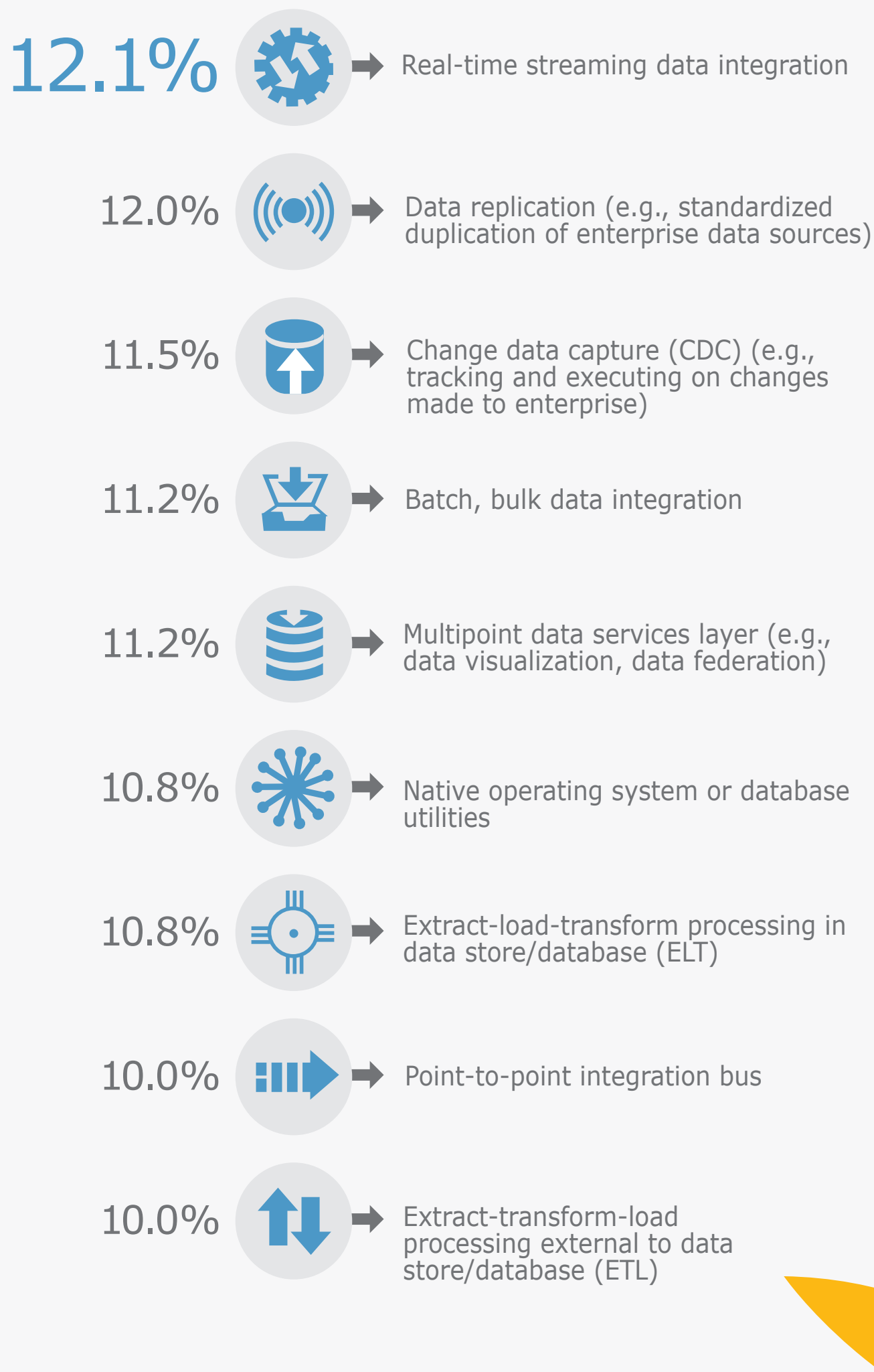


## THESE PROJECTS HAVE A LOW-LATENCY REQUIREMENT IN PROCESSING

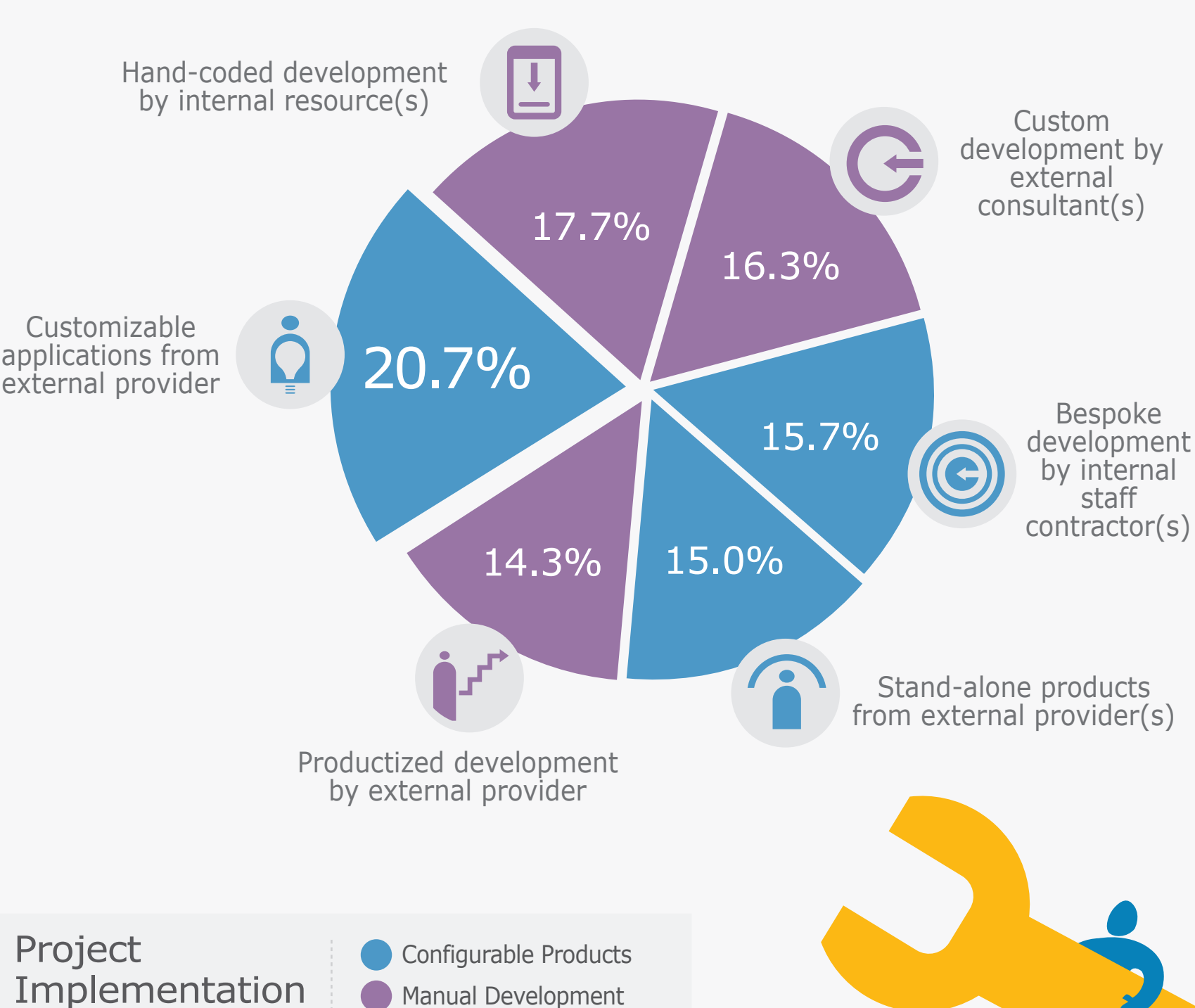


## TO MEET THOSE IoT OBJECTIVES...

## ...STANDARD ETL WON'T WORK FOR THE WORLD OF IoT. WE NEED TO MOVE BEYOND BATCH TO MORE STREAMING TECHNOLOGIES BASED ON OPERATIONAL PROCESSES AND THE APPLICATIONS THAT DRIVE THOSE "THINGS"



## MOST POPULAR BIG DATA PROJECT STRATEGY IS TO USE CONFIGURABLE APPLICATIONS TO IMPLEMENT BIG DATA PROJECTS



## SNAPLOGIC EMPOWERS ORGANIZATIONS TO INTEGRATE BIG DATA AND STREAMING INTERNET OF THINGS APPLICATIONS



HIGHLY CONFIGURABLE  
WITHOUT TECHNICAL  
RESOURCES



HANDLES STREAMING  
AND BATCH DATA



INTEGRATE DATA FROM  
MULTIPLE SOURCES,  
INCLUDING MQTT AND  
OTHER IOT PROTOCOLS



## SNAPLOGIC PROVIDES . . .

### Unified Platform

Connects data, applications, APIs, and IoT devices faster

### Productive UX

Self-service for "citizen integrators" and developers

### Modern Architecture

Hybrid platform built for elastic scale

### Comprehensive Connectivity

300+ intelligent application and data connectors

### Hadoop for Humans

Drag-and-drop SnapReduce pipelines and Hadooplex big data processing

TO LEARN MORE, VISIT

[www.SnapLogic.com](http://www.SnapLogic.com)