



Le BigData à l'ère du Cloud

#GCE #AppEngine #BigQuery

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COO, SFEIR

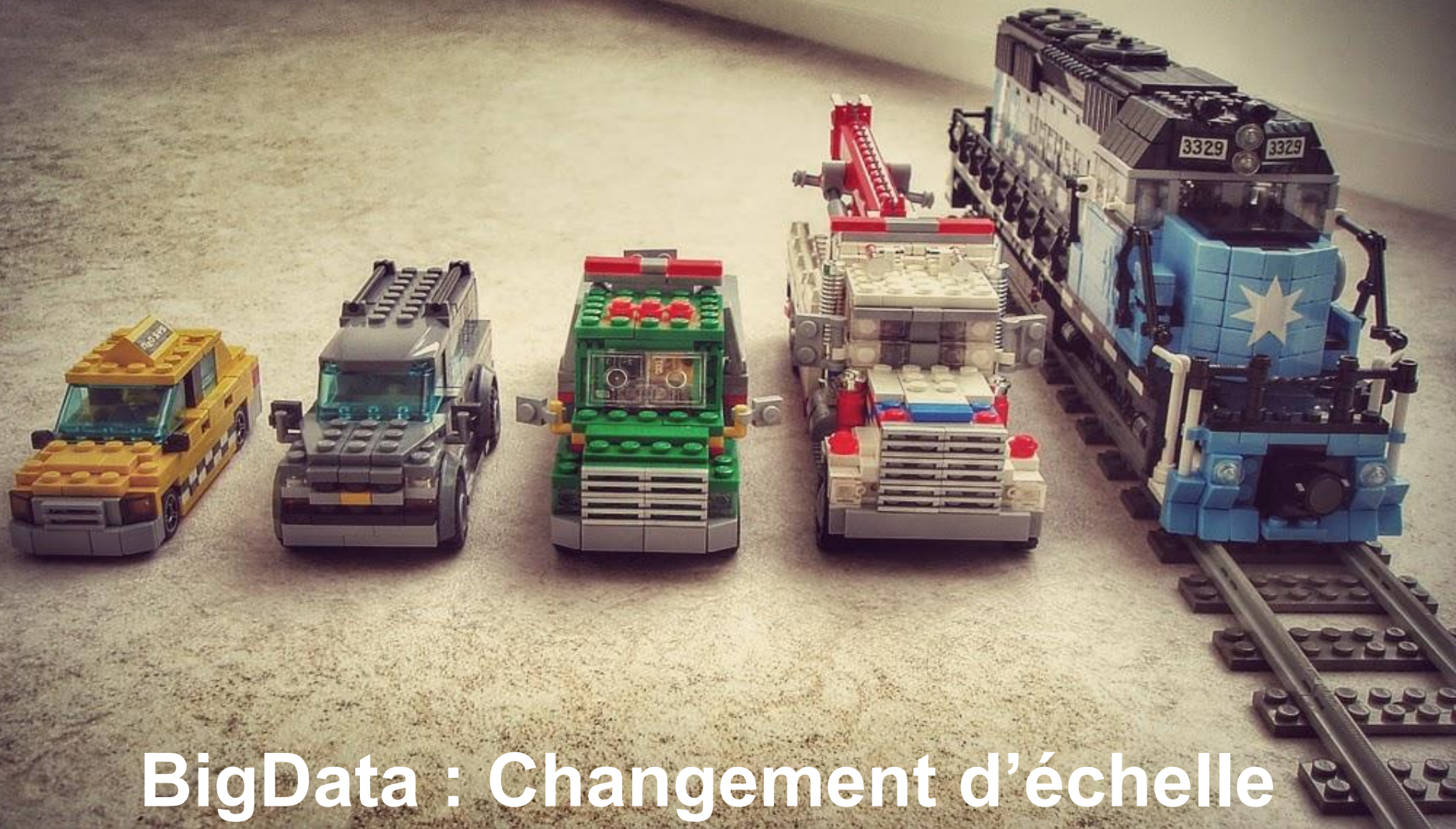




27m€ : Digital Cloud BigData



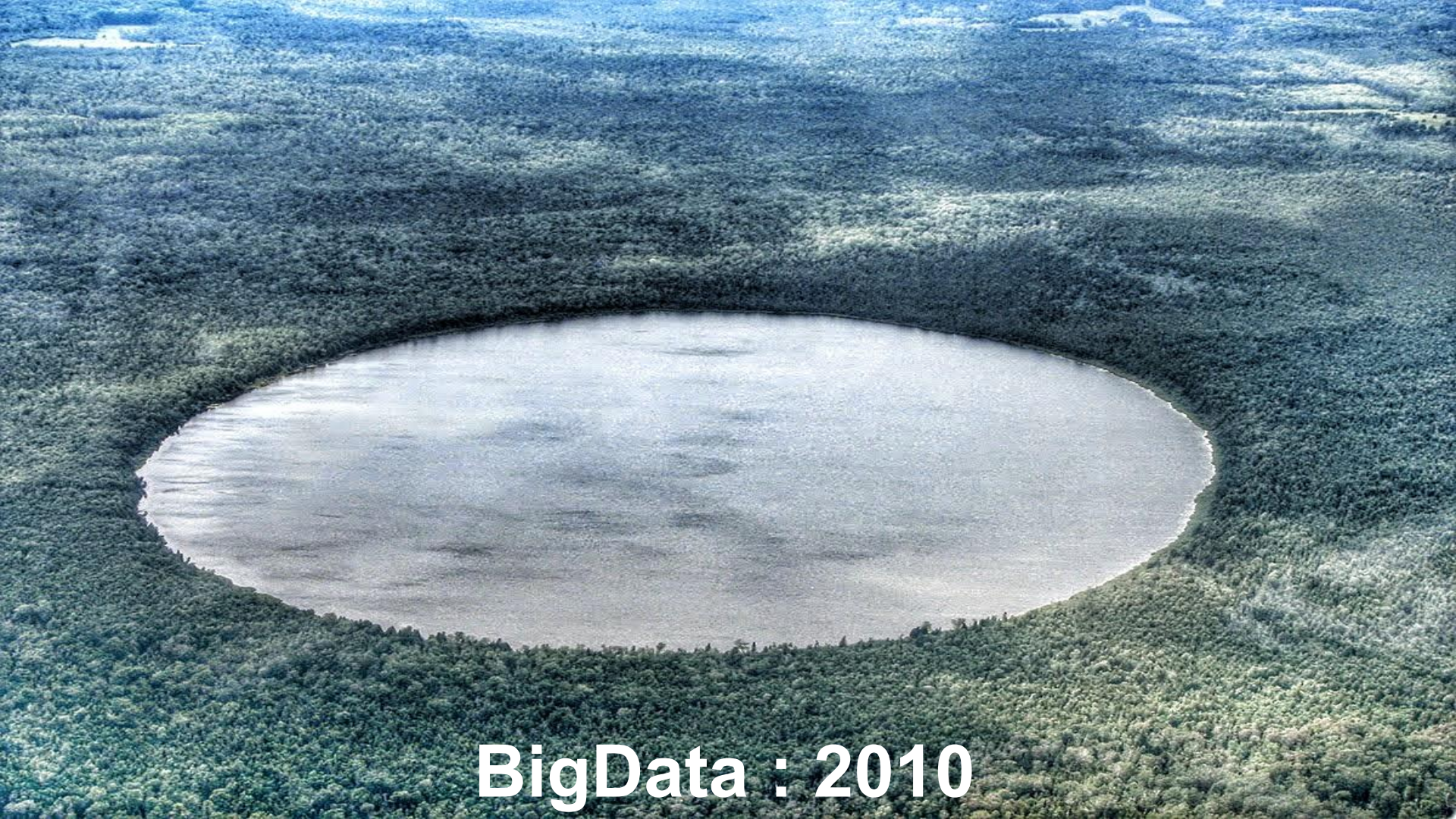
BigData : Clé du leadership



BigData : Changement d'échelle



Système relationnel



BigData : 2010



BigData : 2015

Capter

Traiter

Stocker

Analyser

Restituer

BigData : Le Chemin



BigData : BigInfra



BigData : BigAdmin



BigData : BigDataScientist



BigData : BigMoney

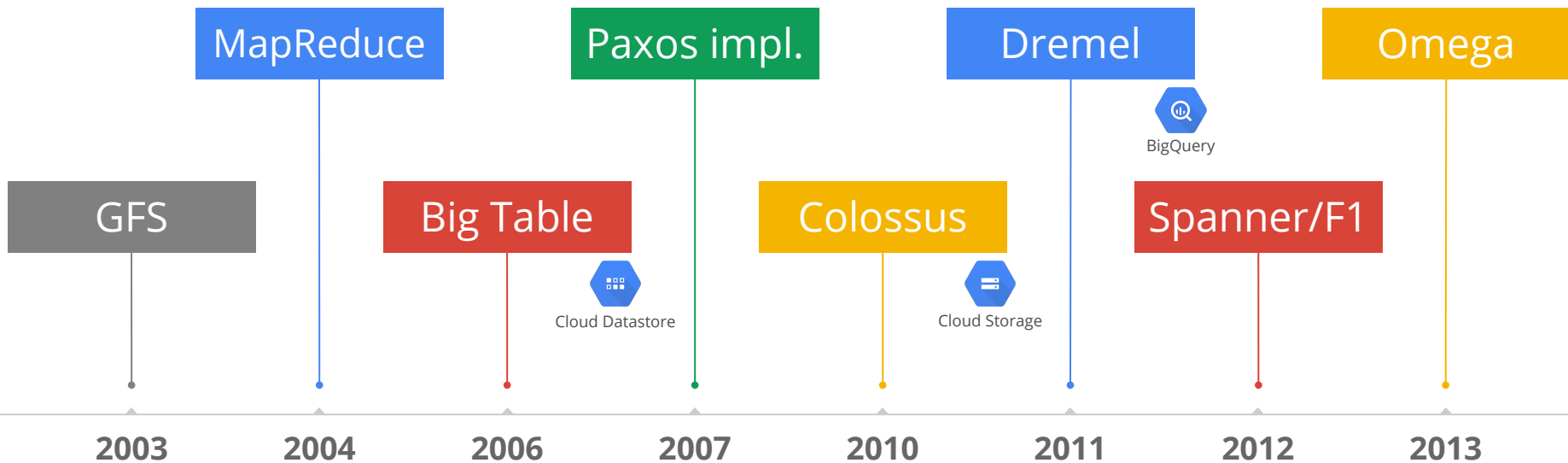


BigData = Cloud



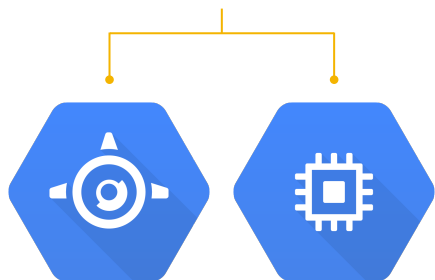
Le Cloud de Google

[sf≡ir]



NO
SQL

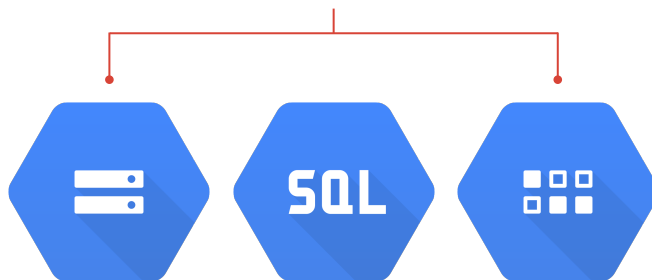
Compute



App Engine

Compute
Engine

Storage

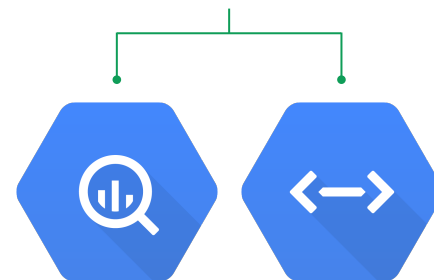


Cloud
Storage

Cloud SQL

Cloud
Datastore

App Services



BigQuery

Cloud
Endpoints

Capter : Pub/Sub

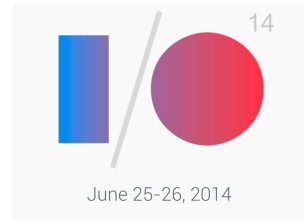
Traiter : DataFlow

Stocker : BigQuery

Analyser : BigQuery

Restituer

Le Cloud de Google





BigQuery

What's BigQuery?

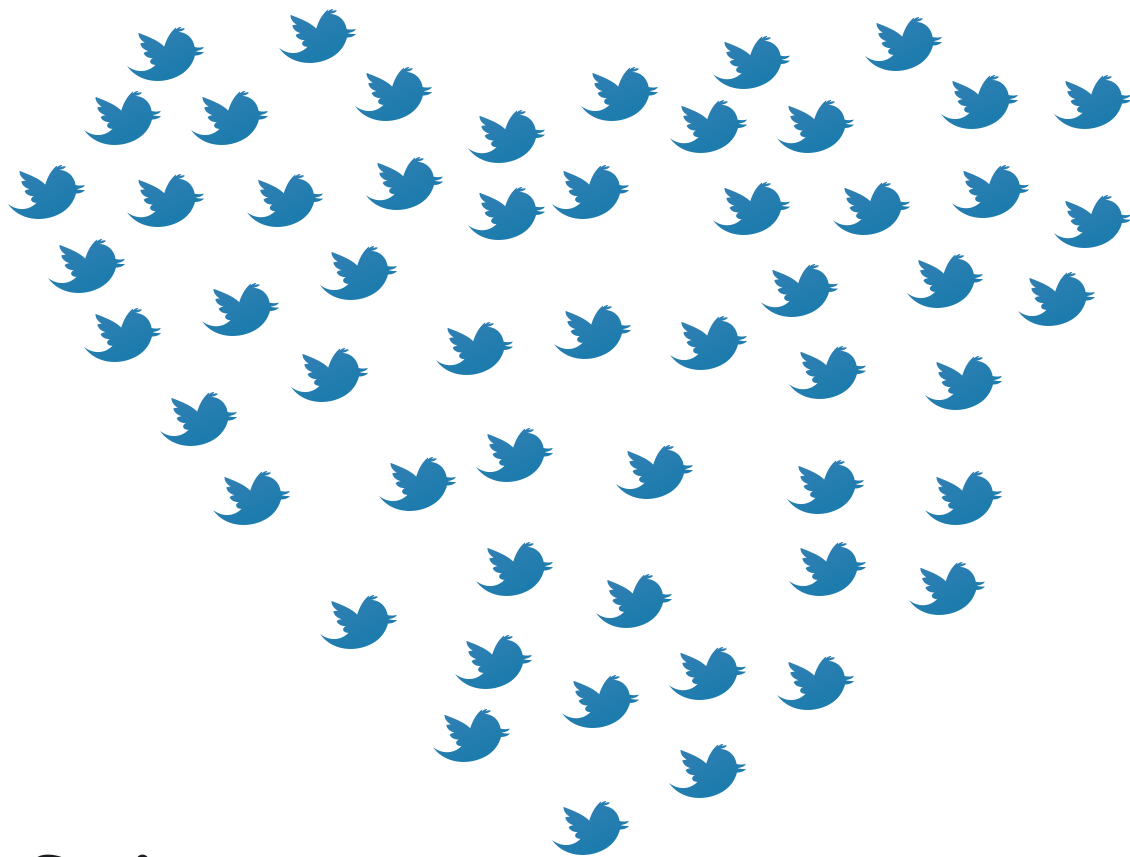
- Service for interactive analysis of massive datasets (TBs)
 - Query billions of rows
 - Uses a SQL-style query syntax
 - It's a service, accessed by a RESTful API

What's BigQuery?

- Reliable and secure
 - Replicated across multiple sites
 - Secured through Access Control Lists
- Scalable
 - Store hundreds of terabytes
 - Pay only for what you use
- Fast (really)
 - Run ad hoc queries on multi-terabyte data sets in seconds



BigData : Illustration



Le défi

Analyser en temps
réel des centaines
de messages par
seconde



Impact des messages sociaux sur votre business ?

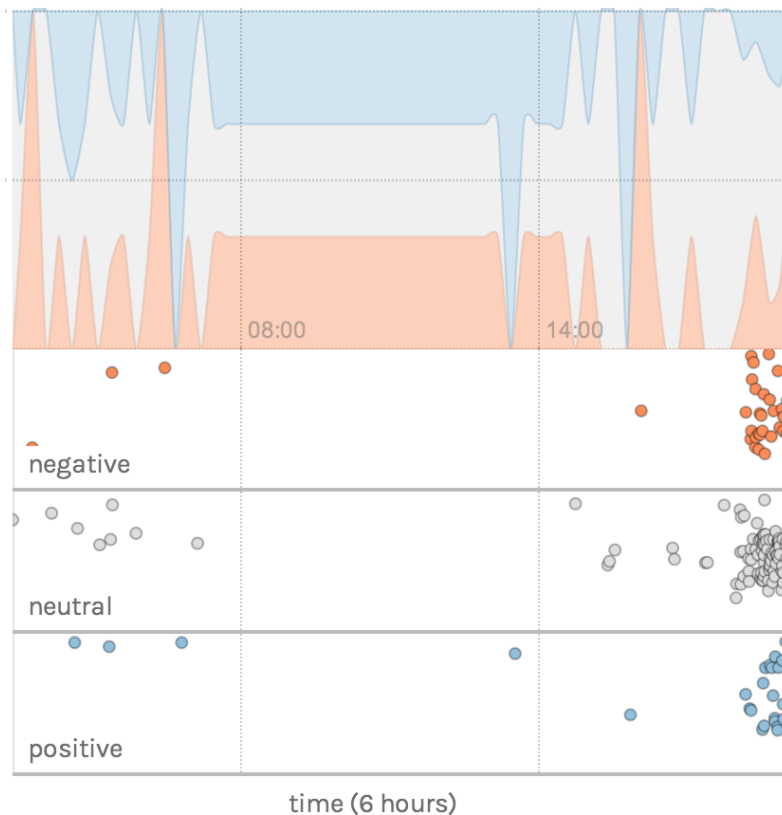


Valeur d'un tweet positif ?

Impact d'une recommandation sur un acte d'achat ?

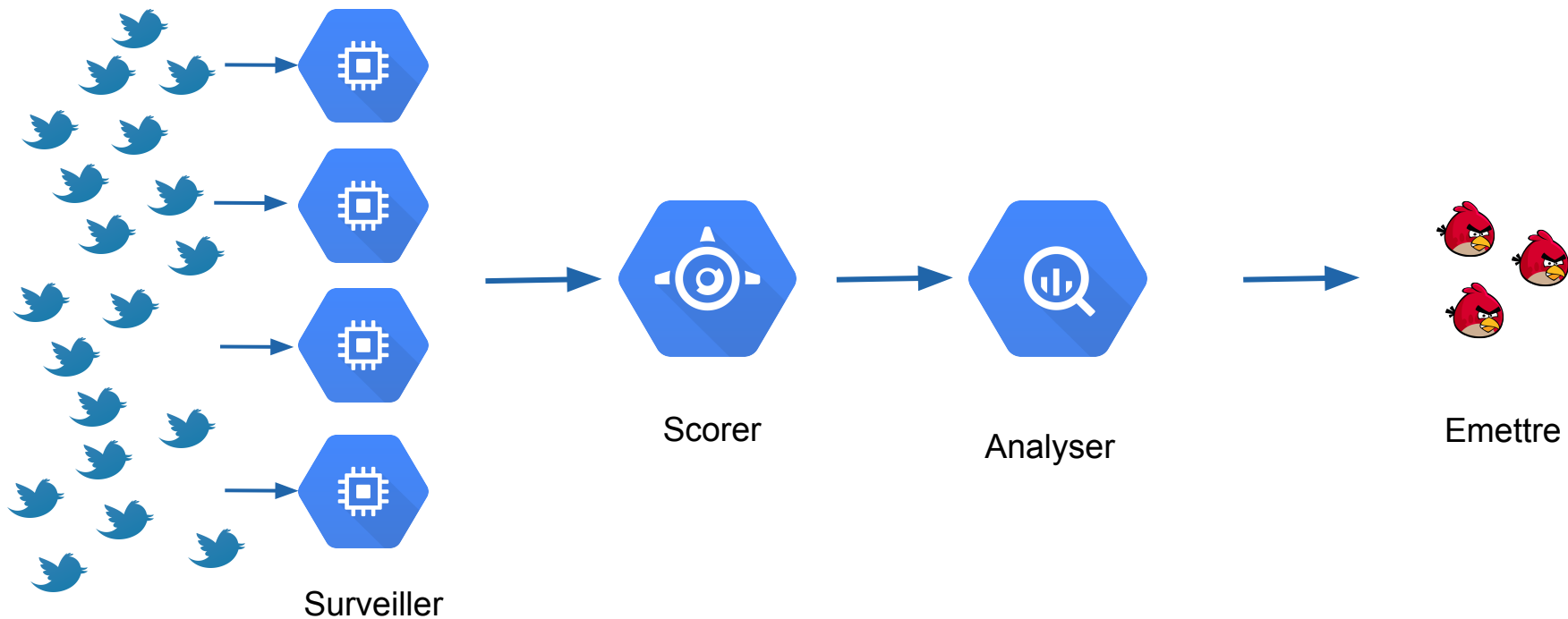


Sentiment Analysis : comprendre/émettre



Les community
managers
doivent pouvoir
comprendre les
tendances

Architecture





Tweet
Moodr

Check out the **mood** of your **twitter** account.

Are your tweets positive or negative ?
Moodr will find out !



Connectez-vous

[How it works](#)





Demo