

收获大数据的价值

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Splunk首席产品官

到**2020**年，投入到大数据和商业分析的费用预计
将达到**1.4万亿人民币**

.....但只有**15%**的组织部署了大数据生产项目。

为什么？

\$28,879,109
\$26,223,143
\$29,509,222

机器数据

您公司最大的机会和最大的风险

中国大数据产业生态大会

联盟

什么是机器数据？



航空公司和机场数据

每个航空公司每天都有数百个飞往全球各地的航班

客户生成的数据

航空公司每天都会收到15000多条推特信息

系统数据

IT基础设施，物理安全系统、HR和商业系统

环境数据

天气信息和交通堵塞监控摄像头

设备数据

波音737每小时产生的数据达20TB

中国大数据产业生态联盟

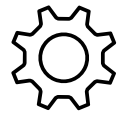
机器数据杂乱无章

来源



订单处理

ORDER, 2016-05-21T14:04:12.484,10098213,569281734,67.17.10.12,43CD1A7B8322,SA-2100



中间件错误

MAY 21 14:04:12.996 wl-01.acme.com Order 569281734 failed for customer 10098213.
Exception follows: weblogic.jdbc.extensions.ConnectionDeadSQLException:
weblogic.common.resourcepool.ResourceDeadException: Could not create pool connection. The
DBMS driver exception was: [BEA][Oracle JDBC Driver] Error establishing socket to host and port:
ACMEDB-01:1521. Reason: Connection refused



客户关怀 IVR

05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num:ServID:Type
0:19:9, App 0, ANI T7998#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-
13ae51a6d092, Trunk T45116
05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092
CUSTID 10098213
05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092



推特

{actor:{displayName: "Go Boys!!",followersCount:1366,friendsCount:789,link:
http://dallascowboys.com/,location:{displayName:"Dallas, TX",objectType:"place"},
objectType:"person",preferredUsername:"B0ysF@n80",statusesCount:6072},body: "Can't buy
this device from @ACME. Site doesn't work! Called, gave up on waiting for them to answer! RT if
you hate @ACME!!",objectType:"activity",postedTime:"2016-05-21T16:39:40.647-0600"}

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD1SLAFF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2; rv:53.0) Gecko/20100801 Firefox/53.0"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP 1.1" 404 3322 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2; rv:53.0) Gecko/20100801 Firefox/53.0"
317.27.160.0.0 - - [07/Jan 18:10:56:156] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP 1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2; rv:53.0) Gecko/20100801 Firefox/53.0"
ows NT 5.1; SV1: .NET CLR 1.1.4322) "GET /oldlink?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 385 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2; rv:53.0) Gecko/20100801 Firefox/53.0"
item_id=EST-16&product_id=RP-LI-02" 468 125.17.14.1 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-16&product_id=RP-LI-02" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2; rv:53.0) Gecko/20100801 Firefox/53.0"
action=purchase&itemId=EST-16&product_id=RP-LI-02" 468 125.17.14.1 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-16&product_id=RP-LI-02" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2; rv:53.0) Gecko/20100801 Firefox/53.0"

洞悉机器数据

来源



订单处理



中间件错误



客户关怀
IVR



推特

客户ID	订单ID	产品ID
10098213	569281734	SA-2100
ORDER, 2016-05-21T14:04:12.484, 10098213, 569281734, 67.17.10.12, 43CD1A7B8322, SA-2100 MAY 21 14:04:12.996 wl-01.acme.com Order 569281734 failed for customer 10098213. Exception follows: weblogic.jdbc.extensions.ConnectionDeadSQLException: weblogic.common.resourcepool.ResourceDeadException: 订单ID: [redacted] n: Could not create 客户ID: [redacted] ion. The DBMS driver exception was: [BEA][Oracle JDBC Driver] Error establishing socket to host and port: ACMEDB-01:1521. Reason: Connection refused		
05/21 16:33:11.238 [CONNEVENT] Ext 1207130(012023): Event 20111, CTI Num: ServID: Type 0:19:9, App 0, ANI T7998#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a- 13ae51a6d092, Trunk T451.16		
10098213	569281732	SA-2100
等候时间: [redacted] [SCREEN-POPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092 CUSTID 10098213 05/21 16:37:49.732 客户ID: [redacted] SerID 40489a07-7f6e-4251-801a-13ae51a6d092		
{actor:{displayName: "Go Boys!!", followersCount: 1366, friendsCount: 789, link: http://dallascowboys.com/, location:{displayName: "Dallas, TX", objectType: "place"}, objectType: "person", preferredUsername: "i [redacted] 推特ID: [redacted]}, statusesCount: 6072}, bo 客户推特 this device from @ACME. Site doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!", objectType: "activity", postedTime: "2016-05-21T16:39:40.647-0600"}		
公司推特ID: [redacted]		

130.60.4 - - [07/Jan 18:10:57:123] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD15L4FF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-01"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD55L7FF6ADFF9 HTTP 1.1" 404 3322 "http://shopping.com/cart.do?action=purchase&item_id=EST-26&product_id=K9-CW-01"
317.27.160.0.0 - - [07/Jan 18:10:56:156] "GET /oldlink?item_id=EST-26&JSESSIONID=SD55L9FF1ADFF3 HTTP 1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD55L9FF1ADFF3 HTTP 1.1" 200 3865 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-26&product_id=K9-CW-01"
10.2.1.1 - - [07/Jan 18:10:57:123] "GET /category.screen?category_id=FLOWERS&JSESSIONID=SD55L9FF1ADFF3 HTTP 1.1" 200 3865 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-26&product_id=K9-CW-01"
10.2.1.1 - - [07/Jan 18:10:57:123] "GET /category.screen?category_id=FLOWERS&JSESSIONID=SD55L9FF1ADFF3 HTTP 1.1" 200 3865 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-26&product_id=K9-CW-01"

您需要什么才能取得成功？

单一平台，多个视角

不同的人对同样的数据提出不同问题

中国大数据产业生态联盟

伦敦的盖特威克为未来机场配备了机器数据

航班时刻表

气候数据

X射线通量

自动行李寄舱

队列测量

道路、轨道和
巴士服务

从“数据湖”中获得新的商业见解



Coca-Cola

- ▶ 了解多个渠道的客户购买影响因素
- ▶ 按渠道实时跟踪消费和购买模式
- ▶ 从“数据湖”中获得新见解，从而优化决策

中国大数据产业生态联盟

KONČAR

提高风轮机可用性和正常运行时间

- ▶ 实时监测风轮机
- ▶ 计算可用性、能源生产和流失情况
- ▶ 通过主动检测问题，提高正常运行时间；减少能量流失

中国大数据产业生态联盟

改进安全性和客户体验



- ▶ 业务流程端对端可视性
- ▶ 加速故障检修和系统恢复
- ▶ 提升网络安全性, 实现全时段运营

中国大数据产业生态联盟

我们的使命

Making machine data
accessible, usable and
valuable to everyone.

让每个人都能访问、使用机器数据并从中获得价值。

