

Technology

The Age of Open Source

Open Source Conference 2011

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Welcome!



Licklider on predicting change...



“People tend to **overestimate** what can be done in **one year** and to **underestimate** what can be done in **five to ten years.**”

J. C. R. Licklider, 1965

Source: Libraries of the Future, MIT Press, 1965

2000 – 2011

Enterprise Penetration of Open Source



Back in 2006...



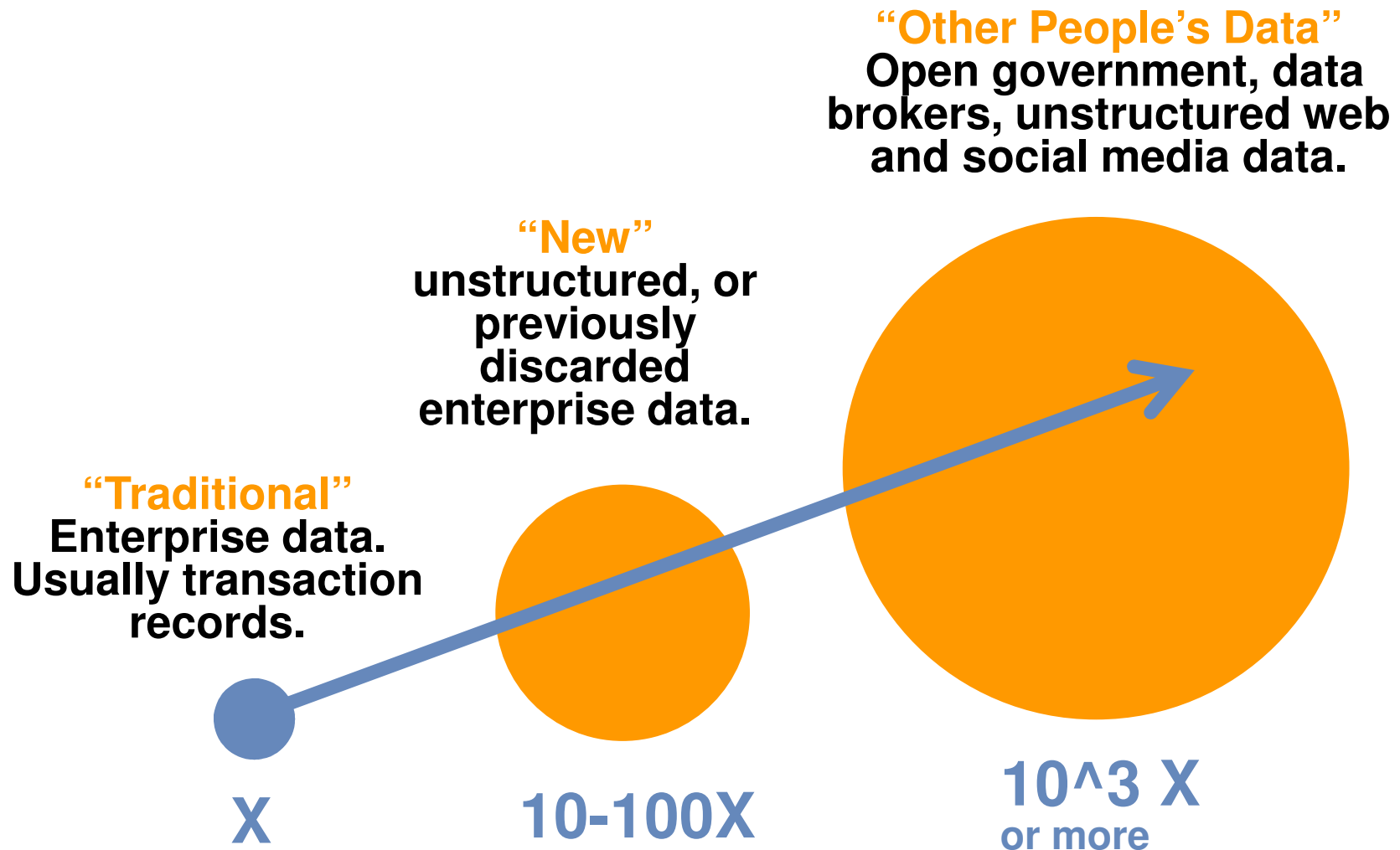
All had Unmet Technology Needs

- **Massive data sets**
- **Scale out processing**
- **Lightweight architecture**
- **License affordability**



Creating their own was the only practical path...

Corporate Enterprises are Facing Similar Needs ...



... and it is frequently open source, not the traditional vendors, they are turning to



Storage Hardware Manufacturer

Challenge: Enormous data growth and storage costs: traffic and data size double every six months

Solution: Highly scalable data platform to centralize data storage and increase efficiency of data consumption



Technologies used:

- Hadoop
- HIVE
- Pig
- Hbase
- Flume
- Ganglia
- Pentaho

Consumer Electronics Retailer

Challenge: Massive amount of customer, transaction and click-thru data residing in different stores spread across the company

Solution: Highly scalable data platform to increase the efficiency of data consumption, centralize data storage and mine data

Technologies used:

- Hadoop
- HIVE
- Flume
- CouchDB



Where are the Traditional Vendors?

Catching up with open source by choosing to include and support it:

- **Microsoft Hadoop**
- **Oracle Hadoop on Exadata**
- **EMC Greenplum Hadoop**



The Next 5 – 10 Years



Open source is no longer following and commoditizing – it has begun to out-innovate the traditional IT mega-vendors

Thank You!



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