



NG-IoT Opportunities

Big Data Presents Challenges and Opportunities

Big data is not just about volume and from various sources; it is about its other characteristics such as size, speed of data, structure and quality and new-generation analytic technologies that help organizations get more value from their information assets. It helps organizations to provide business insights on customer behaviour and patterns that can be used to improve operations, anticipate opportunities and business growth, and to detect for any possibility of issues or problems.

Today, organizations are generating, receiving, processing, and storing remarkable amount of data to and from a wide range of resources such as databases and Internet. The process of managing, handling and storing huge amount of data is known as big data management. Big data has many features and varies in nature, they can be simple or complex, structured or unstructured, secure or with a very minimum security. This makes the management and storage of big data becomes more challenging and extremely important, and would definitely require the help of technology and techniques.

No matter how challenging it can be, organizations must put in the necessary control measures to solve or lower the risk imposed so that the data stored are available, retrievable, and can be used to

make ad-hock decisions and plans for the future. The main purposes of the management of big data are to store and handle available data in a simple and understandable manner with easier and flexible retrieval methods to make the right and strategic decisions for enhancing their businesses