Abstract

In today's world, every tiny gadget is a potential data source, adding to the huge data bank. Every day, we create 2.5 quintillion bytes of data – structured and unstructured, so much that 90% of the data in the world today has been created in the last two years alone. This data generated through large customer transactions, social networking sites is varied, voluminous and rapidly generating. All this data prove a storage and processing crisis for the enterprises. While more data enables realistic analysis and thus help in making accurate business decisions / goals, it is equally difficult to manage and analyze such a huge amount of data.

This document provides insights on the challenges of managing such a huge Data – popularly known as Big Data, the solutions offered by Big Data management tools/ techniques and the opportunities it has created.
6. SAS: http://www.sas.com/resources/asset/Big-Data-in-Big-Companies
7. Oreilly: http://strata.oreilly.com/2012/01/what-is-big-data.html

**Index Terms**

Computer Science  
Databases

**Keywords**

Hadoop, ParAccel, Storm, GridGain, MapReduce, HPCC Systems, Hortonworks, Dremel, Apache Drill, Calpont, Oracle TimesTen, GreenplumHD, Zettaset, Stratosphere, Big Data, Big Data Challenges, Big Data Analytical Tools, Big Data and Traditional BI Analytics, Big Data Opportunities, Three V's of Big Data