Big Data (Portuguese Edition)

Cezar Taurion

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O livro aborda o assunto Big Data tanto do ponto de vista de negócios quanto das tecnologias envolvidas e debate alguns desafios para se colocar projetos de Big Data em ação. Algumas variáveis importantes que compõem o Big Data são volumes de dados abissais, variedade de dados, coletados de diversas fontes como sensores, ERPs e comentários nas mídias sociais, velocidade, veracidade, valor etc. Big Data é um ponto de inflexão que embute tanto potencial de mudanças quanto a nanotecnologia e a computação quântica. Os desafios que essa novidade ainda apresenta são inúmeros, mas o principal é a falta de expertise e skills para lidar com o conceito e suas tecnologias. Big Data demanda conhecimento em novas tecnologias e principalmente mudanças no mindset da empresa. Seu valor está diretamente relacionado com o conceito de "empresa aberta", ou seja, a empresa sem silos entre departamentos e mesmo aberta a conexões com clientes e parceiros. Em resumo, se a área de TI não quiser ser relegada a um simples departamento operacional, deverá ser redesenhada. Deve entender, adotar e aceitar o papel de liderar as transformações que a tecnologia está e estará exercendo sobre as empresas nos próximos anos.

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