

The background image shows several oil pumpjacks (jackhammers) in silhouette against a sunset sky. The sun is low on the horizon, creating a warm orange and yellow glow that transitions into a blue sky above. The pumpjacks are arranged in a line from left to right, with the largest one in the foreground and smaller ones receding into the distance.

ECONOMIC BENEFITS

GOVERNMENT BENEFITS

SOCIETAL BENEFITS

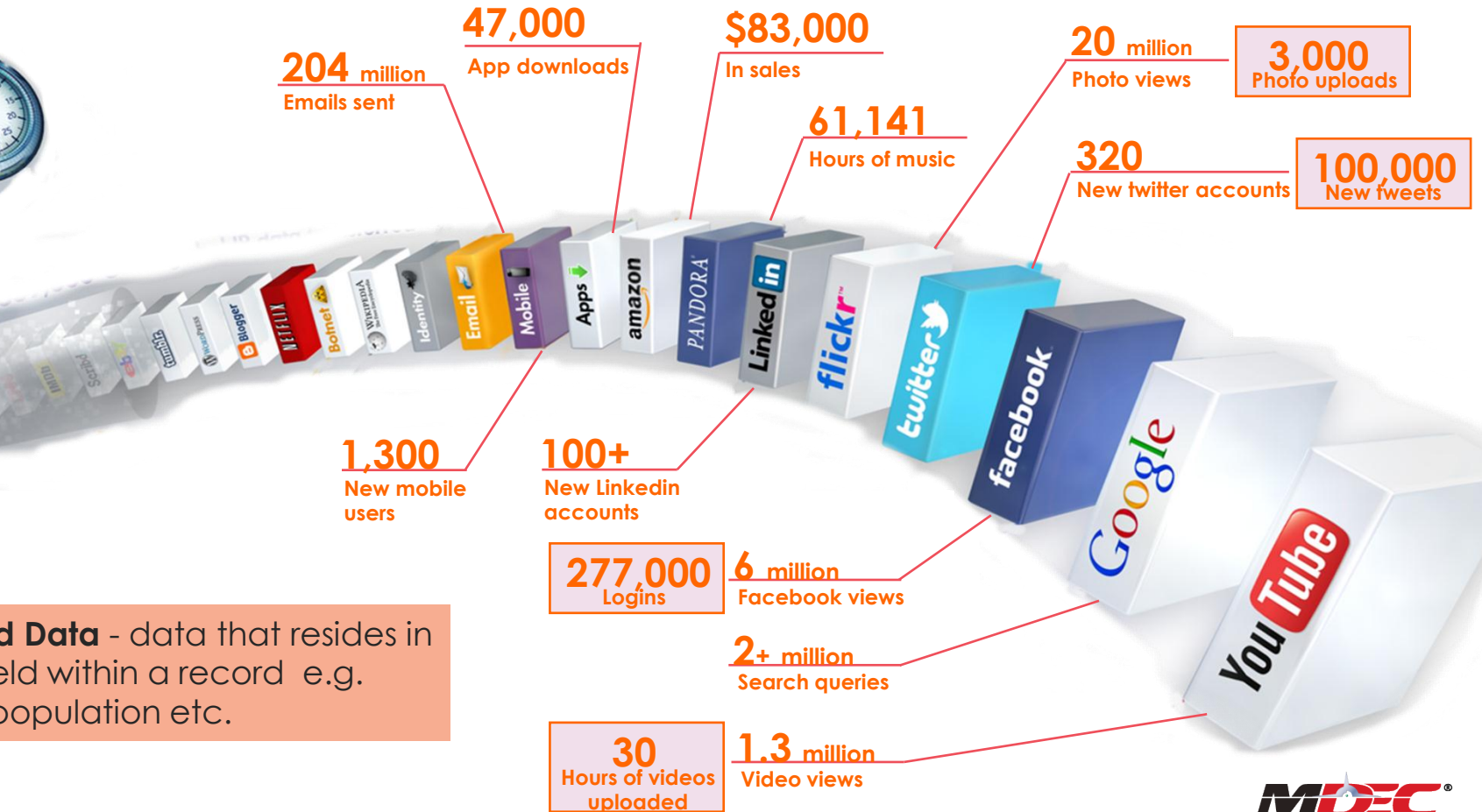
BIG DATA IS THE NEW OIL

“Information is the oil of the 21st century and analytics is the combustion engine”

– Gartner

BIG DATA EXPLOSION AROUND THE WORLD

What happens in an Internet Minute?



Structured Data - data that resides in a fixed field within a record e.g. statistic, population etc.

THE BIG DATA CHALLENGE

The Increasing **Volume** of Information is a Major Challenge



" We now create as much information every two days as we did from the dawn of civilization to 2003."

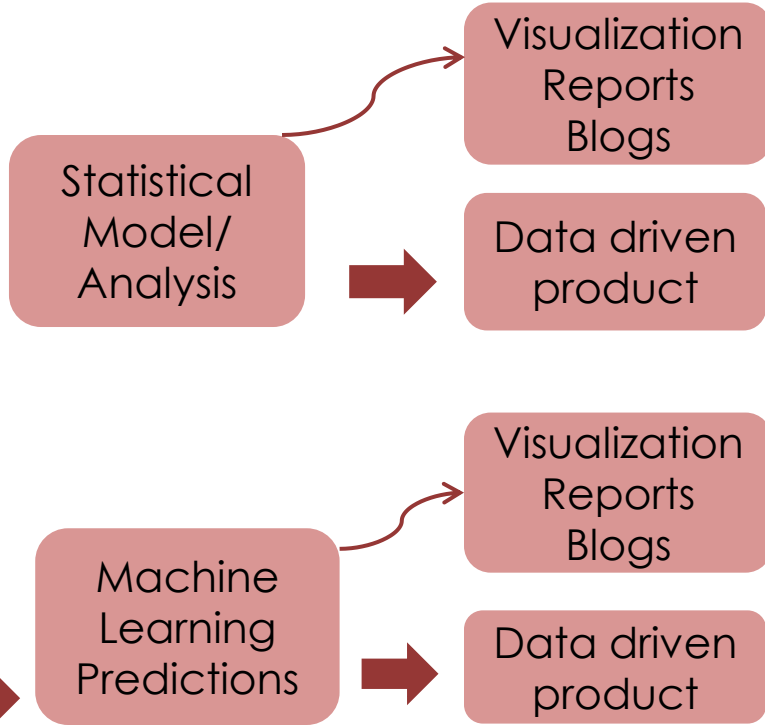
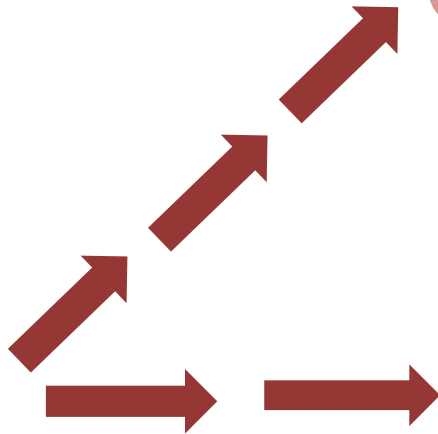
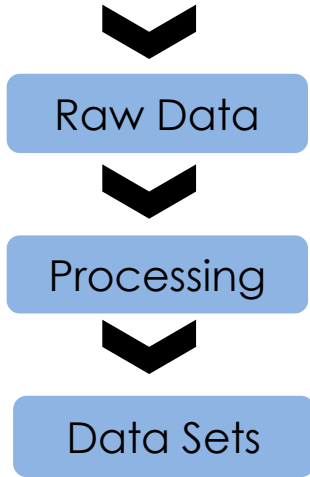
Eric Schmidt, Chairman & CEO Google

...and so is the Increasing **Variety** and **Velocity** of Data



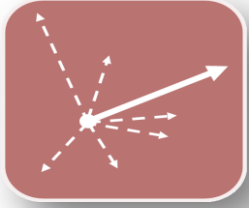
- Documents/Content
- Rich Media
- Operational Technology
- Streaming Data

WHY ANALYTICS IN BIG DATA?



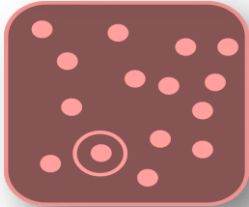
WHY IS IT IMPORTANT?

Not the volume of the data but what we do with it...



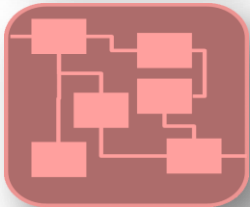
Making better informed decisions

(e.g. understanding user needs, strategies & recommendations)



Discovering hidden insights

(e.g. identify patterns & trends on crime)



Optimizing business processes

(e.g. forecasting impact of natural & man-made disaster)

Business Amplification



BENEFITS CAN BE REALISED THROUGH SYNERGY - OPEN DATA, BIG DATA ANALYTICS & IOT



Freely to:

- Used
- Reused
- Redistributed

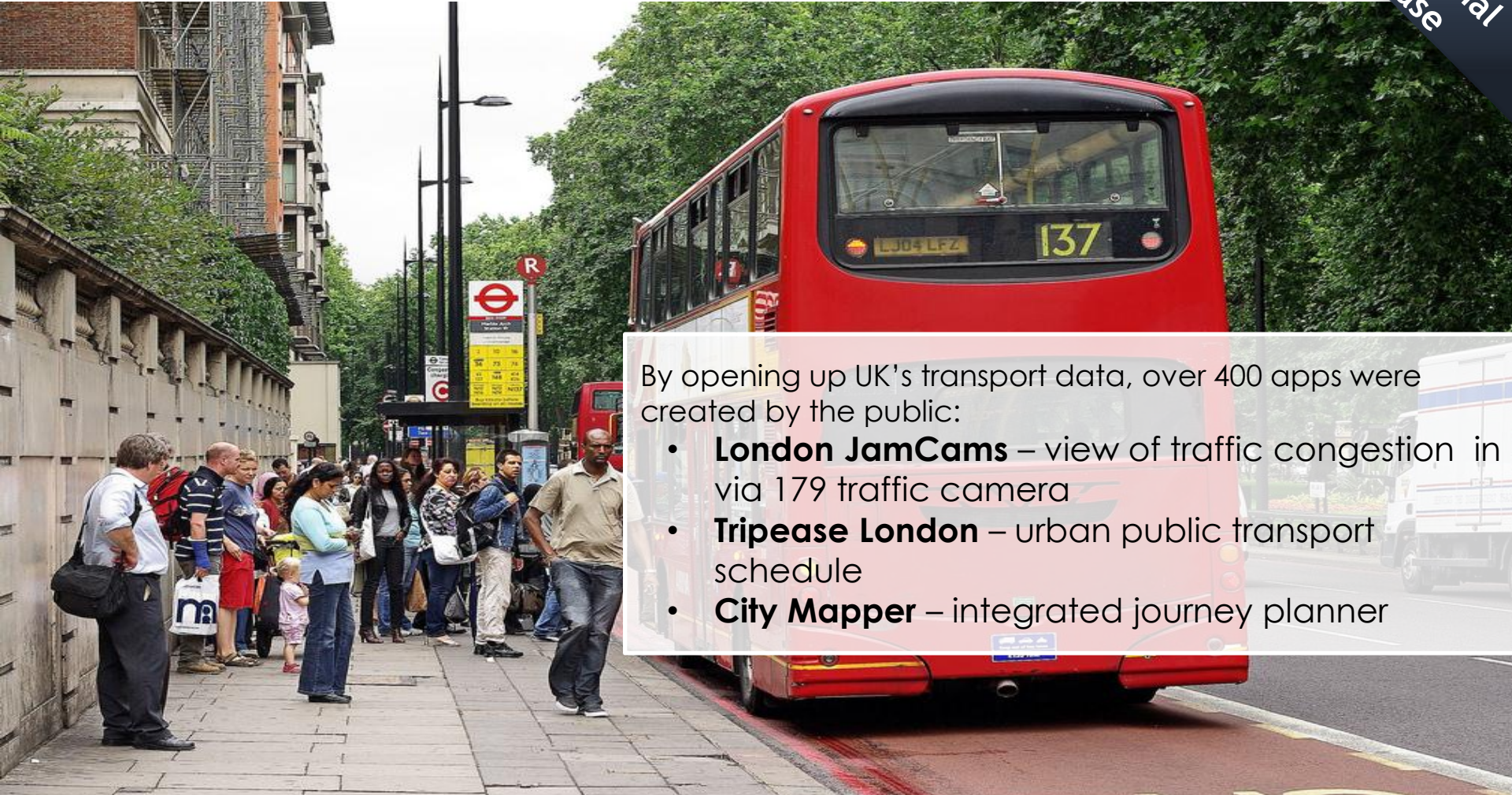


Smart Connected
Devices via the
Internet



Process of mining
big data

UK: OPEN DATA DRIVES INNOVATION IN TRANSPORTATION SECTOR



By opening up UK's transport data, over 400 apps were created by the public:

- **London JamCams** – view of traffic congestion in via 179 traffic camera
- **Tripease London** – urban public transport schedule
- **City Mapper** – integrated journey planner

DBKL: LOCATING PARKING SPACE MADE EASIER VIA OPEN DATA

Malaysia
Use Cases



Opportunity:

The time spent looking for a parking space can reach up to 40%* for some groups of drivers

Data & Analytics:

Visualization of parking bays availability for selected shopping malls, parking rates and turn by turn navigation

Outcome:

Decreases the time a driver needs to spend looking for a parking space, thereby reducing:-

1. Travel time
2. Traffic congestion
3. Emission of green house gases

Data provider:
DBKL

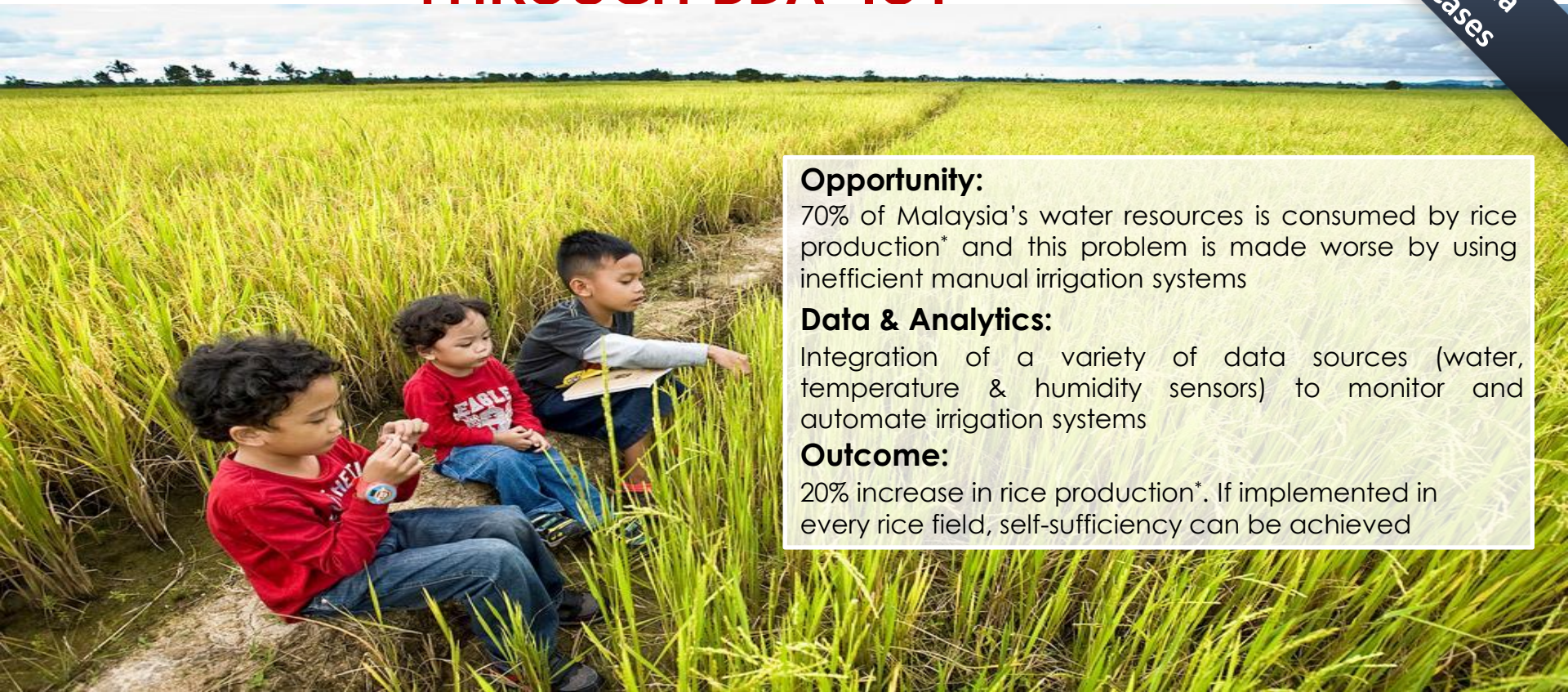
Solutions providers:
Crowdsourced

Customers:
Citizens

Source: *K.W et all (1994)

MOA: ENSURING NATION'S FOOD SECURITY THROUGH BDA+IOT

Malaysia
Use Cases



Opportunity:

70% of Malaysia's water resources is consumed by rice production* and this problem is made worse by using inefficient manual irrigation systems

Data & Analytics:

Integration of a variety of data sources (water, temperature & humidity sensors) to monitor and automate irrigation systems

Outcome:

20% increase in rice production*. If implemented in every rice field, self-sufficiency can be achieved

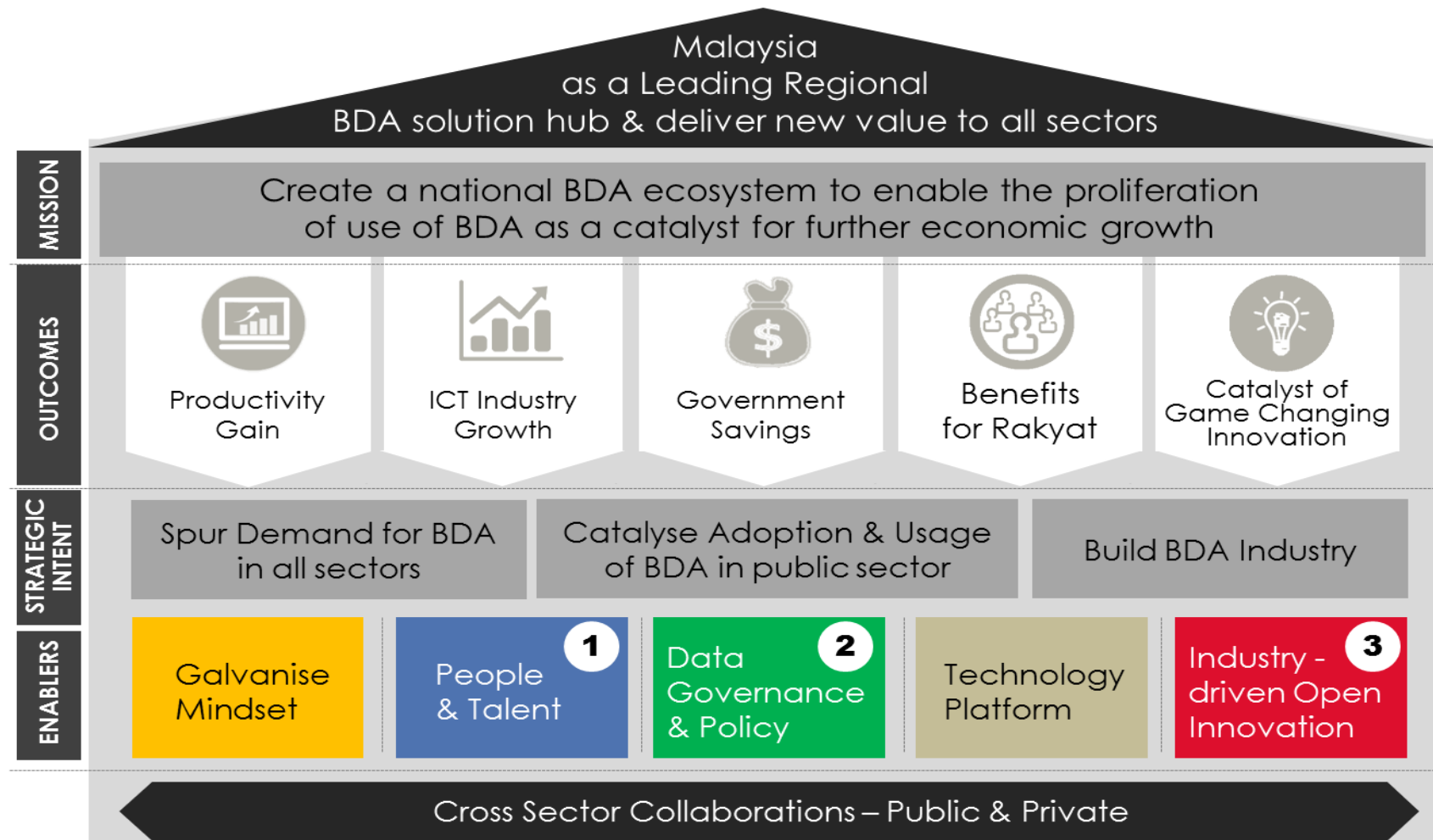
Solutions providers:
Intel, Abbaco

Customer:
MOA

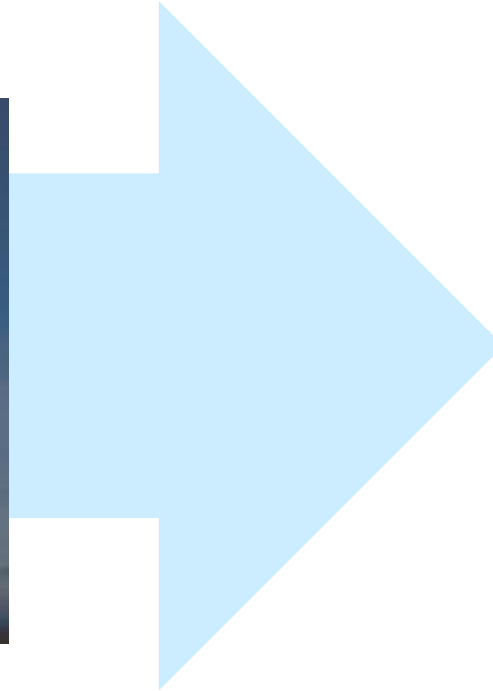
Location:
Kedah

Source: * Abbaco

WHAT ARE WE DOING ABOUT IT? MALAYSIA'S NATIONAL BDA FRAMEWORK



CALL-TO-ACTION



Working together in partnership to realise the potential of data economy

Public sector, NGOs, communities and civil-society to work together in creating high-impact solutions benefiting the society

Thank you

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