

# Big Data & APEX

Dimitri Gielis



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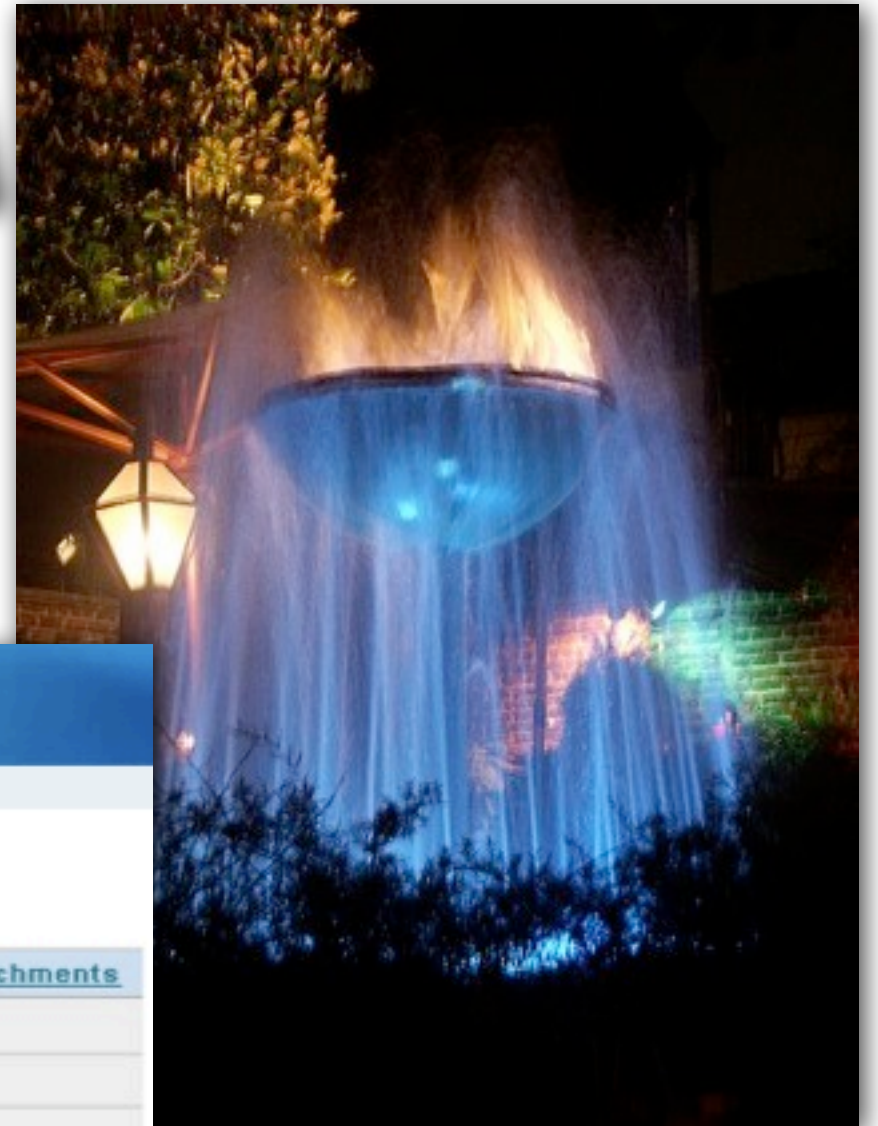
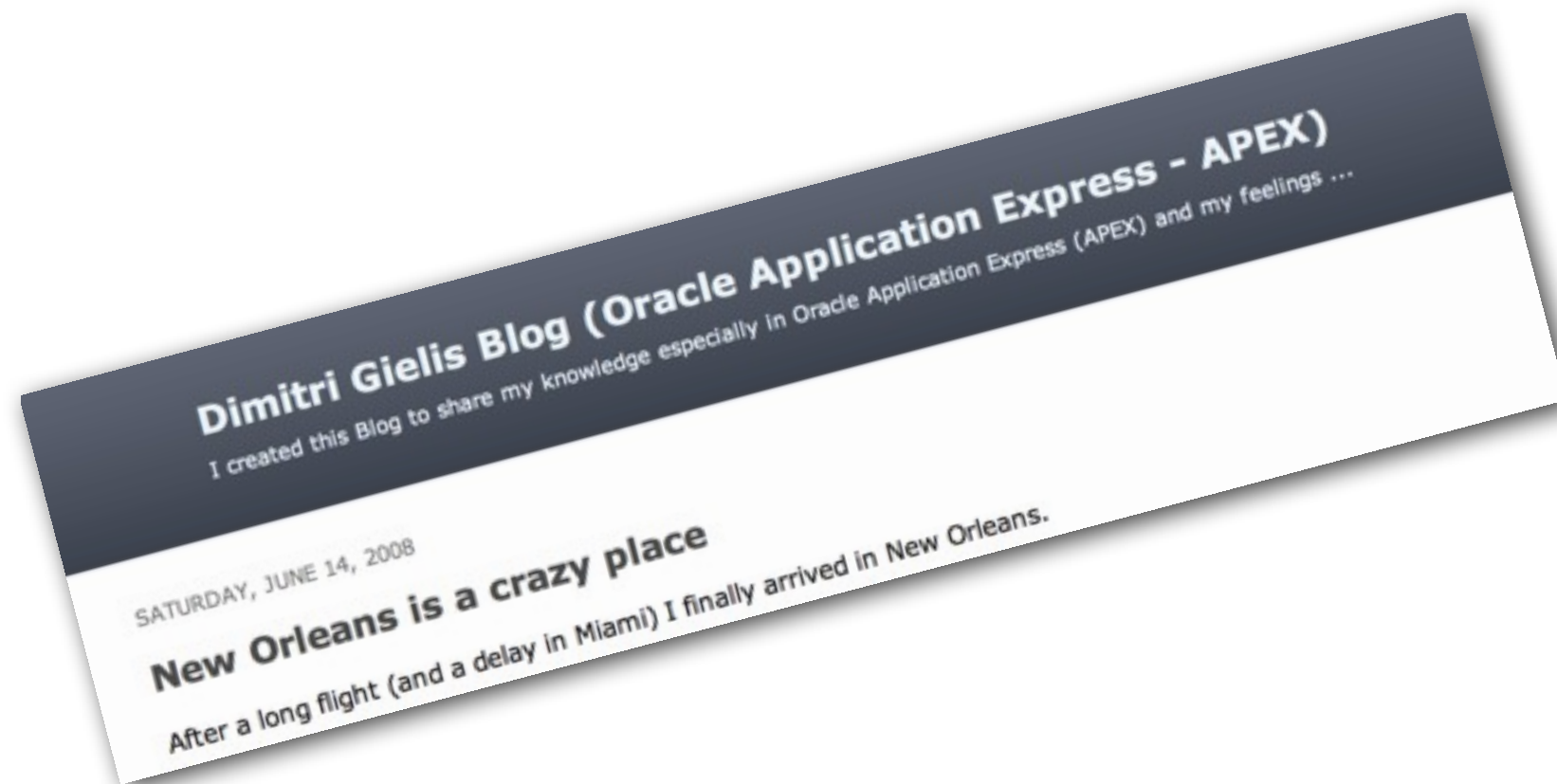


@dgielis



<http://dgielis.blogspot.com>

# What happened at KScope 2008?



ORACLE® WebSheets

Workgroups > Workgroup test > my organization

Search:  Rows: 15

|  | EMPNO | ENAME                                 | JOB       | MGR  | HIREDATE  | SAL  | COMM | DEPTNO | Country | Attachments |
|--|-------|---------------------------------------|-----------|------|-----------|------|------|--------|---------|-------------|
|  | 7839  | KING                                  | PRESIDENT |      | 17-Nov-81 | 5001 | 12   | 10     | USA     |             |
|  | 7698  | BLAKE                                 | MANAGER   | 7839 | 1-May-81  | 2850 | 2    | 30     | France  |             |
|  | 7782  | CLARK                                 | MANAGER   | 7839 | 9-Jun-81  | 2451 | 99   | 10     | Germany |             |
|  | 7566  | <input type="text" value="Dr JONES"/> | MANAGER   | 7839 | 2-Apr-81  | 2975 | 4    | 20     | Germany |             |
|  | 7788  | SCOTT                                 | ANALYST   | 7566 | 9-Dec-82  | 3000 |      | 20     | USA     |             |
|  | 7902  | FORD                                  | ANALYST   | 7566 | 3-Dec-81  | 3000 |      | 20     | Unknown |             |
|  | 7369  | SMITH                                 | CLERK     | 7902 | 17-Dec-80 | 900  |      | 20     | Unknown |             |
|  | 7499  | ALLEN                                 | SALESMAN  | 7698 | 20-Feb-81 | 1600 | 300  | 30     | Unknown |             |
|  | 7521  | WARD                                  | SALESMAN  | 7698 | 22-Feb-81 | 1250 | 500  | 30     | Unknown |             |
|  | 7654  | MARTIN                                | SALESMAN  | 7698 | 28-Sep-81 | 1250 | 1400 | 30     | Unknown |             |

## APEX 3.1





What's going on at KScope I 3?

# Big Data



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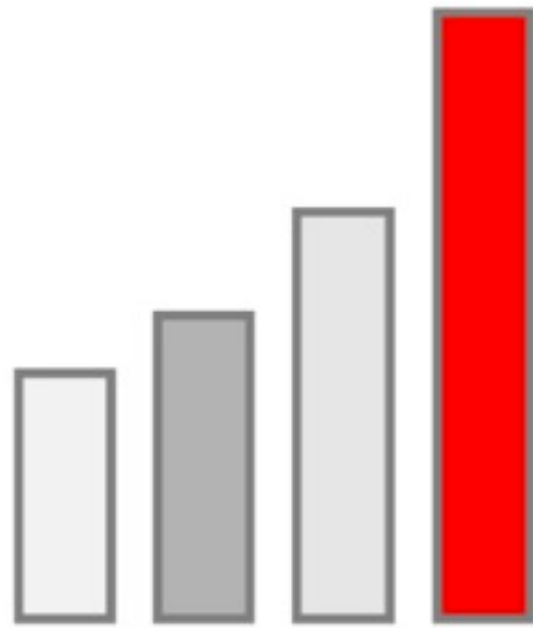
# BIG Data Example I



# BIG Data Example 2



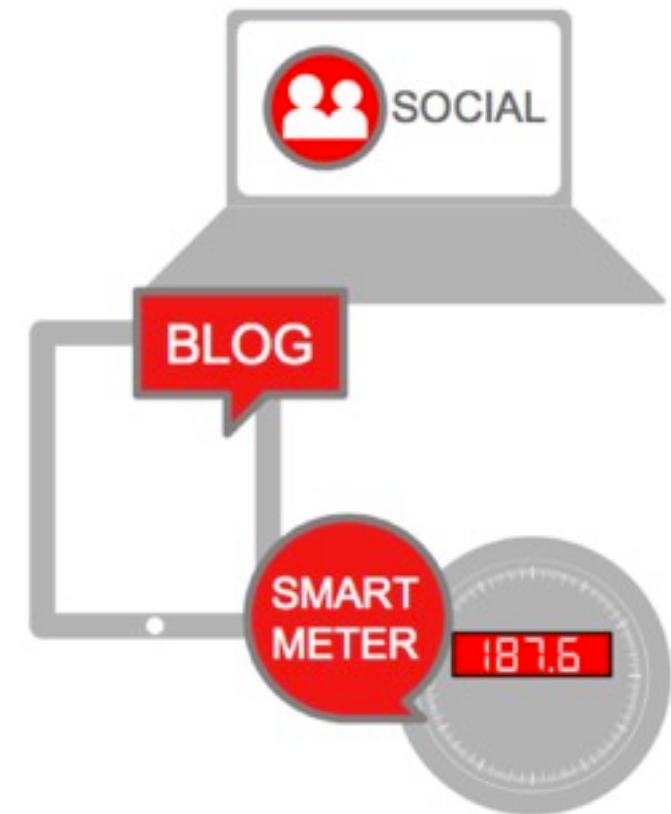
# What makes BIG Data? (3 V's)



VOLUME



VELOCITY



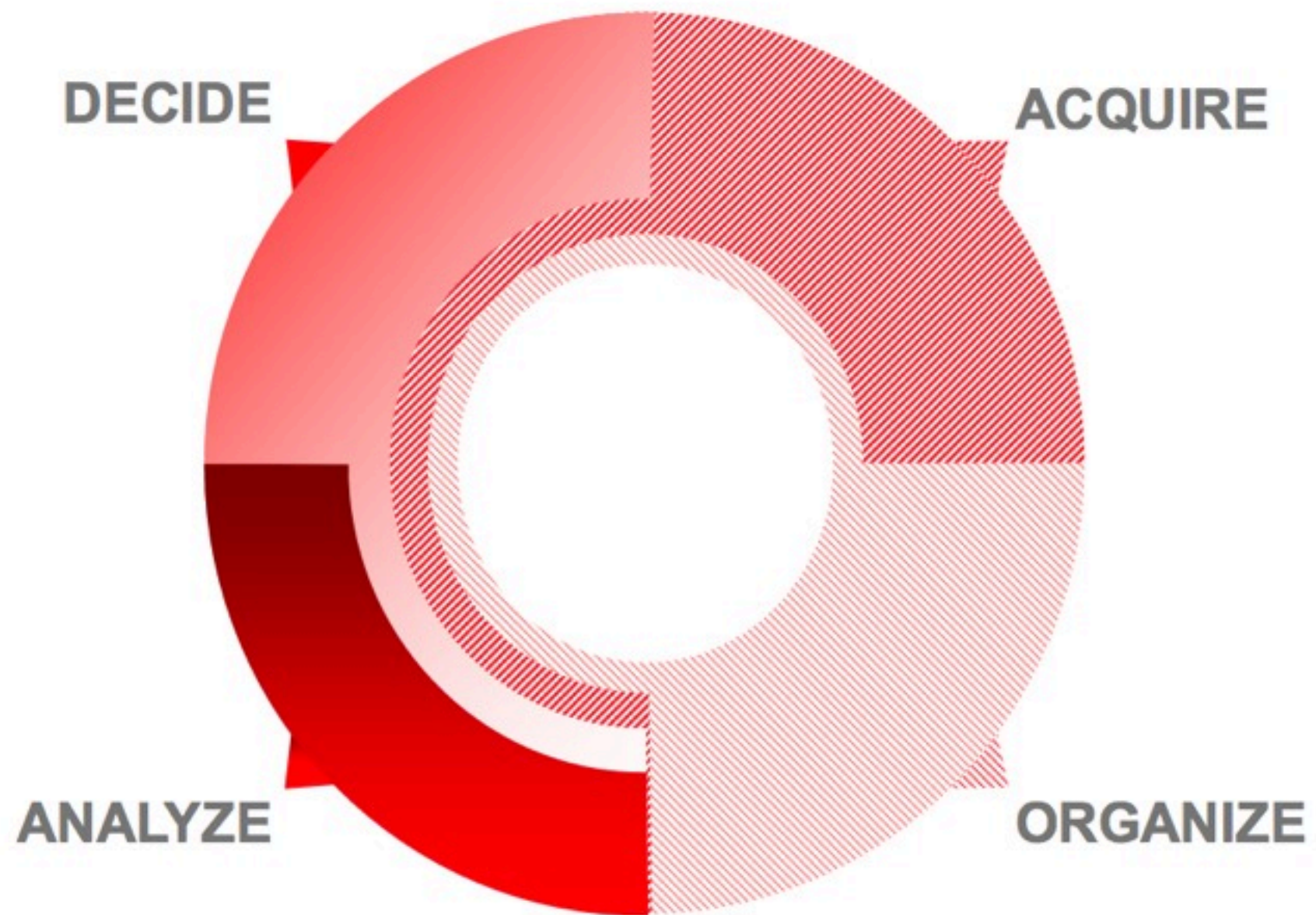
VARIETY

VOLUME

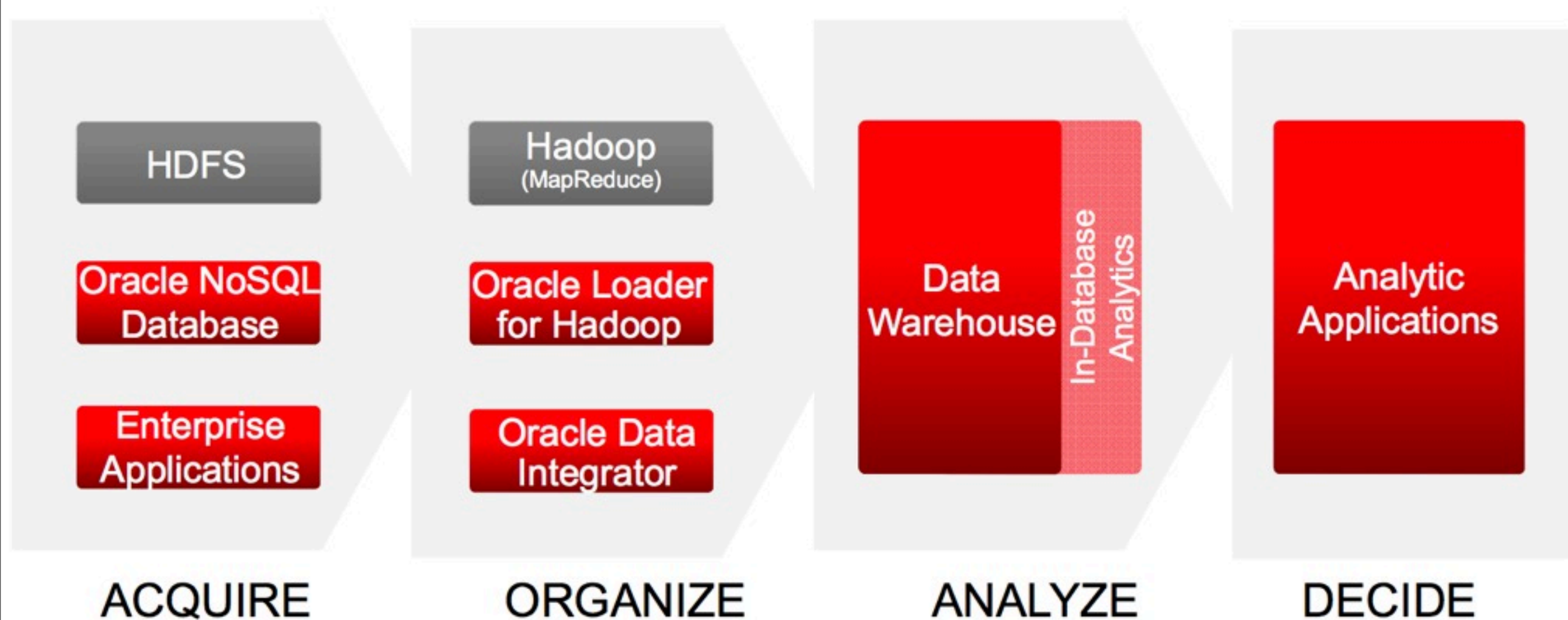
VELOCITY

VARIETY

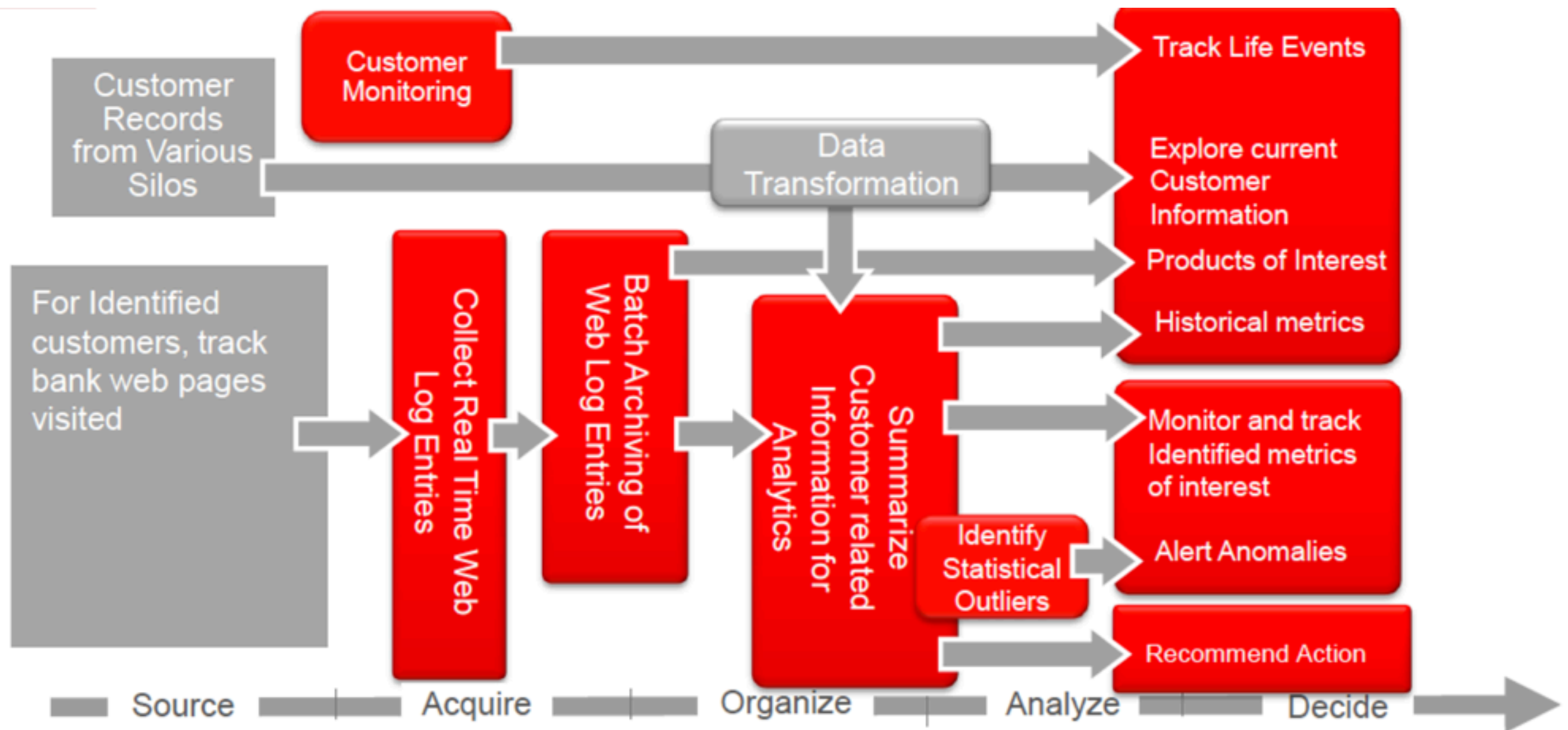
# BIG Data in action



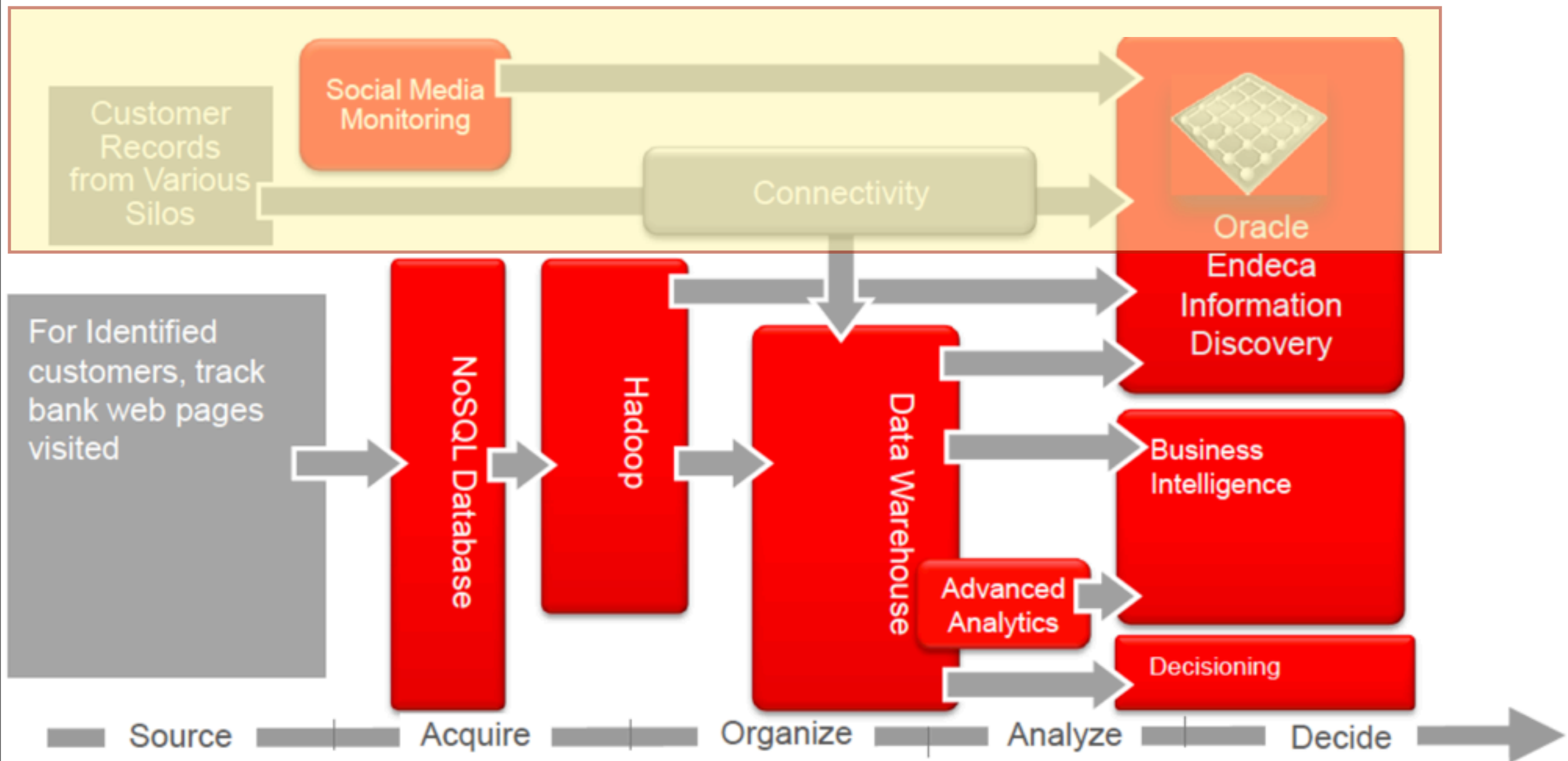
# Big Data Oracle Solution Stack



# Sample BIG Data Flow



# BIG Data Software Components



# Further reading...

<http://arup.blogspot.com/2013/06/demystifying-big-data-for-oracle.html>

Friday, June 07, 2013

## Demystifying Big Data for Oracle Professionals

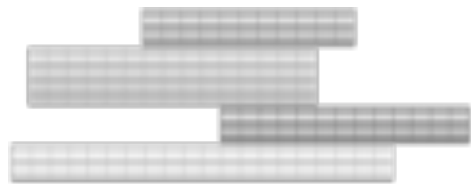
Ever wonder about Big Data and what exactly it means, especially if you are already an Oracle Database professional? Or, do you get lost in the jargon warfare that spews out terms like Hadoop, Map/Reduce and HDFS? In this post I will attempt to explain these terms from the perspective of a traditional database practitioner but getting wet on the Big Data issues by being thrown in the water. I was inspired to write this from the recent incident involving NSA scooping up Verizon call data invading privacy of the citizens.

# Structured vs Non-Structured Data

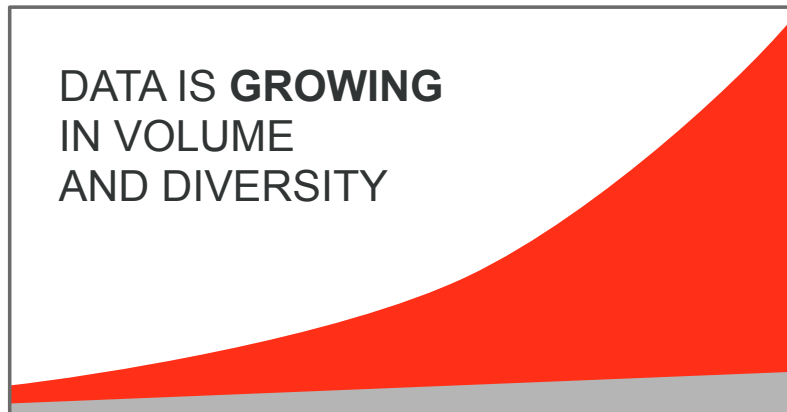


**MOSTLY TEXT, AND  
DIVERSE SCHEMAS**

**XML**



DATA IS **GROWING**  
IN VOLUME  
AND DIVERSITY



DATA CAN BE **DIRTY** OR  
OF **UNCERTAIN VALUE**

— **20% STRUCTURED** —

**80% UNSTRUCTURED** —

**Business Intelligence  
and Data Warehouses**



**Text in Enterprise  
Applications**



**Enterprise Content Systems,  
File Systems, Email**



**Websites**



**Social Media**



**Big Data**



# Oracle Endeca (OEID)

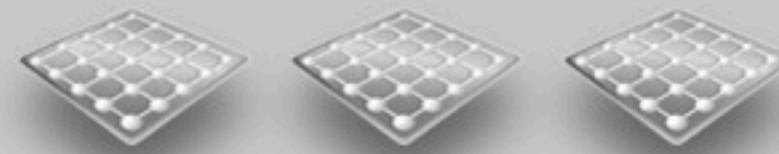
## Studio

Intuitive Exploration and Analysis  
Create and Share Apps



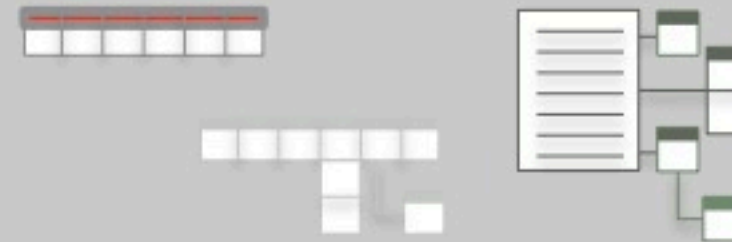
## Endeca Server

Hybrid Search/Analytical Database  
In-Memory Architecture

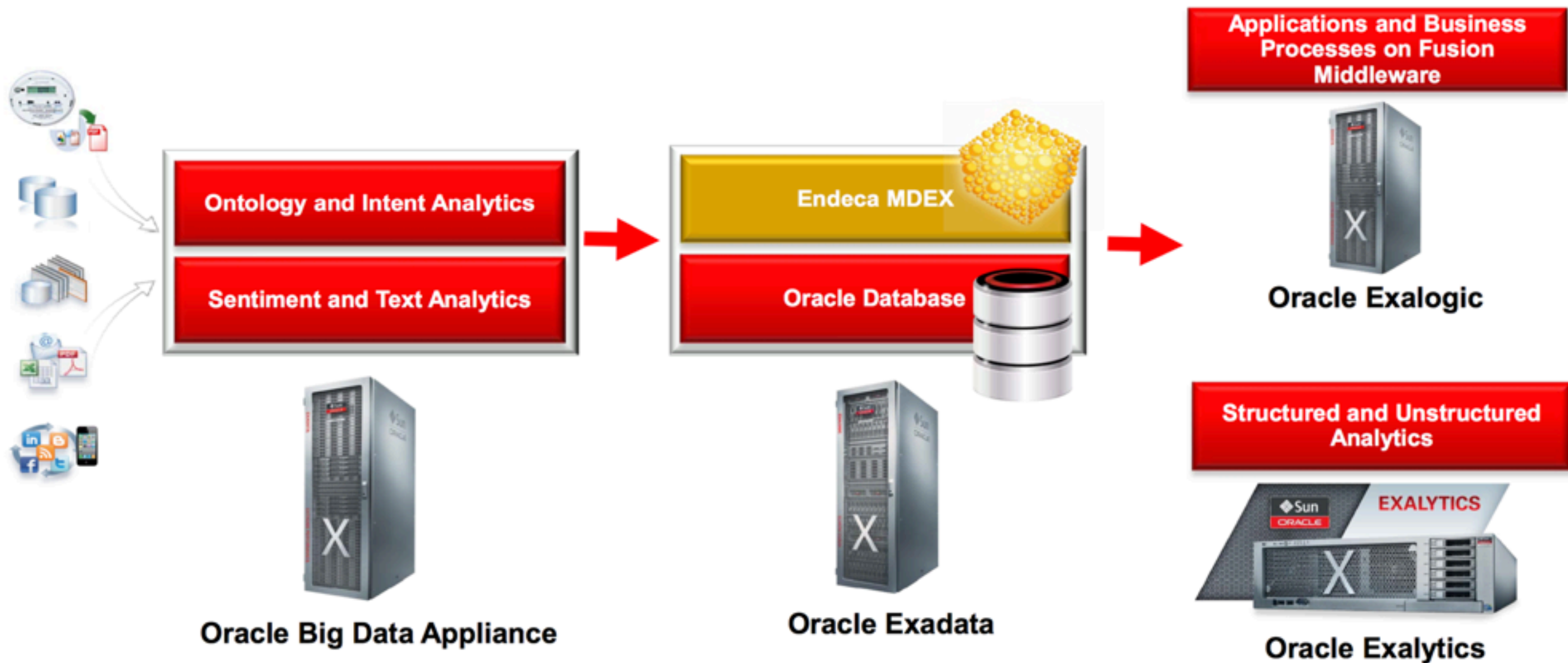


## Integration Suite

Data Integration and Enrichment  
Structured and Unstructured



# Structured and unstructured DMS



# BIG Data

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## DEMONSTRATION

# Integration With APEX

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- BIG Data -> APEX
  - After Acquire, Organize (and Analyze) read from DB
  - Use WebServices (SOAP for Endeca)
  - Use iFrame/Url region in APEX to show BIG Data info
- APEX -> BIG Data
  - Read data from Oracle DB
  - Call APEX app in iFrame/WebPart from Analyze app



# Summary



# Summary

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- What makes data “BIG Data”?
- Structured vs Non-Structured
- BIG Data in Action
- Big Data Oracle Solution Stack
- Oracle Endeca
- Live Demo(s)
- Integration with APEX



# Q&A

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