



# Hewlett Packard Enterprise

A haystack of needles

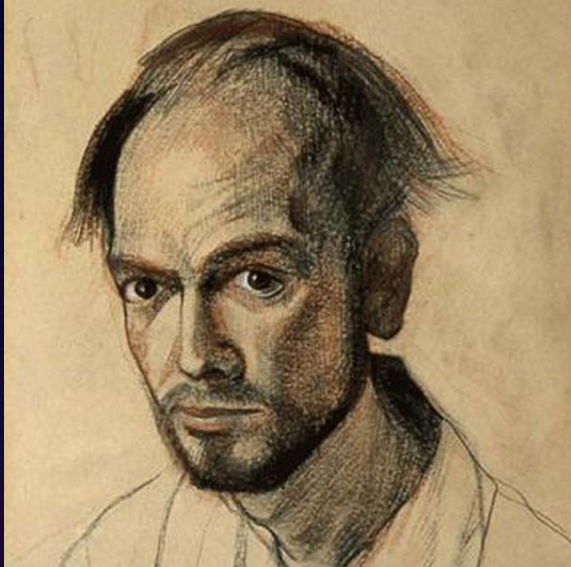
Why every company needs a data and edge strategy?

Till Stimberg, Hybrid IT Business Unit, DACH & Russia,  
Hewlett Packard Enterprise



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1. The haystack
2. The next era
3. The gap
4. The need to act

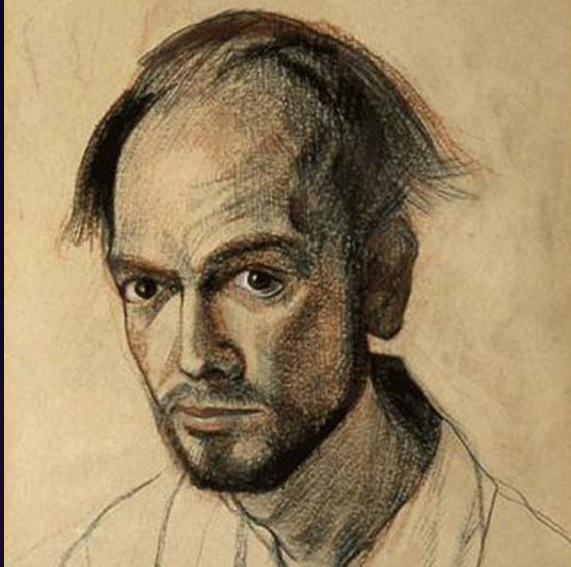


1967

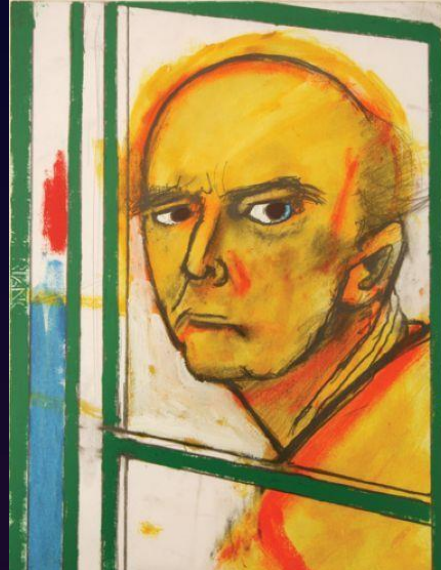
William Utermohlen  
\* 1933 † 2007

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Courtesy of Chris Boicos Fine Arts, Paris



1967

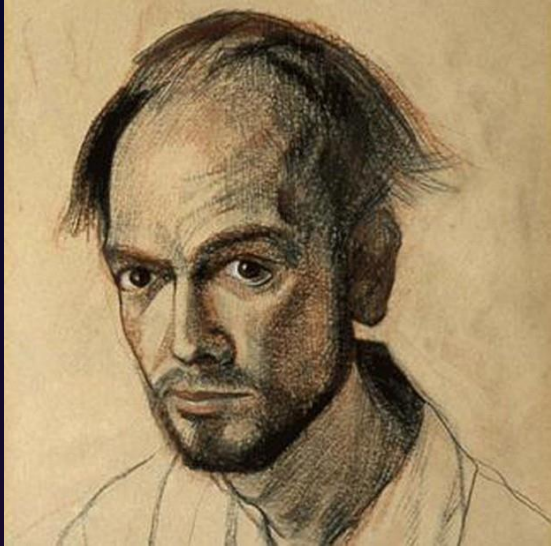


1996

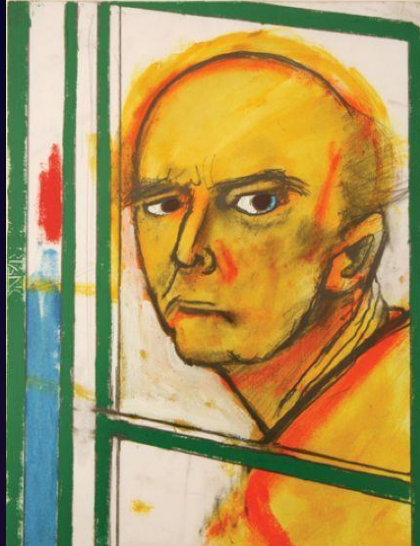
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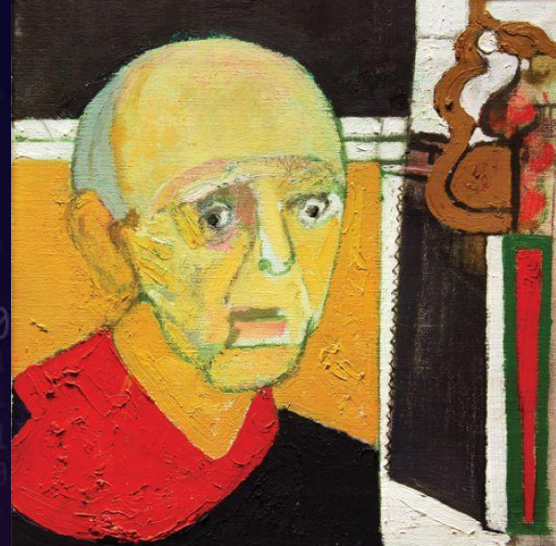
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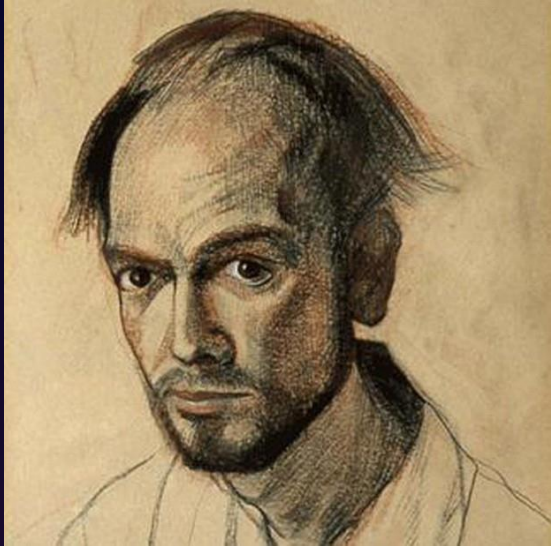


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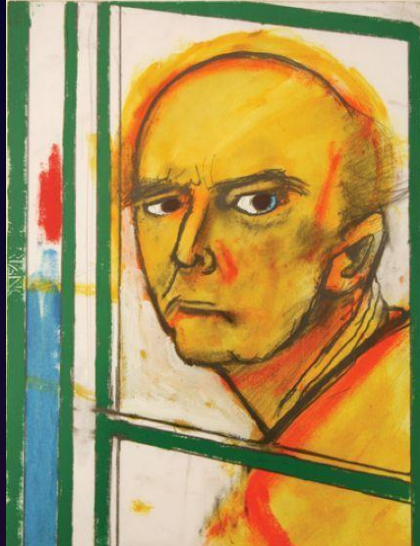


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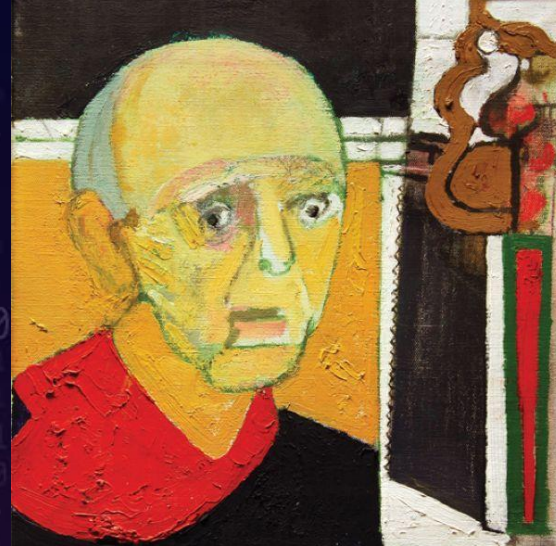
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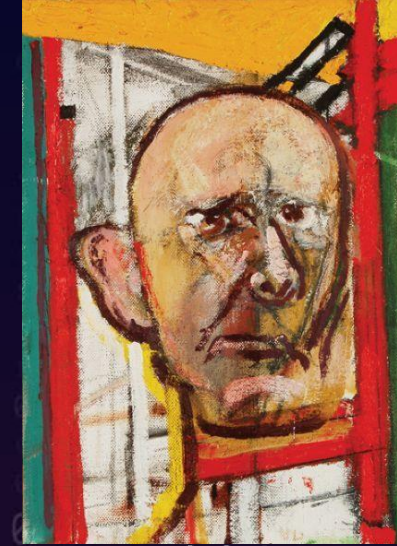
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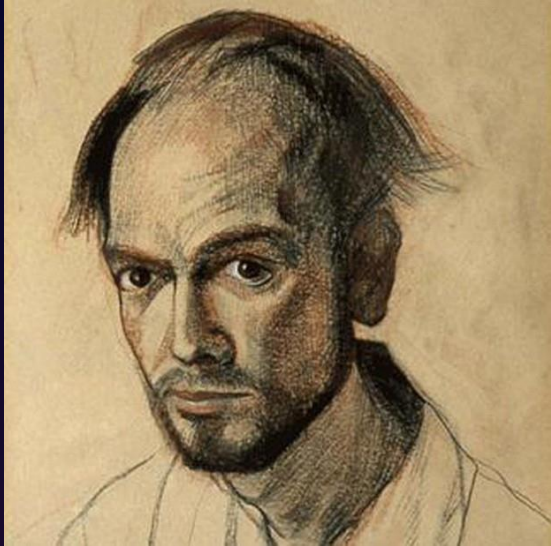


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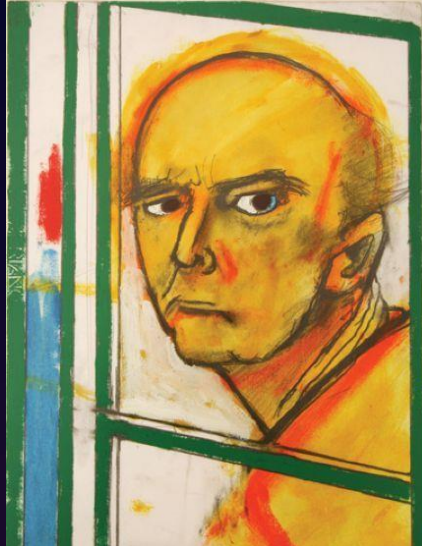


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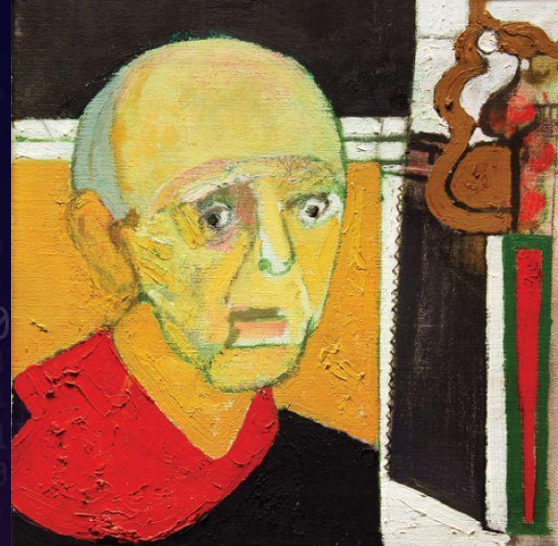
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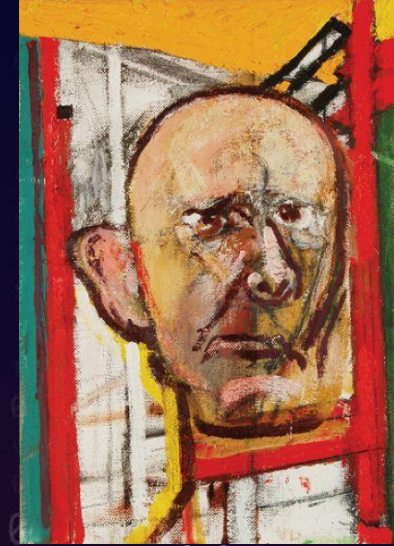
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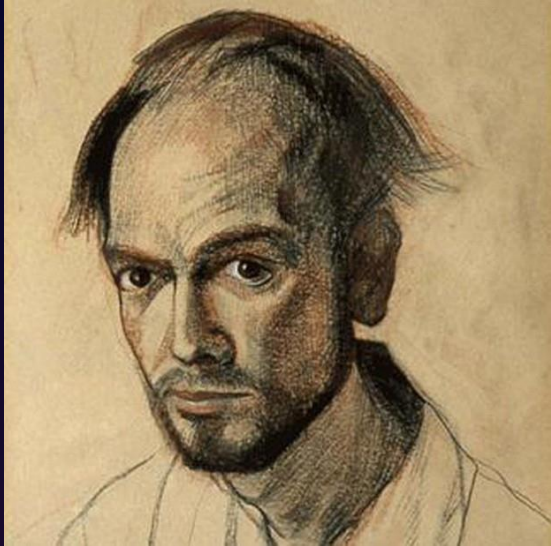
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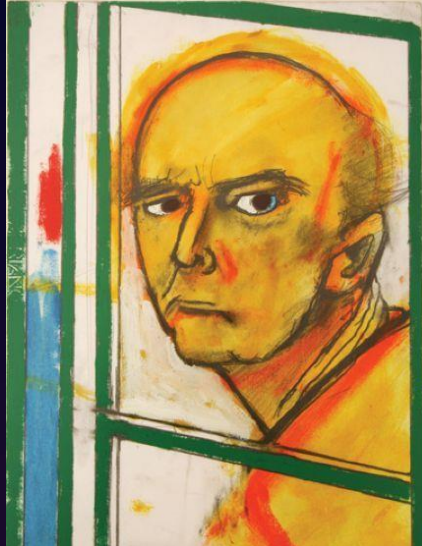
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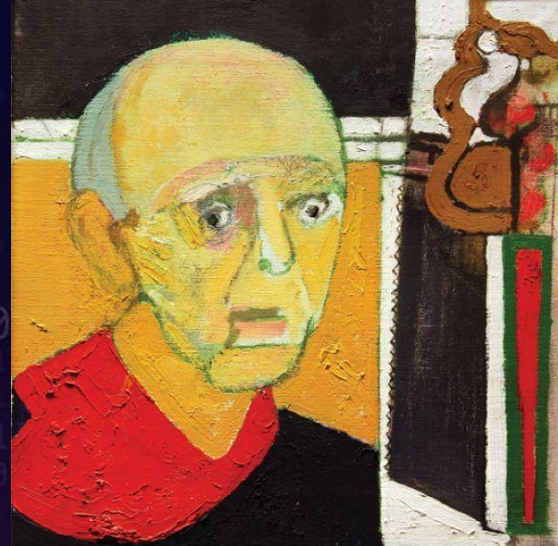
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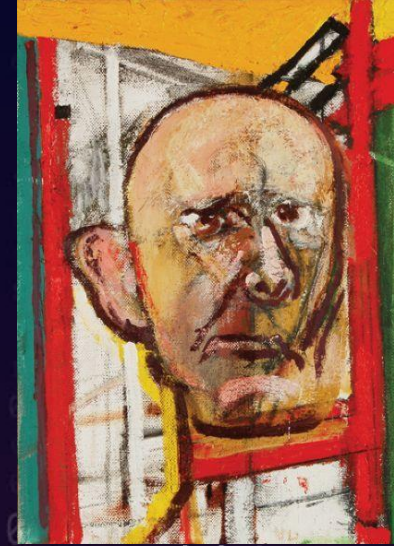
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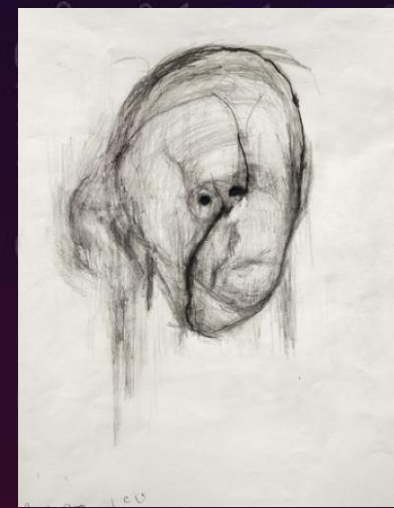


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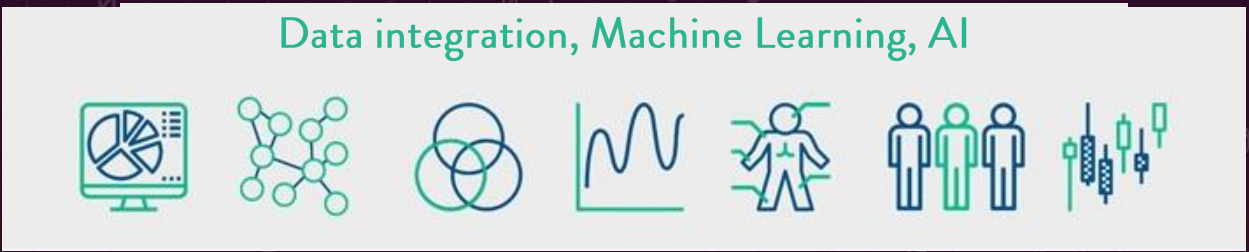
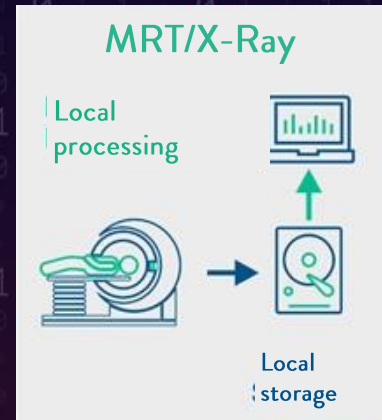
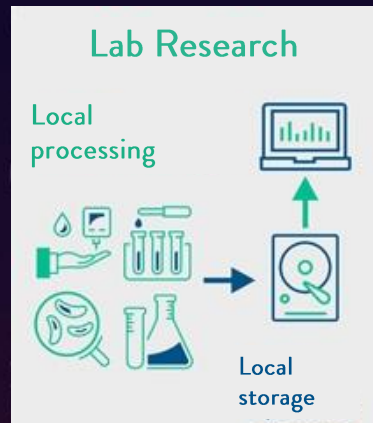
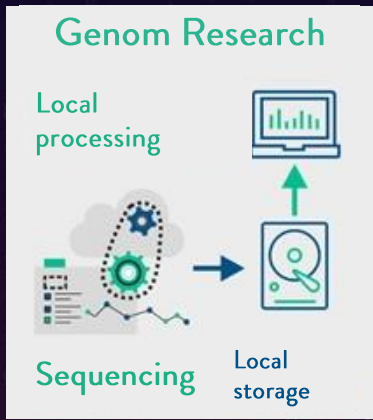
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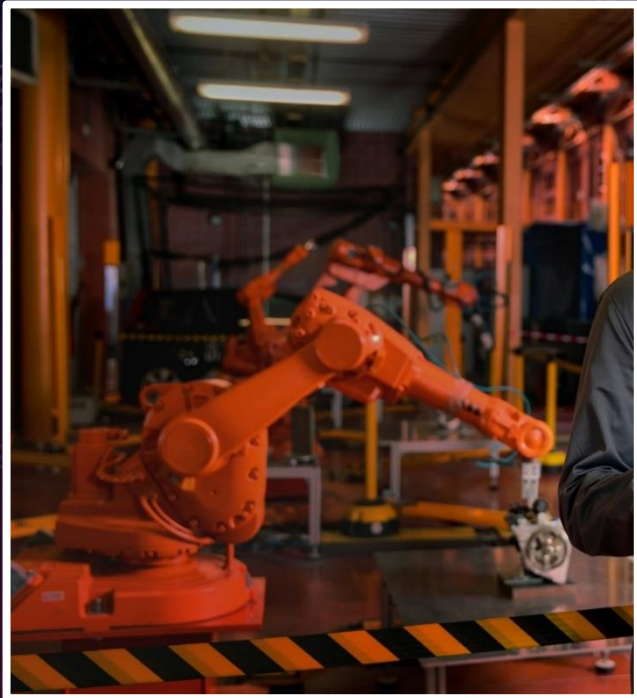


# Fighting Alzheimer - Long-term study by DZNE



It happens across all industries

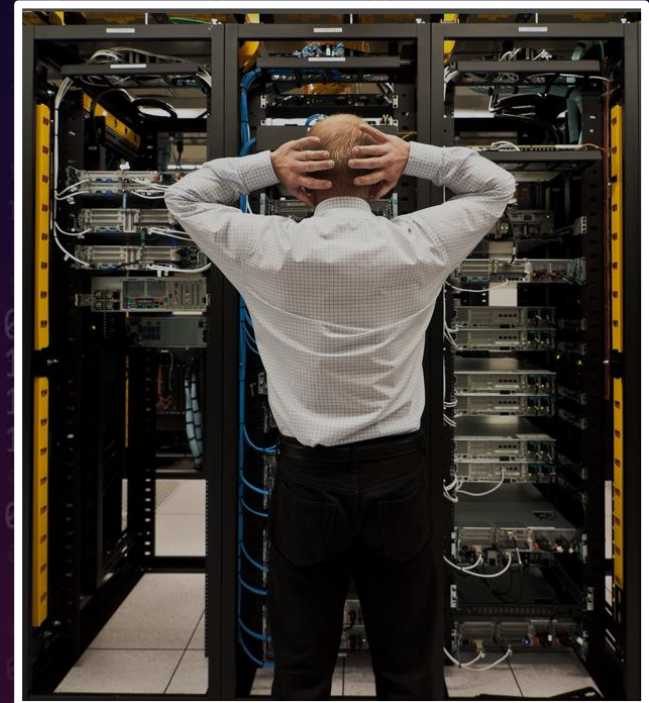
Manufacturing



Finance



IT Infrastructure





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# From distributed to centralized to ...

Mainframe  
Centralized  
1960-1970



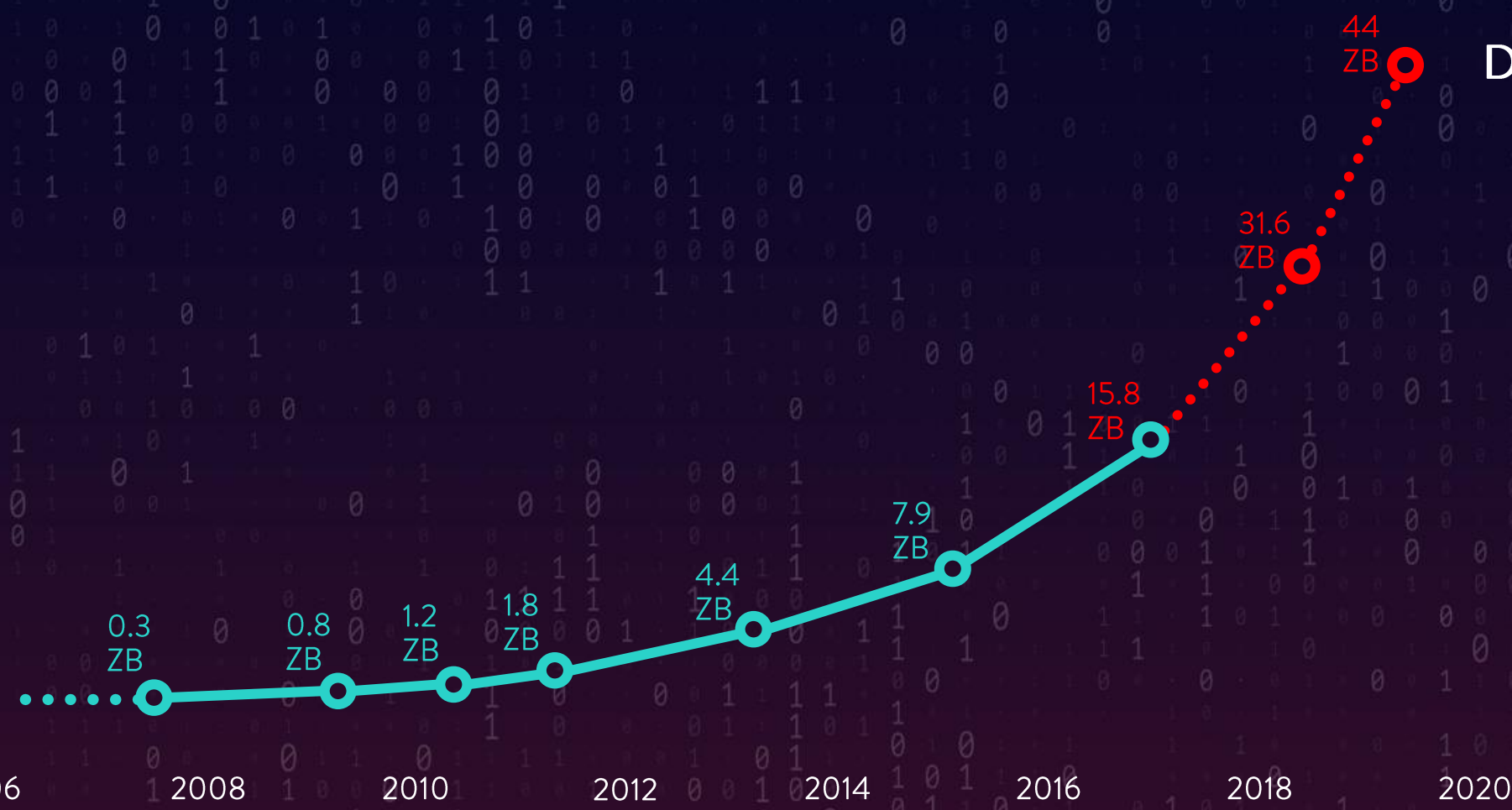
Client-Server  
Distributed  
1980-2000



Mobile-Cloud  
Centralized  
2005+



# Data Volumes



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# From “Systems of record” to “Systems of action”

Structured data

40 petabytes

Walmart’s transaction database<sup>3</sup>

Human interaction data

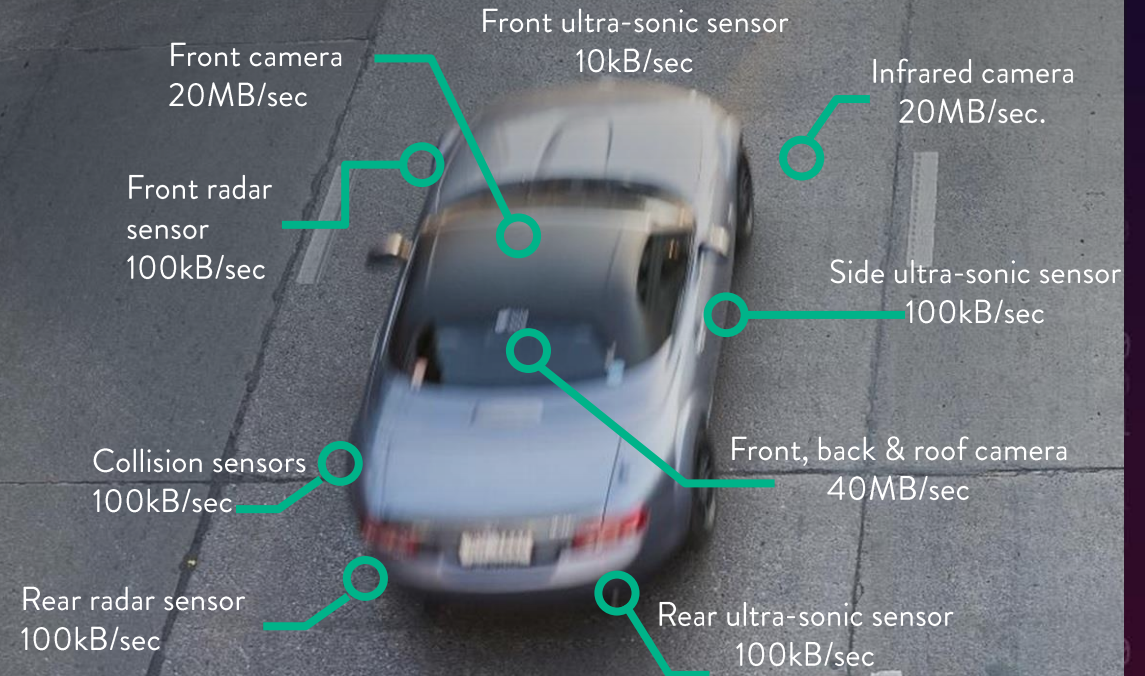
4 petabytes/day

per-day posting to Facebook<sup>2</sup>

Digitization of Analog Reality

40,000 petabytes/day<sup>1</sup>

10m self-driving cars by 2020



1 Driver assistance systems only  
2 Across 1.1 active billion users, May 2016. 4kB per active user  
3 2017

2018

10%

of all Enterprise Data is generated and processed outside the Datacenter

2018

10%

of all Enterprise Data is generated and processed outside the Datacenter

2022

75%

of all Enterprise Data is generated and processed outside the Datacenter



# The Edge has arrived

Mainframe  
Centralized  
1960-1970



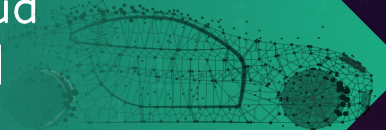
Client-Server  
Distributed  
1980-2000



Mobile-Cloud  
Centralized  
2005+



Edge to Cloud  
Distributed  
2020+

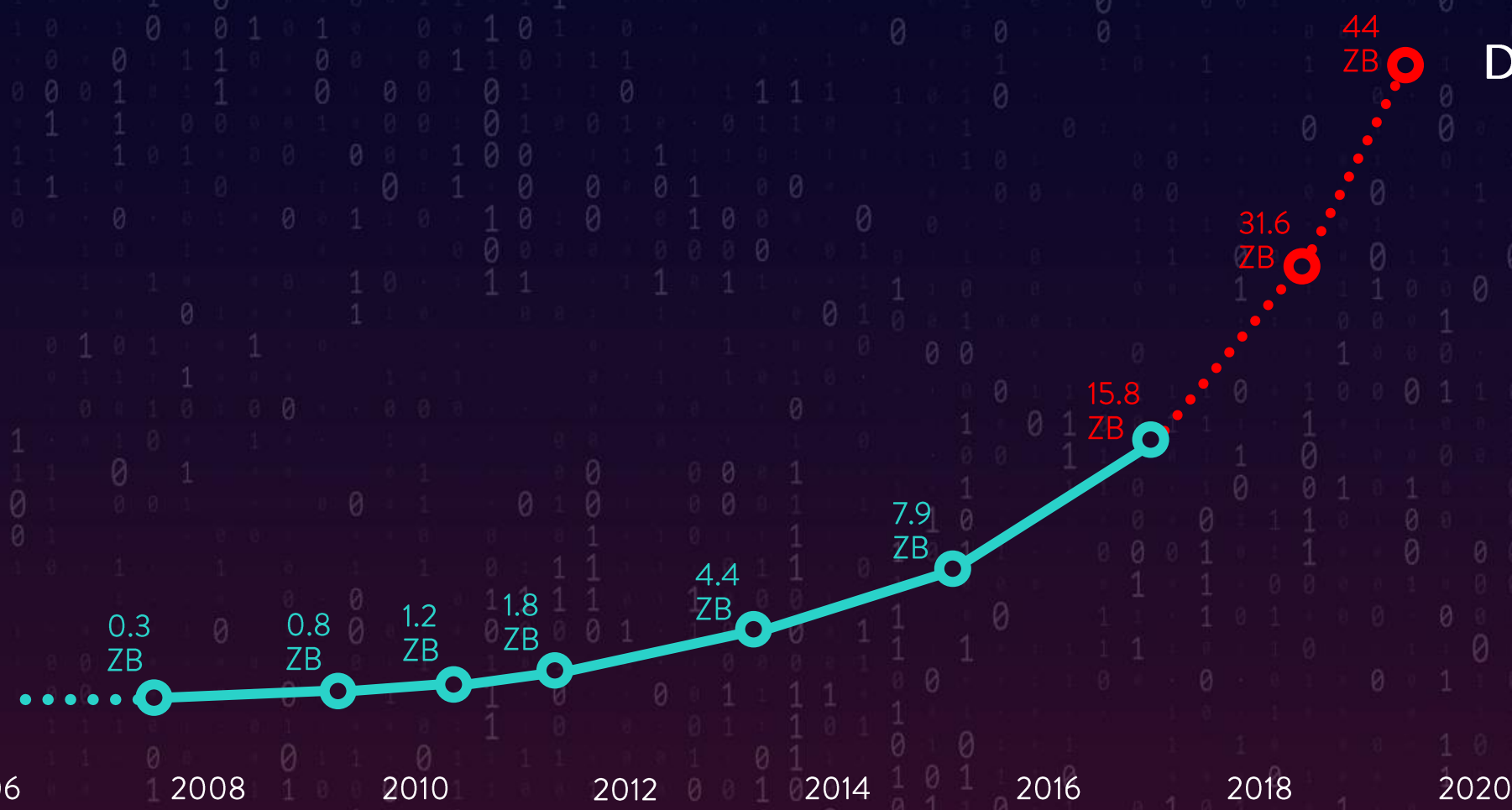




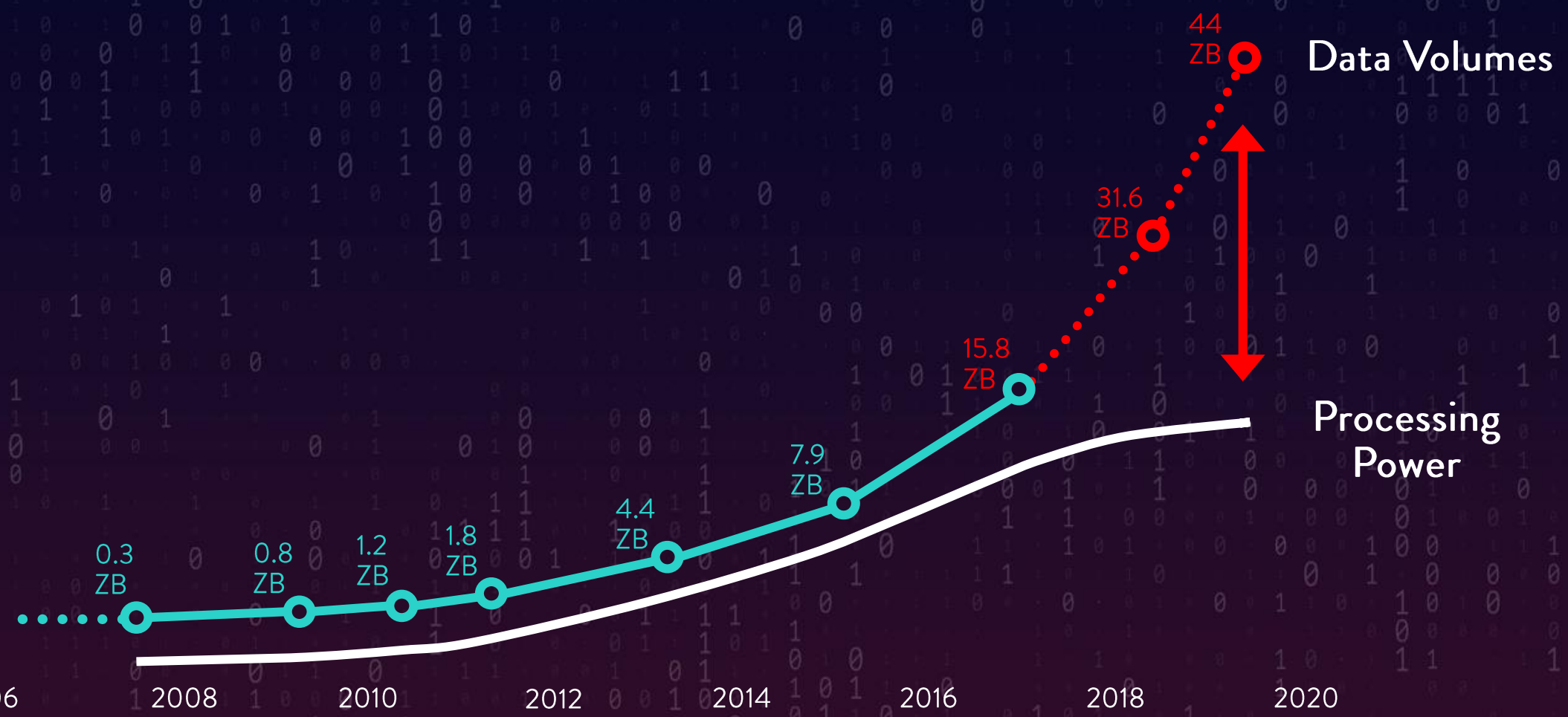
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# Data Volumes



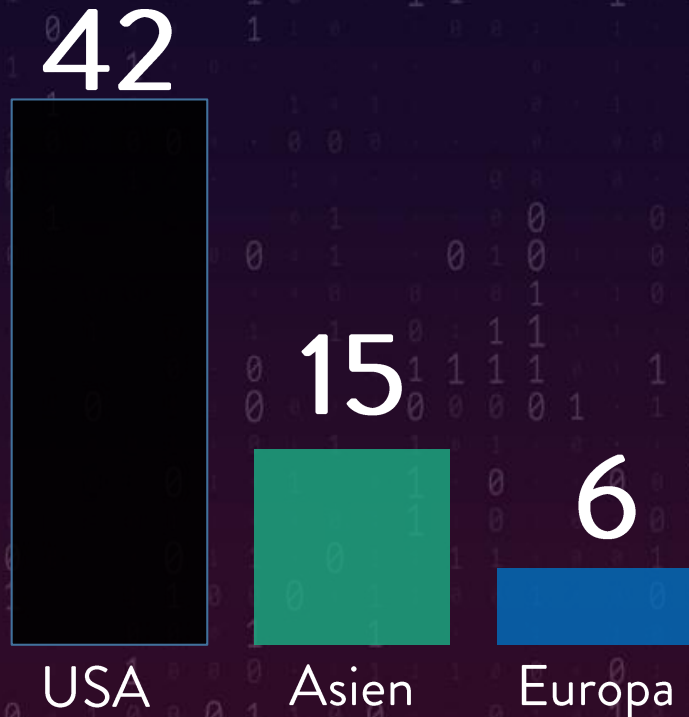
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94%

of the data is not used

B\$ Venture Capital  
4th quarter 2018



KPMG Venture Pulse

% Venture Capital  
Artificial Intelligence, 2018



CB Insights

Are we all doomed?

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# Investing into technologies to help you succeed

AI for IT Operations



AI/ML/Big Data Analytics  
from Edge to Cloud



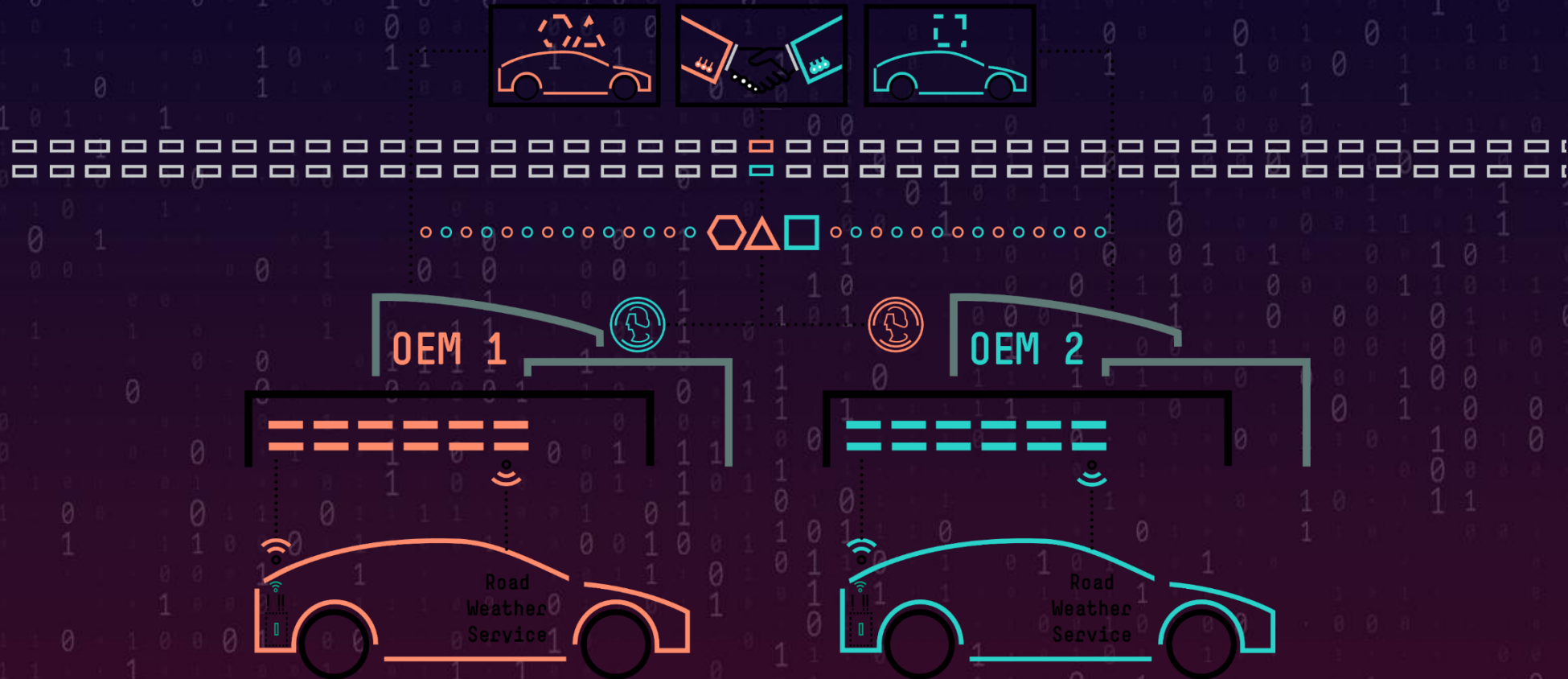
bluedata®



MAPR®

# Swarm Intelligence for connected mobility

## Blockchain based platform for car data sharing



“ Business success contains the seeds of its own destruction.

Success breeds complacency. Complacency breeds failure. Only the paranoid survive ”

Andrew S. Grove



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THANK YOU

Till Stimberg, Hybrid IT Business Unit, DACH & Russia, Hewlett Packard Enterprise