




Big Data, Cloud Computing and Ekonomi Digital



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Digital Economy

- Digital economy refers to an economy that is based on digital computing technologies.
- The digital economy is also sometimes called the Internet Economy, the New Economy, or Web Economy (Wikipedia)
- Ekonomi Digital sebagai New Economy
 - Ekonomi
 - Teknologi Informasi (internet)

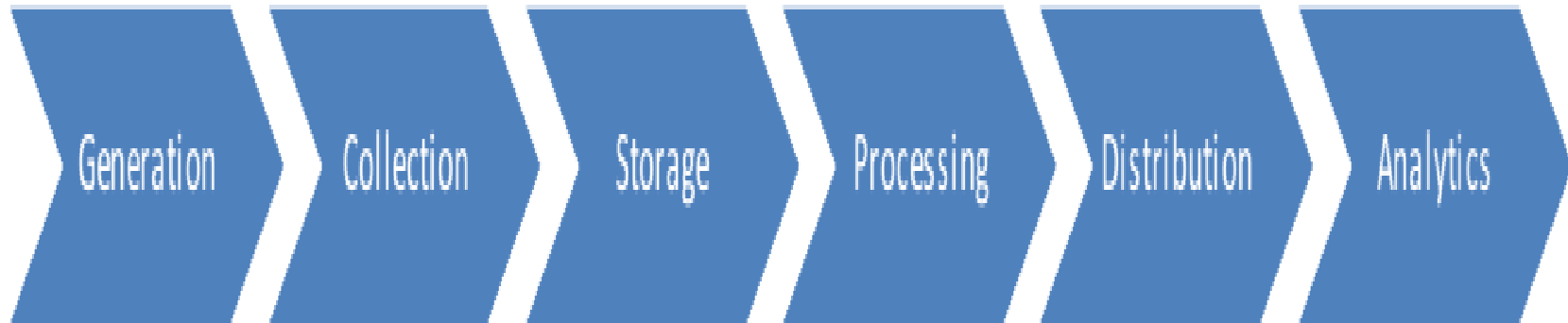


Big Data

- Big Data refers to the flood of digital data from many digital earth sources, including sensors, digitizers, scanners, numerical modeling, mobile phones, Internet, videos, e-mails and social networks etc.
- Characteristics
 - 5V : Volume, Velocity, Variety, Veracity and Value → meningkatkan kualitas kehidupan, pekerjaan, dan kemakmuran



Siklus hidup dan rantai nilai data



- Declining costs along the data value chain have been a significant driver of the increasing generation and use of data, as well as the accelerated migration of socioeconomic activities to the Internet, due to the wide adoption of e-services in an increasingly participative web.



Potensi bigdata & ekonomi digital

- Opportunity big data dalam ekonomi digital
 - sumber potensial untuk mendrive business revenues maupun membuat peluang baru → inovasi terkait dengan produktivitas dan kompetisi
 - How we live, think and work (Mayer-Schönberger and Cukier 2013) → perilaku dapat terdeteksi dengan lebih baik → contoh2 risetnya di area pervasive computing, awareness computing, affective computing



Cloud computing

- Cloud computing is the delivery of computing services—servers, storage, databases, networking, software, analytics and more—over the Internet (“the cloud”).
- Sebagai utilitas kelima (setelah air, listrik, gas dan telepon)



Why Cloud computing

- Cloud computing fokus dipeningkatan the **data storage and processing capacity**.
- In particular, for small and medium-sized enterprises (SMEs), but also for governments **that cannot, or do not want to**, make heavy upfront investments in ICTs, cloud computing enables organizations to pay for supercomputing resources via a pay-as-you-go model.



Layanan Cloud Computing

- Sifat : On demand, self service, Pay and Go
- Layanan cloud menjadi
 - Infrastruktur sebagai Layanan,
 - Platform sebagai Layanan dan
 - Perangkat Lunak sebagai Layanan
- Apa yang bisa dihasilkan integrasi Big Data Cloud computing dalam ekonomi digital ?



Terima kasih



Apa yang bisa dilakukan

- Pembuatan aplikasi dan layanan baru
- Media penyimpanan dan backup maupun recovery
- Host situs web dan blog
- Streaming audio dan video
- Layanan on demand
- Pembuatan Analisis data (identifikasi pola maupun prediksi)



Keuntungan

- Cost
- Speed
- Global scale
- Productivity
- Performance
- Reliability



Figure 2. Estimated worldwide data storage
in exabytes (billions of gigabytes)

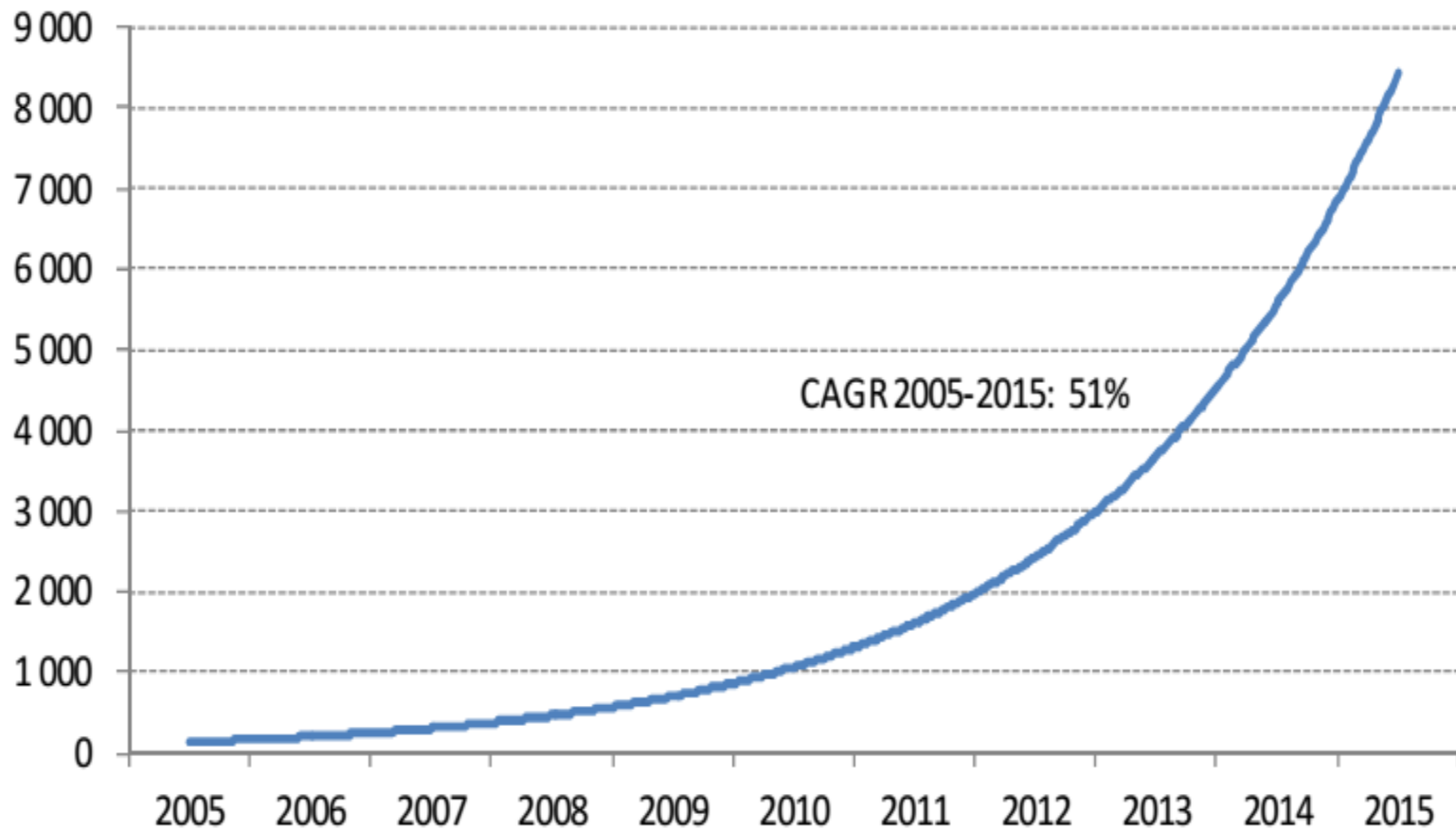




Figure 1: Digital megatrends

Which do you believe will have the greatest positive impact on your business over the next five years?

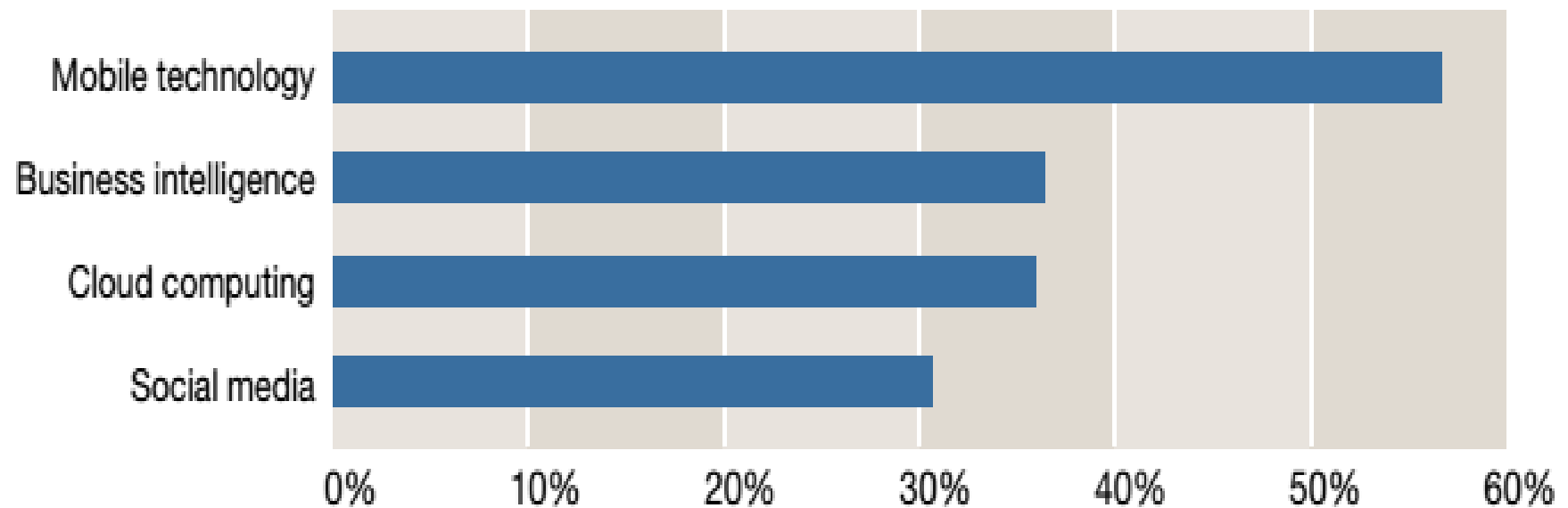




Figure 4: Executives turn their attention to the cloud

Please indicate the extent to which you agree or disagree with the following statements.
(% stating agree or agree strongly)

