



# **EmergiNet**

EXTRACTING VALUE FROM DATA

86%

62%



**(OPEN-SOURCE) BIG-DATA ANALYTICS IN THE CLOUD**



# O que são BIG-DATA ANALYTICS, SEARCH, CLOUD, e quem precisa disso?



chaordic



350348467368 A28 GetFolderContents comcast.comMENU0000000000408993 13 51297 000015E36F22 153 09517161197  
1350348467363 SetResumePoint espn.comTITL000000000089496 28 0 0000036B4BC9 106 0951942958201 Bal  
1350348467389 A28 GetFolderContents comcast.comMENU0000000000180296 10 297 000013DA3934 12602 09558405259  
1350348467400 A28 GetFolderContents comcast.comMENU0000000000360757 8 4585 000015D3736E 12601 0610223  
1350348467403 A28 GetFolderContents comcast.comMENU0000000000420458 10 1369 00001086A40E 135 87734002334  
1350348467405 AddSavedProgram tlc.comtitl1620566790150401 14 0 000041941578 167 8993212500037380 Pi  
1350348467413 A28 GetRootContents 10 1570 000003E8948D 163 0581810710102 HLLY 17954 xyz.xyz.xyz  
1350348467420 SetResumePoint sho.comXPTL0001339676908000 11 0 0000036FDEC2 108 0562717077602 Baltimo  
1350348467429 A25 GetAssociatedFolderContents SourceId: 14015 6 635 001AC33C1285 136 8773402201534092 Har  
1350348467425 A28 GetFolderContents comcast.comMENU0000000000354872 16 1337 000000ACE4CC 108 05627135848  
1350348467439 A28 GetFolderContents comcast.comMENU0000000000006259 10 1079 000002C2B2F8 108 09546622994  
1350348467447 A28 GetFolderContents comcast.comMENU0000000000165113 8 3075 000013B23A44 127 09589152424  
1350348467455 A28 GetSavedProgramsFolderContents 6 0 21305 xyz.xyz.xyz.123 a\_host.comc  
1350348467445 AddSavedProgram cbs.comXPTL0001349938121523 24 0 0000037F4802 111 8773102930108966 Der  
1350348467464 A28 GetFolderContents comcast.comMENU00000000000561743 1 8404 00000844A44 14801 0570516  
1350348467472 A28 GetFolderContents comcast.comMENU000000000005548 1 1 000008334D7 151 09530124005  
1350348467479 A28 GetFolderContents comcast.comMENU000000000001733 1 8404 000008334D7 151 09530124005  
1350348467485 A28 GetFolderContents comcast.comMENU000000000001977 15 2471 000011AA95F5 127 01720145753  
1350348467477 A28 GetFolderContents comcast.comMENU00000000000561731 30 2199 000041F0910D 108 05627444980  
1350348467500 ValidatePlayEligibility comcast.comCCDN10000000003315686 11 100 000001487333 154 09540123872  
1350348467490 SetResumePoint comedycentral.comXPTL0000000000144294 26 0 00004115CC38 114 87731031713  
1350348467512 A28 GetFolderContents comcast.comMENU0000000000001977 15 2456 000015B0961F 13703 0954411  
1350348467505 ValidatePlayEligibility nbc.comNBCU2012100400000450 28 96 00004178FFA0 187 0956955555903  
1350348467497 A28 GetFolderContents comcast.comMENU0000000000001358 45 2274 000013AB62A3 167 89932126700  
1350348467525 AddSavedProgram nbc.comNBCU2012100400000670 21 0 001AC326D812 158 2000110997508 Philade  
1350348467511 A28 GetFolderContents comcast.comMENU0000000000408783 38 506 000041393CDE 21305 15557793984  
1350348467549 A28 GetFolderContents comcast.comMENU0000000000177582 8 2364 0000014BDBE4 127 09520466971  
1350348467557 A28 GetFolderContents comcast.comMENU0000000000583113 7 1106 0000000D5A7F 112 87731021901  
1350348467517 A28 GetFolderContents comcast.comMENU0000000000001358 53 2297 000001091A32 127 01721146670  
1350348467554 SetResumePoint tlc.comtitl1620567970090401 26 0 00000077DA26 190 0952939784303 Washing

TURNING THIS





# Dados massivos e que já não cabem numa planilha Excel (VVV)

## SOURCES



### Order Processing

{ ORDER,2012-05-21T14:04:12.484,10098213,569281734,67.17.10.12,43CD1A7B8322,SA-2100



### Middleware Error

{ May 21 14:04:12.996 wl-01.acme.com Order 569281734 failed for customer 10098213.  
Exception follows: weblogic.jdbc.extensions.ConnectionDeadSQLException:  
weblogic.common.resourcepool.ResourceDeadException: Could not create pool connection. The  
DBMS driver exception was: [BEA][Oracle JDBC Driver]Error establishing socket to host and port:  
ACMEDB-01:1521. Reason: Connection refused



### Care IVR

{ 05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num:ServID:Type  
0:19:9, App 0, ANI T7998#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-  
13ae51a6d092, Trunk T451.16  
05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092  
CUSTID 10098213  
05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092



### Twitter





{ {actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link:  
"http://dallascowboys.com/",location:{displayName:"Dallas, TX",objectType:"place"},  
objectType:"person",preferredUsername:"B0ysF@n80",statusesCount:6072},body:"Just bought  
this POS device from @ACME. Doesn't work! Called, gave up on waiting for them to answer! RT if  
you hate @ACME!!",objectType:"activity",postedTime:"2012-05-21T16:39:40.647-0600"}



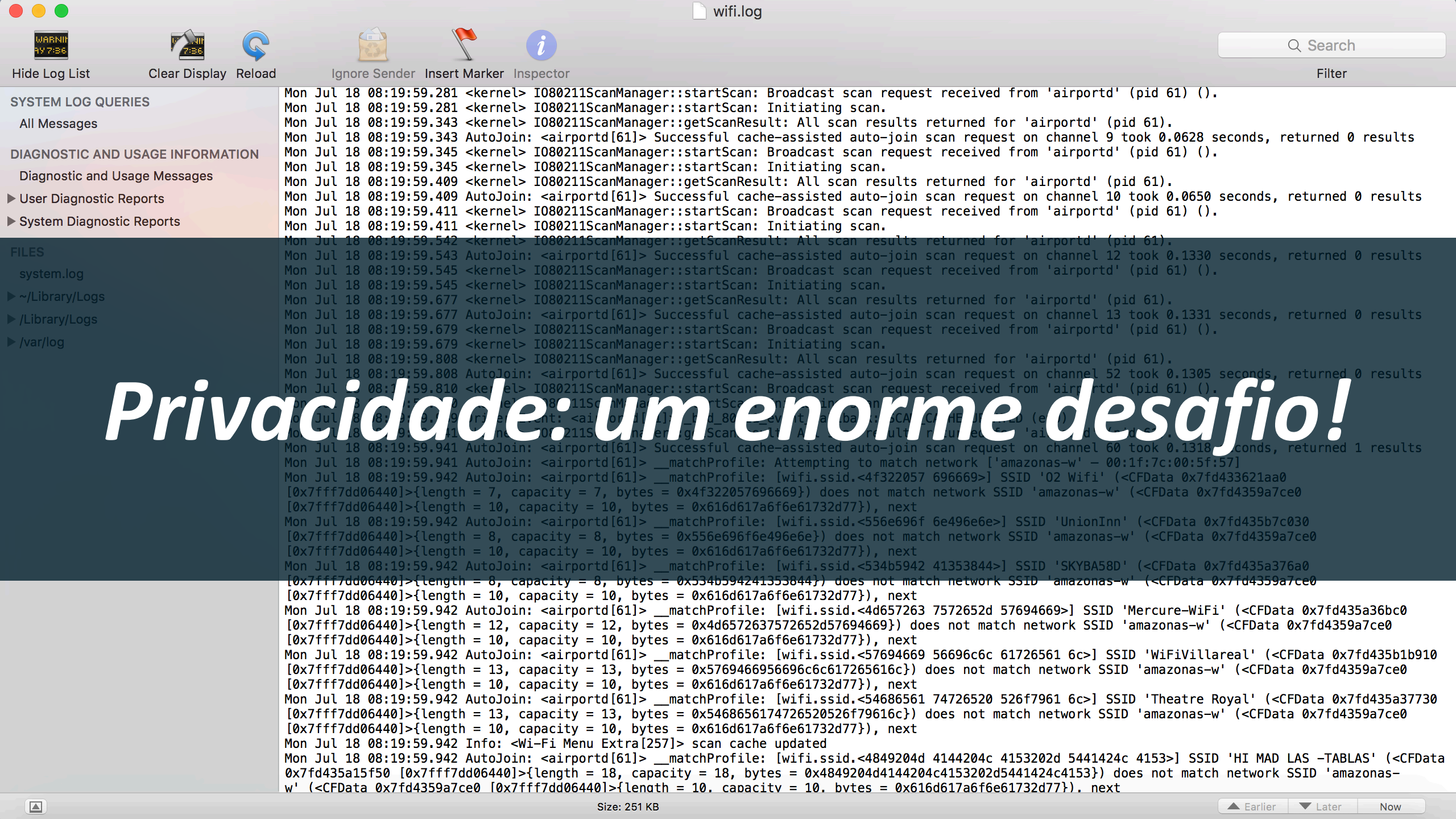


# Extraindo valor dos dados brutos (filtros, correlações)

**SOURCES**

-  **Order Processing**
  - ORDER,2012-05-21T14:04:12.484, **Customer ID** 10098213, **Order ID** 569281734, 67.17.10.12, 43CD1A7B8322, **Product ID** SA-2100
-  **Middleware Error**
  - May 21 14:04:12.996 wl-01.acme.com Order **Order ID** 569281734 failed for customer **Customer ID** 10098213.  
Exception follows: weblogic.jdbc.extensions.ConnectionDeadSQLException:  
weblogic.common.resourcepool.ResourceDeadException: Could not create pool connection. The  
DBMS driver exception was: [BEA][Oracle JDBC Driver]Error establishing socket to host and port:  
ACMEDB-01:1521. Reason: Connection refused
-  **Care IVR**
  - 05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num:ServID:Type  
**Time Waiting On Hold** 98#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-  
13ae51a6d092, trunk 1451.16
  - 05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092  
**CUSTID** 10098213 **Customer ID**
  - 05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092
-  **Twitter**
  - {actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link:  
"http://dallascowboys.com/",location:{dis **Twitter ID** "Dallas, TX",objectType **Customer's Tweet**  
objectType:"person",preferredUsername:"B0ysF@n80",statusesCount:6072},body:"Just bought  
this POS device from @ACME. Doesn't work! Called, gave up on waiting for them to answer! RT if  
you hate @ACME!!",objectType:"activity",postedTime:"2012-05-21T16:39:40.647-0600"}
  - Company's Twitter ID**





Privacidade: um enorme desafio!

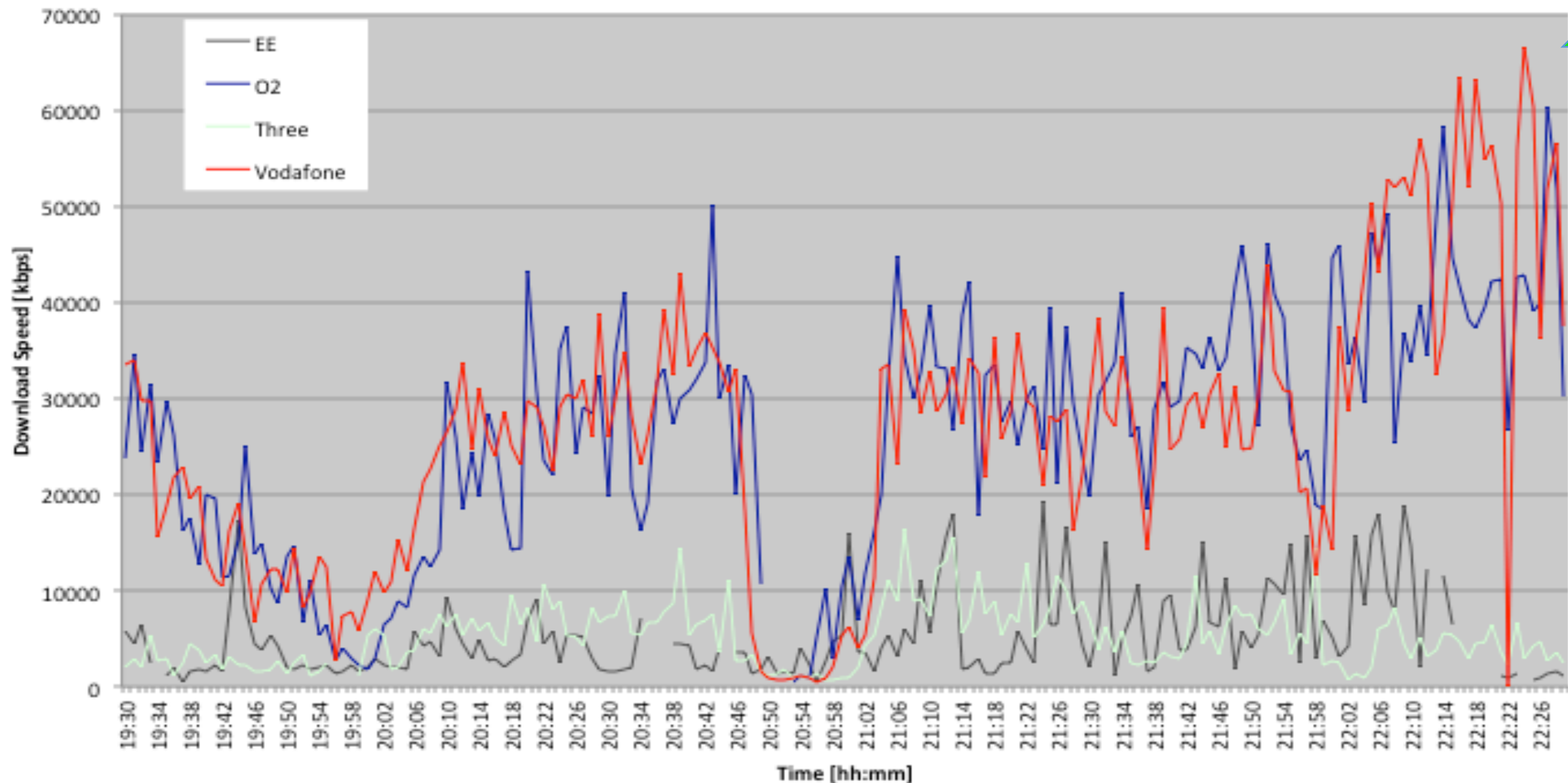




# Telecom Quality of Experience Olympics 2012-2016



# England vs. Wales - Rugby World Cup - Download Performance



Produced by the Smart Radio Team  
26.09.2015



# Revisão conceitual e Desafios

- Definição e utilidade: BIG-DATA ANALYTICS, SEARCH, CLOUD (Public, Private, On-Premises).
- Estado da arte: banda, armazenamento, processamento, computação distribuída (clusters);
- Aplicações em Infraestrutura e Telecom (call-center, eficiência energética, qualidade, geo-localização, otimização de redes e serviços, ofertas direcionadas, promoções, etc.)
- Privacidade, Escalabilidade, Segurança e Eficiência;
- O Brasil precisa **formar e desenvolver profissionais** com essas **Competências Digitais** (emerginet.org)





**EmergiNet**  
EXTRACTING VALUE FROM DATA

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