

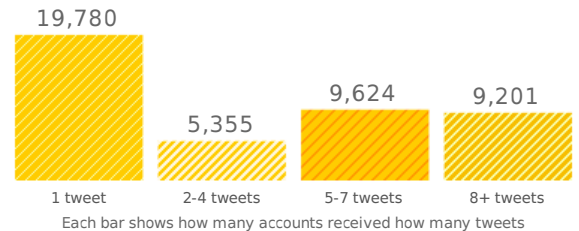
TweetReach Report for #sfbigdata

reach

43,960
accounts reached

exposure

492,596 impressions

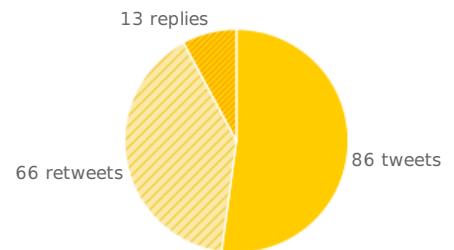
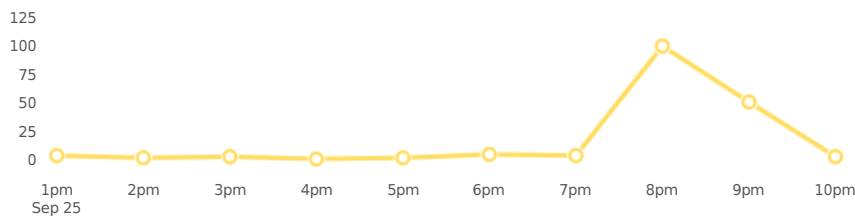


activity

165 tweets

26 contributors

10 hours



top contributors

highest exposure
176.6K impressions



most retweeted
18 retweets



@shawnrog

most mentioned
43 mentions



@shawnrog

most retweeted tweets

- 4** [shawnrog](#): I'm tired of the the 3V's its about complexity and work load scale and speed. [#SFBIGDATA](#)
about 6 hours ago
- 3** [shawnrog](#): A4: Making sure they have a compelling business issue to solve before jumping into the Big Data world. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago
- 3** [shawnrog](#): Q6: Pt2 Remember [#BigData](#) isn't just about Hadoop find [#BigData](#) opps across your environment. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

contributors

		Tweets	RTs	Impressions
1	TibcoSpotfire	59	13	176,571
2	shawnrog	33	18	170,452
3	YvesMulkers	5	0	42,305
4	datadoodle	18	6	25,776
5	NeilRaden	8	1	23,289
6	eric_kavanagh	1	0	14,627
7	BIScorecard	4	4	12,724
8	CutlerDave	3	0	6,681
9	Brett2point0	4	1	6,288
10	martymjm	1	0	3,554
11	igptec	2	0	1,966
12	biconnections	1	0	1,463
13	live2evolve	1	0	1,128
14	databaseguru	1	0	1,069
15	RonaldDamhof	1	0	866
16	amorriso	1	0	719
17	samanthastone	1	0	646
18	BPMForReal	1	0	543
19	garydata	1	0	531
20	PritimanPanda	2	1	474
21	mario_mh	1	0	270
22	TIBCOlive	12	0	219
23	billfranksga	1	0	203
24	sipeters10	1	0	95
25	megapractical	1	0	72
26	AliRebaie	1	0	65

tweets timeline

Sep 25, 2012 at 10:41pm UTC



[biconnections](#): RT @shawnrog: @NeilRaden @Brett2point0 @BIScorecard You've been quoted the [#SFBigData](#) [#Storify](#) story "A Big Data Discussion at TUCON" ht ...
about 4 hours ago



[TibcoSpotfire](#): Recap: [ow.ly/dZri7](#) RT @amorriso: Great [#tucon2012](#) Q&A session with @TibcoSpotfire & key analysts last hr on twitter-see [#sfbigdata](#)
about 4 hours ago

Sep 25, 2012 at 10:00pm UTC



[CutlerDave](#): Missed today's @TIBCOspotfire [#BigData](#) Q&A w/top analysts @ [#TUCON2012](#)? Here's a Storify recap via @ShawnRog [bit.ly/SkEenv](#) [#SFBigData](#)
about 5 hours ago



[amorriso](#): Great [#tucon2012](#) Q&A session with @TibcoSpotfire & key analysts last hr on twitter - see [#sfbigdata](#)
about 5 hours ago



[megapractical](#): RT @TibcoSpotfire: "A [#BigData](#) Discussion at TUCON" A @Storify recap of [#SFBigData](#) at [#TUCON2012](#) deom @shawnrog [ow.ly/dZpRc](#)
about 5 hours ago



[YvesMulkers](#): RT @TibcoSpotfire: "A [#BigData](#) Discussion at TUCON" A @Storify recap of [#SFBigData](#) at [#TUCON2012](#) deom @shawnrog [ow.ly/dZpRc](#)
about 5 hours ago



[YvesMulkers](#): RT @AliRebaie: RT @TibcoSpotfire: "A [#BigData](#) Discussion at TUCON" A @Storify recap of [#SFBigData](#) at [#TUCON2012](#) @shawnrog [t.co/Gt](#) ...
about 5 hours ago



[AliRebaie](#): RT @TibcoSpotfire: "A [#BigData](#) Discussion at TUCON" A @Storify recap of [#SFBigData](#) at [#TUCON2012](#) @shawnrog [ow.ly/dZpRc](#)
about 5 hours ago



[TibcoSpotfire](#): "A [#BigData](#) Discussion at TUCON" A @Storify recap of [#SFBigData](#) at [#TUCON2012](#) deom @shawnrog [ow.ly/dZpRc](#)
about 5 hours ago



[NeilRaden](#): RT @shawnrog: I'm tired of the the 3V's its about complexity and work load scale and speed. [#SFBIGDATA](#)
about 5 hours ago



[shawnrog](#): @NeilRaden @Brett2point0 @BIScorecard You've been quoted the [#SFBigData](#) [#Storify](#) story "A Big Data Discussion at TUCON" [sfy.co/f9ee](#)
about 5 hours ago



[shawnrog](#): @mgualtieri @igptec You've been quoted the [#SFBigData](#) [#Storify](#) story "A Big Data Discussion at TUCON" [sfy.co/f9ee](#)
about 5 hours ago



[shawnrog](#): @shawnrog @datadoodle @TibcoSpotfire You've been quoted the [#SFBigData](#) [#Storify](#) story "A Big Data Discussion at TUCON" [sfy.co/f9ee](#)
about 5 hours ago



[shawnrog](#): A Big Data Twitter Discussion at TUCON [sfy.co/f9ee](#) [#sfbigdata](#) [#tucon2012](#)
about 5 hours ago



[TIBCOlive](#): @TibcoSpotfire Thanks! Great tweet chat! [#SFBigData](#)
about 5 hours ago



[NeilRaden](#): @TibcoSpotfire depends how you define data scientist, but in general, I'd say no. Marketing still has to do marketing. [#tucon2012](#) [#SFBigData](#)
about 5 hours ago

[TibcoSpotfire](#): RT @igptec: @TibcoSpotfire A10 adoption,



training, maturity [#SFBigData](#)

about 5 hours ago



[databaseguru](#): RT [@shawnrrog](#): Q10: Pt2 Lack of skills to manage NoSQL environments is a close second on our list. [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[TibcoSpotfire](#): RT [@NeilRaden](#): "[@TibcoSpotfire](#): [@neilraden](#) Is data scientist right "conductor" for the job? [#SFBigData](#)" have a look at [t.co/tyXFd](#) ...

about 5 hours ago



[NeilRaden](#): "[@TibcoSpotfire](#): [@neilraden](#) Is data scientist right "conductor" for the job? [#SFBigData](#)" have a look at [Hiredbrains.wordpress.com](#). Lots on this

about 5 hours ago



[TibcoSpotfire](#): This has been great! Thanks again for tuning in & TY to the analysts for their responses. Follow [#TUCON2012](#) for TUCON updates. [#SFBigData](#)

about 5 hours ago



[datadoodle](#): RT [@TibcoSpotfire](#): [@neilraden](#) Is a data scientist the right "conductor" for the job? [#SFBigData](#)

about 5 hours ago



[TibcoSpotfire](#): RT [@shawnrrog](#): Q10: Pt2 Lack of skills to manage NoSQL environments is a close second on our list. [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[TibcoSpotfire](#): [@neilraden](#) Is a data scientist the right "conductor" for the job? [#SFBigData](#)

about 5 hours ago



[datadoodle](#): A10 Scarcity of know-how, mechanisms to propagate insight too slow or awkward, as [@shawnrrog](#) said, lack of app mgt. [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[shawnrrog](#): Q10: Pt2 Lack of skills to manage NoSQL environments is a close second on our list. [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[NeilRaden](#): Q10 the [#bigdata](#) [#analytics](#) process involves multiple players in sequence from IT to SME collab & orchestration tough [#tucon2012](#) [#SFBigData](#)

about 5 hours ago



[TIBCOlive](#): RT [@TibcoSpotfire](#): Q10: What's the biggest roadblock to big data analytics? [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[shawnrrog](#): EMA Research shows #1 issue is Lack of Application Mgt. features in [#BigData](#) Solutions. This hurdle slowing adoption [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[TibcoSpotfire](#): Q10: What's the biggest roadblock to big data analytics? [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[TibcoSpotfire](#): Final Q coming up. Thanks for tuning in. HUGE thanks to [@datadoodle](#) [@BIScorecard](#) [@shawnrrog](#) [@neilraden](#) [@jgptec](#) for participating! [#SFBigData](#)

about 5 hours ago



[TIBCOlive](#): RT [@TibcoSpotfire](#): Q9: What value does tackling the big data challenge bring to an enterprise? [#SFBigData](#) [#TUCON2012](#)

about 5 hours ago



[shawnrrog](#): Q9: Pt2 Early [#BigData](#) analytics value stories demonstrate great value in \$\$\$ but also in new found flexibility [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[datadoodle](#): A9 Resolution in the big picture, new dimensions of observation, + still-to-discovered applications. Surprises ahead. [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[shawnrog](#): Q9: [#BigData](#) analytics value is rooted in speed, scale & complexity. Allows the Ent to do what we couldn't 10 yrs ago. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@Brett2point0](#): A8: [@mgualtieri](#) recently offered a "refreshing" answer to Q8... [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TibcoSpotfire](#): Q9: What value does tackling the big data challenge bring to an enterprise? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TibcoSpotfire](#): Only 2 Qs left. We hope everyone is enjoying this valuable insight from [@BIScorecard](#) [@igptec](#) [@shawnrog](#) [@datadoodle](#) & [@neilraden](#) [#SFBigData](#)
about 6 hours ago



[Brett2point0](#): [#BigData](#) predictive [#analytics](#) is like making wine: 1) put in big vat 2) mash it up 3) siphon the good 4) savor 5) bask 6) repeat [#SFBigData](#)
about 6 hours ago



[Brett2point0](#): A8: [@mgualtieri](#) recently offered a "refreshing" answer to Q8... [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[igptec](#): RT [@NeilRaden](#): [#tucon2012](#) [#SFBigData](#) Q4 [#bigdata](#) no different than [#bi](#) >informing people or process is only half the solution. Decisi ...
about 6 hours ago



[shawnrog](#): Q8: Pt2 [#BigData](#) powers deeper more accurate predictive models at speeds greatly eclipse performance just 2yrs ago. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@NeilRaden](#): [@TibcoSpotfire](#) [#tucon2012](#) [#SFBigData](#) Q8 the problem with predictive models is that they can tell u what is likely to happ ...
about 6 hours ago



[TibcoSpotfire](#): RT [@datadoodle](#): A8 See A7. It's a huge part, and will be even more so as PA becomes commonplace for non-analysts. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TIBCOlive](#): RT [@TibcoSpotfire](#): Q8: How does Predictive Analytics fit into the Big Data picture? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[igptec](#): [@TibcoSpotfire](#) it is more productive and efficient to turn big data a part of pred solution instead of a reactive one [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[NeilRaden](#): [@TibcoSpotfire](#) [#tucon2012](#) [#SFBigData](#) Q8 the problem with predictive models is that they can tell u what is likely to happen,not when it will
about 6 hours ago



[RonaldDamhof](#): RT [@NeilRaden](#): [#tucon2012](#) [#SFBigData](#) Q4 [#bigdata](#) no different than [#bi](#) >informing people or process is only half the solution. Decisi ...
about 6 hours ago



[TibcoSpotfire](#): RT [@NeilRaden](#): [@TibcoSpotfire](#) [#tucon2012](#) [#SFBigData](#) Q8 the real Killer app for predictive modeling will be optimization.
about 6 hours ago



[datadoodle](#): A8 See A7. It's a huge part, and will be even more so as PA becomes commonplace for non-analysts. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[billfranksga](#): RT [@shawnrog](#): Q6: Pt2 Remember [#BigData](#) isn't just about Hadoop find [#BigData](#) opps across your environment. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[NeilRaden](#): [@TibcoSpotfire](#) [#tucon2012](#) [#SFBigData](#) Q8 the real Killer app for predictive modeling will be optimization.
about 6 hours ago

Sep 25, 2012 at 9:00pm UTC



[shawnrog](#): Q8: Pt2 [#BigData](#) powers deeper more accurate predictive models at speeds that greatly eclipse performance just 2yrs ago. [#SFBigData](#)...
about 6 hours ago



[TibcoSpotfire](#): RT [@datadoodle](#): Well said! Yes. RT [@TibcoSpotfire @datadoodle](#) We'll take that to mean that you think it's an integral component. [#SFBigData](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@NeilRaden](#): [#tucon2012](#) [#SFBigData](#) Q4 [#bigdata](#) no different than [#bi](#) >informing people or process is only half the solution. Decisi ...
about 6 hours ago



[shawnrog](#): RT [@neilraden](#): [#SFBigData](#) Q4 [#bigdata](#) no different than [#bi](#) >informing people or process is only half the solution. Decision management...
about 6 hours ago



[Brett2point0](#): MT [@TibcoSpotfire](#): Q8: How does Predictive [#Analytics](#) fit into the [#BigData](#) picture? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[datadoodle](#): Well said! Yes. RT [@TibcoSpotfire @datadoodle](#) We'll take that to mean that you think it's an integral component. [#SFBigData](#)
about 6 hours ago



[NeilRaden](#): [#tucon2012](#) [#SFBigData](#) Q4 [#bigdata](#) no different than [#bi](#) >informing people or process is only half the solution. Decision management needed
about 6 hours ago



[shawnrog](#): Q8: Our research shows correlation between [#BigData](#) Investment & Predictive Analytics. Demand for Self serve rising. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TibcoSpotfire](#): [@datadoodle](#) We'll take that to mean that you think it's an integral component. [#SFBigData](#)
about 6 hours ago



[TibcoSpotfire](#): Q8: How does Predictive Analytics fit into the Big Data picture? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@datadoodle](#): A7 Is BD worth bothering with if you don't have data/discovery analytics? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[datadoodle](#): A7 Is BD worth bothering with if you don't have data/discovery analytics? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[NeilRaden](#): [#tucon2012](#) Q4. Data doesn't speak 4 itself.Looking only at data >>false negs/pos.OK 4 hypothesis formationNeed modeling formality [#SFBigData](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@shawnrog](#): A7: Pt2 [#BigData](#) is especially proficient at pre-processing petabyte scale data to power discovery analytics. [#SFBigData](#) # ...
about 6 hours ago



[shawnrog](#): A7: Pt2 [#BigData](#) is especially proficient at pre-processing petabyte scale data to power discovery analytics. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[TIBCOlive](#): RT [@TibcoSpotfire](#): Q7: Where do you think data/discovery analytics will fit in the big data solution set? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



[shawnrog](#): A7: Our research shows discovery analytics as a leading use case for [#BigData](#) Biz Analysts are the most popular user [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TibcoSpotfire](#): Q7: Where do you think data/discovery analytics will fit in the big data solution set? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TIBCOlive](#): RT @TibcoSpotfire: Q6: What are some of the Big Data analytics best practices you've seen? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TIBCOlive](#): RT @TibcoSpotfire: Q5: What industry do you think is doing the best job of tackling the big data challenge? Why? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TIBCOlive](#): RT @TibcoSpotfire: Q4: What key big data issue do you think companies need to pay more attention to? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TibcoSpotfire](#): RT @shawntag: Q6: Pt2 Remember [#BigData](#) isn't just about Hadoop find [#BigData](#) opps across your environment. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TIBCOlive](#): RT @TibcoSpotfire: Q3: In your conversations with enterprises what is the #1 big data question or concern you're hearing? [#SFBigData](#) [#TU](#) ...
about 6 hours ago

 [shawntag](#): Q6: Pt3 Integrate new data into your [#BigData](#) analytics for greater value. Event, Social data is extremely valuable. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [eric kavanagh](#): RT @shawntag: Q6: Pt2 Remember [#BigData](#) isn't just about Hadoop find [#BigData](#) opps across your environment. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TibcoSpotfire](#): RT @datadoodle: A6 Knowing when small data does just as well as big data and use of appropriate tools and people. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [shawntag](#): Q6: Pt2 Remember [#BigData](#) isn't just about Hadoop find [#BigData](#) opps across your environment. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TibcoSpotfire](#): RT @shawntag: Q6: Create a Big Data Roadmap for your organization, include Biz and IT stakeholder. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [datadoodle](#): A6 Knowing when small data does just as well as big data and use of appropriate tools and people. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [shawntag](#): Q6: Create a Big Data Roadmap for your organization, include Biz and IT stakeholder. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TibcoSpotfire](#): RT @BIScorecard: A4- same rule for BI as bigdata-focus on business value-what goals to align to. environmnet. [#sfbigdata](#) [#tucon2012](#)
about 6 hours ago

 [TibcoSpotfire](#): Q6: What are some of the Big Data analytics best practices you've seen? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [TibcoSpotfire](#): Great stuff so far as we're halfway through & we're pretty sure @shawntag coined a new phrase ("Hadump"). On to Q6... [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 [BIScorecard](#): A4- same rule for BI as bigdata-focus on business value-what goals to align to. environmnet. [#sfbigdata](#) [#tucon2012](#)
about 6 hours ago

 **TibcoSpotfire**: RT @datadoodle: A5 The ones already attuned to metrics, e.g. direct mail marketing, at it for half a century already. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 **TibcoSpotfire**: RT @BIScorecard: @Brett2point0 partly - variety in unstructured but u have so much complexity even w structured [#sfbigdata](#) [#tucon2012](#)
about 6 hours ago

 **datadoodle**: A5 The ones already attuned to metrics, e.g. direct mail marketing, at it for half a century already. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 **BIScorecard**: @Brett2point0 partly - variety in unstructured but u have so much complexity even w structured [#sfbigdata](#) [#tucon2012](#)
about 6 hours ago

 **PritimanPanda**: RT @TibcoSpotfire: Thanks! RT @pritimnpanda: Interesting Q&A discussion on [#bigdata](#) via @TibcoSpotfire [#tucon2012](#) [#SFBigData](#)
about 6 hours ago

 **shawnrrog**: A5 Pt2 Internet companies pioneered BigData solutions, Fin Serv was willing to pay their way into early adoption [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 **TibcoSpotfire**: Thanks! RT @pritimnpanda: Interesting Q&A discussion on [#bigdata](#) via @TibcoSpotfire [#tucon2012](#) [#SFBigData](#)
about 6 hours ago

 **live2evolve**: RT @shawnrrog: Too many companies are chasing the "sparkly toy" without a plan. Causing [#BigData](#) investment to turn into a Hadump [#SFBigData](#)
about 6 hours ago

 **shawnrrog**: A5: Financial Services is by far the largest adopter of [#BigData](#). Leveraging the data into complex business models [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 **TibcoSpotfire**: Bigger the data, higher the stakes? MT @datadoodle: A4 Similar to small data. The whole process is just more important now. [#SFBigData](#)
about 6 hours ago

 **shawnrrog**: A4 Pt2 too many companies are chasing the "sparkly toy" without a plan. Causing [#BigData](#) investment to turn into a Hadump [#SFBigData](#)
about 6 hours ago

 **mario_mh**: RT @PritimanPanda: Interesting Q&A discussion on [#bigdata](#) via @TibcoSpotfire [#tucon2012](#) [#SFBigData](#)
about 6 hours ago

 **PritimanPanda**: Interesting Q&A discussion on [#bigdata](#) via @TibcoSpotfire [#tucon2012](#) [#SFBigData](#)
about 6 hours ago

 **TibcoSpotfire**: Q5: What industry do you think is doing the best job of tackling the big data challenge? Why? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 **TibcoSpotfire**: Sound advice RT @shawnrrog: A4: Making sure they have a compelling business issue to solve before jumping into the Big Data world. [#SFBigData](#)
about 6 hours ago

 **datadoodle**: RT @shawnrrog: A4: Making sure they have a compelling business issue to solve before jumping into the Big Data world. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago

 **datadoodle**: A4 Similar to small data: recruitment, training, and management of data analysts. The whole process is just more important now. [#SFBigData](#)
about 6 hours ago

 **BPMForReal**: RT @shawnrrog: A4: Making sure they have a compelling business issue to solve before jumping into the Big Data world. [#SFBigData](#) [#TUCON2012](#)



about 6 hours ago

[TibcoSpotfire](#): RT [@shawnrrog](#): A4: Making sure they have a compelling business issue to solve before jumping into the Big Data world. [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[Brett2point0](#): .[@shawnrrog](#) [@BIScorecard](#) in a way, doesn't "complexity" relate to the [#BigData](#) V for Variety (unstructured)? [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[shawnrrog](#): A4: Making sure they have a compelling business issue to solve before jumping into the Big Data world. [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[TibcoSpotfire](#): Q4: What key big data issue do you think companies need to pay more attention to? [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[samanthastone](#): RT [@shawnrrog](#): I'm tired of the the 3V's its about complexity and work load scale and speed. [#SFBIGDATA](#)

about 6 hours ago



[TibcoSpotfire](#): RT [@BIScorecard](#): Bigger than 'big, data is need to mash data, makes more complicated, and then lack of common defs [#sfbigdata](#) [#tucon2012](#)

about 6 hours ago



[TibcoSpotfire](#): Great insight so far from [@datadoodle](#), [@shawnrrog](#) & [@BIScorecard](#)! Let's move on to Q4. [#SFBigData](#)

about 6 hours ago



[BIScorecard](#): Bigger than 'big, data is need to mash data, makes more complicated, and then lack of common defs [#sfbigdata](#) [#tucon2012](#)

about 6 hours ago



[TibcoSpotfire](#): RT [@BIScorecard](#): Agree w [@shawnrrog](#) - its more complexity than volume oe vel [#sfbigdata](#) [#tucon2012](#)

about 6 hours ago



[datadoodle](#): A3 Who will make sense of this data? How do we propagate the insight? How can insight from down the chain be sent back upward? [#SFBigData](#)

about 6 hours ago



[garydata](#): RT [@shawnrrog](#): I'm tired of the the 3V's its about complexity and work load scale and speed. [#SFBIGDATA](#)

about 6 hours ago



[TibcoSpotfire](#): RT [@shawnrrog](#): A3: Concerns are business and technical based. Top tech concern is faster processing multi structured data sets [#SFBigData](#) ...

about 6 hours ago



[TibcoSpotfire](#): RT [@shawnrrog](#): I'm tired of the the 3V's its about complexity and work load scale and speed. [#SFBIGDATA](#)

about 6 hours ago



[BIScorecard](#): Agree w [@shawnrrog](#) - its more complexity than volume oe vel [#sfbigdata](#) [#tucon2012](#)

about 6 hours ago



[TibcoSpotfire](#): RT [@biscorecard](#): A2: Big Data as Hadoop only is hyped. Future is more mining data, no matter how big or where stored [#TUCON2012](#) [#SFBigData](#)

about 6 hours ago



[shawnrrog](#): A3: Concerns are business and technical based. Top tech concern is faster processing multi structured data sets [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[shawnrrog](#): I'm tired of the the 3V's its about complexity and work load scale and speed. [#SFBIGDATA](#)

about 6 hours ago



[TibcoSpotfire](#): Q3: In your conversations with enterprises what is the #1 big data question or concern you're hearing? [#SFBigData](#) [#TUCON2012](#)

about 6 hours ago



[@datadoodle](#): RT [@shawnrrog](#) I agree with [@datadoodle](#) its about what we can do with it not so much the definition of the data [#SFBIGDATA](#)
about 6 hours ago



[shawnrrog](#): RT [@biscorecard](#): Big Data as Hadoop only is hyped. Future is more mining data, no matter how big or where stored [#TUCon2012](#) [#SFBIGDATA](#)
about 6 hours ago



[TibcoSpotfire](#): Excellent point RT [@shawnrrog](#): I agree with [@datadoodle](#) its about what we can do with it not so much the definition of the data [#SFBIGDATA](#)
about 6 hours ago



[datadoodle](#): RT [@shawnrrog](#): A2 pt2 We have recently completed research that shows adoption much higher than expected for [#BigData](#) [#SFBIGDATA](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@shawnrrog](#): A2 pt2 We have recently completed research that shows adoption much higher than expected for [#BigData](#) [#SFBIGDATA](#)
about 6 hours ago



[shawnrrog](#): I agree with [@datadoodle](#) its about what we can do with it not so much the definition of the data [#SFBIGDATA](#)
about 6 hours ago



[datadoodle](#): A2-2 Real and hype. Analogous to TV: at first, little better than radio but it grew w/ resolution, dimensions, and applications. [#SFBigData](#)
about 6 hours ago



[CutlerDave](#): Are you tuned in to our [#SFBigData](#) Q&A with analysts here at [#TUCon2012](#)? Follow along here: [bit.ly/SQ2SZd](#)
about 6 hours ago



[shawnrrog](#): A2 pt2 We have recently completed research that shows adoption much higher than expected for [#BigData](#) [#SFBIGDATA](#)
about 6 hours ago



[datadoodle](#): A2 The part that's hype is so because in many articles etc. BD has become synonymous with "data." But BD's much, uh, bigger. [#SFBigData](#)
about 6 hours ago



[TibcoSpotfire](#): RT [@shawnrrog](#): A2: The hype is still present but real world, valuable use cases are becoming more commonplace. [#SFBigData](#) [#TUCon2012](#)
about 6 hours ago



[shawnrrog](#): A2: The hype is still present but real world, valuable use cases are becoming more commonplace. [#SFBigData](#) [#TUCon2012](#)
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[TIBCOLive](#): RT [@TibcoSpotfire](#): Q2: Is Big Data the future or is it all hype? [#SFBigData](#) [#TUCon2012](#)
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[TibcoSpotfire](#): Q2: Is Big Data the future or is it all hype? [#SFBigData](#) [#TUCon2012](#)
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[TibcoSpotfire](#): RT [@datadoodle](#): A1 of 2: But I do like the "jungle" metaphor. It takes a jungle? [#SFBigData](#)
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[TibcoSpotfire](#): Great answers from [@datadoodle](#) & [@shawnrrog](#). We'll move on to Q2 while we wait for other analysts to break from lunch & respond. [#SFBigData](#)
about 6 hours ago



[TIBCOLive](#): RT [@TibcoSpotfire](#): Q1: How would you define [#BigData](#) in 140 characters or less? [#SFBigData](#) [#TUCon2012](#)
about 6 hours ago



[datadoodle](#): A1 of 2: But I do like the "jungle" metaphor. It takes a jungle? [#SFBigData](#)
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datadoodle: A1 Variety of definitions work; BD's still fluid. As that Sup Ct justice said, you know it when you see it. bit.ly/RSM5ua [#SFBigData](#)
about 6 hours ago



shawnrog: A1: Pt3 [#BigData](#) doesn't automatically = Hadoop. It can be found in the EDW, Analytic platforms or in the cloud. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



shawnrog: A1: Pt2 [#BigData](#) as a term evolved to being more about the opportunity and analytics than the description of the data. [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



shawnrog: A1: [#BigData](#)=data sets that can no longer be easily managed/analyzed w/ traditional/common DM tools, methods & infras [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



shawnrog: Yea Ted's in the house [#SFBIGDATA](#)
about 6 hours ago



TibcoSpotfire: Q1: How would you define [#BigData](#) in 140 characters or less? [#SFBigData](#) [#TUCON2012](#)
about 6 hours ago



TibcoSpotfire: Here we go folks. Tune in now! tweetchat.com/room/sfbigdata [#SFBigData](#)
about 6 hours ago



datadoodle: Found a chair with power just in time. [#SFBigData](#)
about 6 hours ago



TibcoSpotfire: OK, we're getting underway with [#SFBigData](#) in one minute. Click here for an easy way to follow along: ow.ly/dZhAM [#TUCON2012](#)
about 6 hours ago



TibcoSpotfire: For those tuning into [#SFBigData](#), the format will be a question from us, Tweet beginning w/Q1, Q2, etc. Analysts will respond using A1, A2.
about 6 hours ago



TibcoSpotfire: Please bear with us. The [#SFBigData](#) chat has been pushed to 1:15 PST o ensure that the analysts have a chance to eat. Stay tuned!
about 7 hours ago

● Sep 25, 2012 at 8:00pm UTC



TIBCOlive: RT @shawnrog: Thats a wrap from the general session at [#TUCON2012](#) Tune into hash tag [#SFBigData](#) for a [#BigData](#) discussion at 4PM EST
about 7 hours ago



TibcoSpotfire: Interested in our [#SFBigData](#) Q&A w/@shawnrog, @datadoodle & other analysts at 1 PM PST? Easy way to follow along: ow.ly/dZdpr
about 7 hours ago



shawnrog: Thats a wrap from the general session at [#TUCON2012](#) Tune into hash tag [#SFBigData](#) for a [#BigData](#) discussion at 4PM EST
about 7 hours ago

● Sep 25, 2012 at 7:00pm UTC



YvesMulkers: RT @TibcoSpotfire: Don't forget to follow [#SFBigData](#) today 1 PM PST for a [#BigData](#) Twitter Q&A between Spotfire & analysts http: ...
about 8 hours ago



YvesMulkers: RT @sipeters10: Don't forget to follow [#SFBigData](#) today 1 PM PST for a [#BigData](#) Twitter Q&A between Spotfire & analysts <http://t> ...
about 8 hours ago



sipeters10: Don't forget to follow [#SFBigData](#) today 1 PM PST for a [#BigData](#) Twitter Q&A between Spotfire & analysts ow.ly/dZ15Q [#TUCON2012](#)
about 8 hours ago



TibcoSpotfire: Don't forget to follow [#SFBigData](#) today 1 PM PST for a [#BigData](#) Twitter Q&A between Spotfire & analysts ow.ly/dZ15Q [#TUCON2012](#)

about 8 hours ago

Sep 25, 2012 at 6:00pm UTC

 [TibcoSpotfire](#): RT [@datadoodle](#) [@shawnrrog](#) Looking forward to our [#SFBigData](#) Q&A @ 1 PM. Hoping [@BIScorecard](#), [@neilraden](#), [@rsallam](#) & [@jgptec](#) will join us as well

about 9 hours ago

Sep 25, 2012 at 4:00pm UTC



[YvesMulkers](#): RT [@TibcoSpotfire](#): At 1 PM PST we'll be hosting [#SFBigData](#), a [#BigData](#) Q&A between [@mark_lorion](#) & analysts. Follow along here: h ...

about 11 hours ago

 [TibcoSpotfire](#): RT [@shawnrrog](#): Follow [#TUCON2012](#) to stay connected to today. Watch for the Big Data Twitter Q/A today 4PM EST Follow [#SFBigData](#) for the Q/A

about 11 hours ago

Sep 25, 2012 at 3:00pm UTC



[shawnrrog](#): Follow [#TUCON2012](#) to stay connected to the event today. Watch for the Big Data Twitter Q/A today 4PM EST Follow [#SFBigData](#) for the Q/A

about 12 hours ago

Sep 25, 2012 at 2:00pm UTC



[CutlerDave](#): RT [@TibcoSpotfire](#): At 1 PM PST we'll be hosting [#SFBigData](#), a [#BigData](#) Q&A between [@mark_lorion](#) & analysts. Follow along here: h ...

about 13 hours ago



[martymjm](#): RT [@TibcoSpotfire](#): At 1 PM PST we'll be hosting [#SFBigData](#), a [#BigData](#) Q&A between [@mark_lorion](#) & analysts. Follow along here: h ...

about 13 hours ago

 TibcoSpotfire: At 1 PM PST we'll be hosting [#SFBigData](#), a [#BigData](#) Q&A between [@mark_lorion](#) & analysts. Follow along here: [ow.ly/dYs4Q](#) [#TUCON2012](#)
about 13 hours ago

● Sep 25, 2012 at 1:47pm UTC