

RISE OF THE MACHINES

HOW MUCH DATA IS GENERATED EVERY MINUTE?

Man **versus** Machine

It's indisputable that human-generated Web Data is exploding; however it's dwarfed by the Yottabytes of Machine Data generated by Big Industry.



SO WHAT?

THE INCREASE IN MACHINE DATA IS LIKE THE EARTH GROWING A CENTRAL NERVOUS SYSTEM. OUR ABILITY TO TRANSITION FROM DATA CREATION AND CAPTURE TO USEFUL DATA ANALYSIS IS THE SMARTEST WAY TO RELIEVE THE MANY STRESSES WE PLACE ON OUR PLANET.

DIGITAL INFORMATION STORAGE

— ORDERS OF MAGNITUDE —

NAME (SYMBOL)	VALUE	EXAMPLE
KILOBYTE (KB)	10^3	CAPACITY OF A MAGNETIC STRIPE CARD
MEGABYTE (MB)	10^6	3 SECONDS OF 1080 HIGH DEFINITION VIDEO
GIGABYTE (GB)	10^9	ITUNES MOVIE IN STANDARD DEFINITION
TERABYTE (TB)	10^{12}	2,000 HOURS OF MUSIC AT CD QUALITY
PETABYTE (PB)	10^{15}	HALF OF ALL THE DATA IN US ACADEMIC RESEARCH LIBRARIES
EXABYTE (EB)	10^{18}	10,000 YEARS OF 1080 HIGH DEFINITION VIDEO
ZETTABYTE (ZB)	10^{21}	NO STORAGE SYSTEM HAS YET ACHIEVED A ZETTABYTE OF INFORMATION
YOTTABYTE (YB)	10^{24}	"ALWAYS IN MOTION THE FUTURE IS" - YODA, JEDI MASTER



iNtelligent iNfrastructure
SMART DATA, SMARTER SYSTEMS