

# Contrast between big data processing in academia and industry

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# Similarities

Closer than you think



# About Cloudant

Distributed database as a service



# We Have a “Big Data” Problem



# We Have a Big “Data Problem”

# 3 V's

Volume, Velocity, Variety



**Cloudant**  
The Do More Data Layer

# Focus

Do what you do best, out source the rest

# Tooling



# Workflows

# Software



# Problem solving



**Cloudant**  
The Do More Data Layer

# Conclusion