

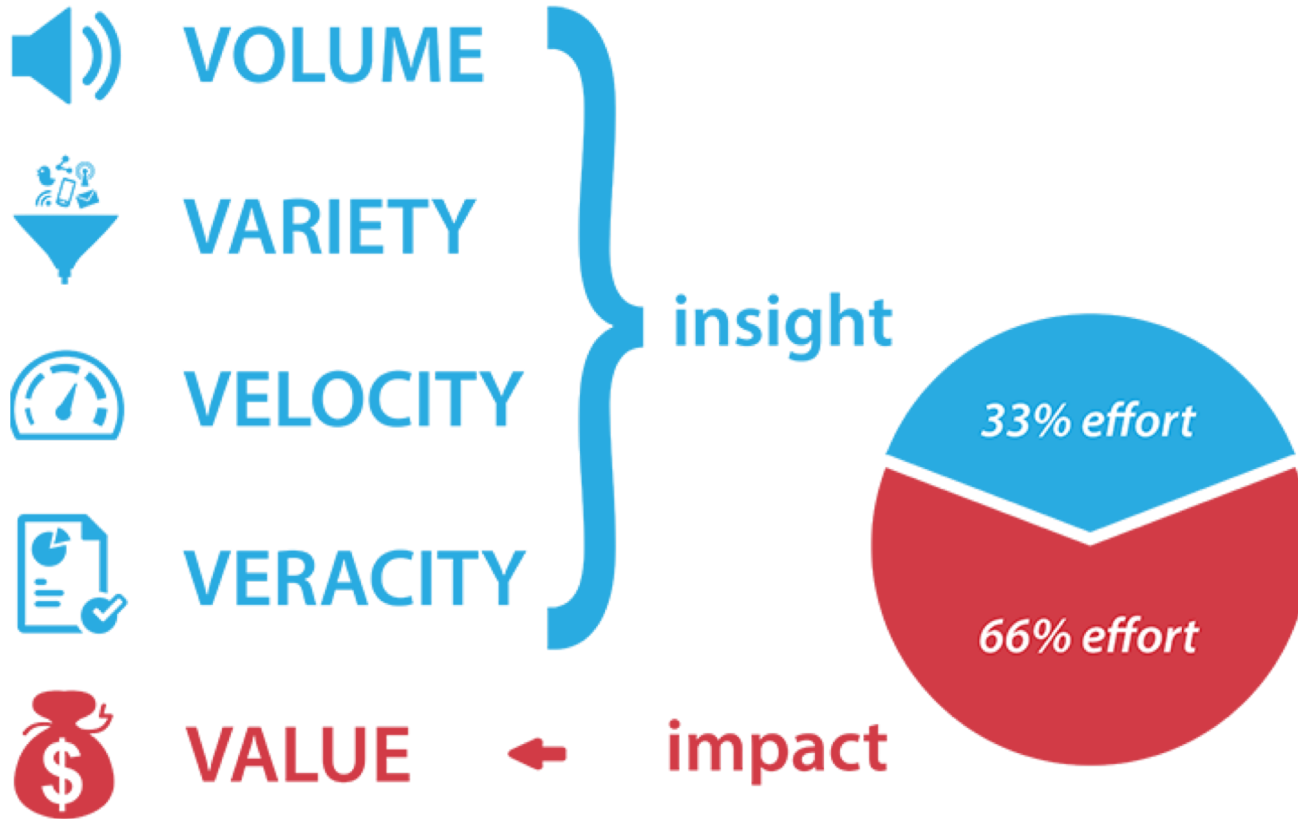
EQUINIX

**Enabling the Data Economy &
Avoiding the Pitfalls**

May 2018

5Vs to 10Vs

What are the Key Problems or Pitfalls?



Variability – Dynamic, Evolving behavior of data sources

Vagueness – Confusion over meaning of data and tools used

Vocabulary – Data models that describe the data structure

Venue – Distributed heterogeneous data from multiple sources

Validity – Data Quality, Governance & Master Data Management

Data Marketplace

Insights that empower the ecosystem and allow for monetization

Description: Airlines want to pool their flight data and then invite third party algorithm providers to create digital models that can be used to predict Airplane component faults for airplane maintenance purpose



Requirements: A turn-key data marketplace as a solution that is:

- Cloud Neutral (that is data is not locked-into a cloud)
- Allows providers to not lose control over their data
- Allows consumers to bring their code close to the data
- Supports a distributed architecture where the provider's data could span across multiple locations
- Allows for the running of algorithms in the public clouds.