

Editorial

Big Data – More than a Hype

Peter Knapp

Every day, 2.5 exabytes of data are generated worldwide at a rate that doubles every 40 months. These days, through the Internet alone, there is more data exchanged in every second than was totally stored 20 years ago. As a result, many companies are no longer able to handle this huge amount of data on their own as they must have the capacity to handle the four big V's – Volume, Variety, Velocity and Veracity.

The growing data volumes constitute a blessing and a curse for many companies – a curse when the mountains of data become insurmountable, and a blessing when their IT and specialized departments use them to extract information that improves the company's competitive stand.

In addition to extracting the knowledge contained in Big Data, another key aspect for companies is transferring the large data volumes quickly, directly and without delay (latency).

Financial services is the sector with one of the greatest potential for the optimized use of Big Data. However, this requires ultimate data transfer, bandwidth, security, flexibility, and scalability capacities. The IT infrastructures of all players in the financial sector must offer the highest levels of data security and availability while being able to constantly adjust to the latest European rules and regulations.

To cope with these challenges, the financial sector has to improve its agility by creating more efficient, flexible and scalable IT infrastructures. Achieving this on their own would mean constant investments of significant sums in areas that are not part of their core business.

One of the key developments that help financial sector companies cope with the challenges of Big Data and utilize the economic potential inherent in them are carrier-neutral data centers. These allow companies to process all types of data in a single infrastructure that is always



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technologically up-to-date while offering the needed capacities and performance. This type of infrastructure also meets the demands for high velocity as real-time data transfer provides the required data analysis speed.

By recognizing and utilizing potentials, companies face the challenge of handling huge amounts of data. The location Frankfurt is one of Germany's largest data hubs, offering the advantages of a concentration of a large number of network operators and the immediate vicinity to the core infrastructure of the Internet exchange point DE-CIX.

With an access to this hub, financial sector companies benefit from a highly secure and scalable option to host systems and data in the heart of the financial hub of Frankfurt and other key economic centers throughout Europe, allowing them to quickly respond to new challenges. Interxion supports these companies with access to the data center infrastructure on the campus in Frankfurt.

This creates a considerable competitive advantage in a sector where even the minutest delays in operative business can result in significant losses. Resembling a digital market place, a so-called cloud hub was established. In this model, different market players of a single sector settle in close vicinity to each other in a digital community that allows them to exchange data under the German privacy law along very short distances, with the lowest latency, and excellent connectivity. By offering this highly efficient networking capacity, the cloud creates extra value and promotes the growth of digital transactions.

As a result, Frankfurt is one of the world's best connected digital hubs and creates growth impulses for the entire German economy. To allow even more companies to utilize these opportunities, it is very important to invest further to continuously expand. Financial sector companies can confidently handle the challenges of Big Data and cost-efficiently position themselves to face the future of digitalization.