BIG DATED and Collective Intelligence in the Service of the Performance of the Company

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ABSTRACT

In a world carried by the mobility and the Cloud, not only we consume more and more informations, but the quantity of data which we generate every day really explodes. This New World that we see taking shape under our eyes, offers us a great opportunity. That to catalyse these data and to convert them in real "fuel" for new intelligent environments. A "fuel" capable of feeding new experiments, but also richer interactions. We are any witnesses of this explosion of data and we inhale all to take advantage of more accessible and faster solutions, and to transform the information into value. An increasing stream of heterogeneous and often not structured information is generated by internet via all the "sensors" of the everyday life within companies and outside. What's to be done of these data? How to manage them? To store them? To use them? Handle them? What value have they for the company and the businesses? The exploitation of the data is a challenge which faces any organization. The data which concern companies can generally very variable and are stored in different systems. The technologies connected to 'Big Data' allow to accommodate all these data in the same place. What allows to have a more complete image of the company, and allows the persons in charge to acquire new knowledge by observing and by analyzing these data. So, the real question which has to worry us from now on is the one of the intelligence of the data: how to extract from these incredible masses of data those who are really going to be useful and be exploitable to us ?The objective of this research is to clear certain explanations of the performance of the company through the collective intelligence while exploiting this New Technology which is the BIG DATA.

Keywords : Big Data; collective intelligence; performance; company; knowledge.

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