



Big Data in the Cloud... Literally

By Chris Pehura

It's easy to forget the infrastructure that supports the internet, that supports our hunger for data. Either buried underground, telephone cables, or up in orbit, there are new places our high speed internet network can live. This also means there will be a lot more places than ever for our Big Data to live.

Big Data is in the cloud, literally. Google's project, Loon, is testing the technology of giving global internet affordable access via balloons, balloons that float in the sky. This isn't a far cry from including high powered computers that process, store, and share Big Data via balloon tech.

Then there is the extension of the good old satellite technologies, having our networks further spread into space. Will we ever have that Moon-based data center?

And Microsoft... Microsoft is going the direction of ocean based data centers, a literal "deep web".

All good stuff with great benefits, yet, each technology lives in a very different environment, facing factors unique to that environment. Being taken down by wind, fish or space debris will bring new challenges on how we install, maintain, and repair these technologies. And because of these very different and hostile environments, without safe guards, the environment will add noise to our data, degrading its quality. Various algorithms will be needed to safe guard our data and keep our data healthy.

With these stellar technologies Big Data is getting even bigger.

About the Author



Chris Pehura

Data-centric Business Management



Chris is a management consultant with a data emphasis helping Fortune 100/1000 companies strategically evolve and reinvent their businesses to maximize their revenue growth. Through realignment, to overhauls, to rebuilding things from the top down and ground up, he integrates and solidifies leaders, strategies, and solutions into all aspects of the organization. As practice director for [C-SUITE DATA](#), a Canadian based consulting firm specializing in data and Big Data, Chris serves as a coach, trainer, and the voice for how data is the new capital that drives, multiplies, and maximizes revenue growth.



where leaders, business management, and data converge