

## Industry Monikers for Big Data-Related Initiatives

Industry	General big data-related terms	Instigators and branded initiatives
Oil and Gas	Intelligent Oilfield	ABB <a href="#">Integrated Operations</a> , BP <a href="#">Field of the Future</a> , Chevron <a href="#">i-Field</a> , E&P Magazine <a href="#">Intelligent Oilfield</a> , IBM <a href="#">Smarter Planet/Intelligent Oilfield</a> , OnRamp <a href="#">Smart Oil and Gas</a> , Schlumberger <a href="#">Digital Oilfield</a> , SPE <a href="#">Intelligent Energy</a> , Statoil <a href="#">Integrated Operations</a> , USC <a href="#">Interactive Smart Oilfield</a>
Health and Wellness	Personalized medicine (and nutrition, exercise), quantified self, electronic patient records, Health Information Exchanges, bioinformatics, systems biology	SAP <a href="#">HANA for Healthcare</a> , IBM <a href="#">Healthcare</a> , Oracle <a href="#">Health Sciences</a> and <a href="#">Healthcare Analytics</a> , 3M <a href="#">Health Information Systems</a> , TeraMedica <a href="#">Evercore</a> , <a href="#">NetAppHealthcare</a> , Apple <a href="#">HealthKit</a> , Epic <a href="#">Care Everywhere</a> , Healthagen/Aetna <a href="#">Medicity</a> , Dell <a href="#">Healthcare</a> , Influence Health <a href="#">Predict</a>
Agriculture	Precision Agriculture	Monsanto <a href="#">FieldScripts</a> , John Deere <a href="#">FarmSight</a> , IBM <a href="#">Smarter Agribusiness</a> , SAP <a href="#">Precision Farming</a> , DuPont Pioneer <a href="#">Encirca</a>
Chemicals and Materials	Cheminformatics	Chemaxon <a href="#">Hosted Services</a> , Enterra <a href="#">Cheminformatics</a> , Dassault Systemes <a href="#">Bioviva</a> and <a href="#">Exalead</a> , Royal Society of Chemistry (RSC) <a href="#">Chemspider</a> , SAP <a href="#">for Chemicals</a> , IBM <a href="#">Chemicals and Petroleum</a>
Automotive	Intelligent transportation systems, autonomous vehicles	Ford <a href="#">SmartMobility</a> , Uber <a href="#">Smart Data</a> , Mercedes-Benz <a href="#">COMAND Online</a> , University of Michigan Transportation Research Institute (UMTRI) <a href="#">Big Data</a> , Univ Southern California <a href="#">TransDec</a> , SQLStream <a href="#">Smart City StreamApp</a> , IBM <a href="#">Connected Car</a> (Continental, BMW, PSA)
Manufacturing	Industrial internet, Industry 4.0, Advanced manufacturing	GE <a href="#">Industrial Internet</a> and <a href="#">Industrial Big Data</a> , Siemens <a href="#">Advanced Manufacturing</a> , Germany's <a href="#">Industrie4.0</a> , Fujitsu <a href="#">Monozukuri Solutions</a> , Bosch <a href="#">IoT Big Data Management</a> , MapR <a href="#">Hadoop for Manufacturing</a> , TIBCO <a href="#">Spotfire for Manufacturing</a>
Utilities and Energy	Smart grid, Smart buildings, Home Energy Management (HEM)	Intel <a href="#">Intelligent Gateways</a> , Pecan Street <a href="#">Smart Communities</a> , SAS <a href="#">Soft Grid</a> , IBM <a href="#">Watson Foundations</a> , AutoGrid <a href="#">DROMS</a> , Leidos <a href="#">Smart Grid as a Service</a> , ABB <a href="#">Ventyx</a> , Cisco <a href="#">Connected Energy Networks</a> , Wipro, Siemens <a href="#">Smart Grid Solutions</a> , Sensus <a href="#">Grid as a Service</a> , Opower <a href="#">Flex</a> , Bidgely <a href="#">Big Data Engine</a> , <a href="#">EcoFactor</a> , C3 <a href="#">Data Integrator</a> , NTT Data <a href="#">Energy and Utilities</a> , Wipro <a href="#">720-Degree Customer View</a>

**Source:** Lux Research, Inc.  
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