

Don't neglect Small Data



Big Data grabs all the headlines but...

Big Data is immensely appealing – particularly if you are a technology corporation who can host it, an organisation who can exploit it or an IT specialist who can build the apparatus needed to use it (as well as your cv). However, there is a myriad of businesses and organisations who struggle daily with their data in the range between 100s and 10,000s of records. There's not enough money it for the big guys to give individual time and attention to businesses on this scale and there are few affordable tools available to help salve the head scratching, frustration and inefficiency at 'ground level'.

Small Data Overlooked?

At Kegsoft, we are concentrating on businesses whose needs 'fall through the cracks' – typified by requirements that are just too big and dynamic for spreadsheets, too specific for off-the-shelf systems and spend on database systems or costly application development is unjustifiable or affordable. Kegsoft's new business language (KBL) and KBL Studio Express can fill that gap. Either DIY or with a little help, you can craft your own solutions and tactical applications that connect data input & output with process flow (business logic) and user interfacesfor very little cost And, being scalable, if your data requirements are complex or *do* grow into millions of records, KBL can handle that too.

See www.kegsoft.com and a Guardian Article on [Small Data](#)

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