Fig. 1 – Ethereum Exchange ETH/USD
Retrieved from https://forklog.com/rynok-kriptovalyut-vyros-v-poltora-raza-s-nachala-2017-goda/

Today, there is no way to find a person who would not hear about mining [3] – a way to accumulate cryptotokens through the work with the corresponding program. Mining farm is a regular computer with video cards connected to it. A standard farm consists of 4 to 6 video cards. With the help of a special program (miner), a computer farm provides a return on computing power in favor of the Blockchain system, the cryptocurrency you are extracting at the moment. Also the necessary equipment for mining farms includes:

−motherboard;
−hard drive;
−videocards.
−power supplies;
−video card adapter systems;

To conclude, the demand for these devices raises the question of creating more powerful equipment and the use of advanced information technologies. Therefore, rapid breakthrough in information technology sphere is to be expected shortly.

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PROSPECTS OF GLOBAL BIG DATA APPLICATION

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The number of enterprises using Big Data in their work is constantly growing. The practice of recent years has shown that the use of the results of the large data array analysis can have a real effect, which will have a positive impact on the company's income. But Big Data also requires huge costs (up to million dollars) from an enterprise for powerful hardware to process this huge amount of data.

The main problem and the goal of Big Data buildup is nevertheless security and safeguarding. Today, special attention to the problem of protecting private and confidential information should be paid, as it is going to face new and new vulnerabilities. The researchers emphasize that at present there is a serious gap between the amount of produced data, which require protection, and the volume of data that is actually protected. Such a gap in the future will only grow.

The purpose of this study is to analyze prospects of Big Data application for the ten-year period and to enlist the most probable trends of its advance.

Almost 20% of all data in the global informational sphere will play a crucial role in everyday life, and about 10% will be "supercritical" [1, p. 45]. By 2025, the global amount of data will grow up to 10 times and reach 163 zettabytes (one zettabyte indicates 10^{21} bytes), and most of this data will be generated by businesses, not consumers.

At this stage of globalization, the world is rapidly approaching a new era – the Big Data epoch. The modern world is undergoing fundamental changes, transforming the ways of living, work and entertainment. In total, there are six development trends for Big Data:

1. The data is no longer a "background" of business activity, but a "vital asset". By 2025, almost 20% of all data in the global information sphere will play a crucial role in daily routine, and about 10% of this data will be vitally important.

2. Security of private and confidential information will become a critical foundation because of its enormous amount.

3. Embedded systems and the Internet of things. The growth of Big Data and metadata will lead to the fact that by 2025 every person will start interacting with devices connected to networks approximately 4,800 times a day: one interaction procedure will occur every 18 seconds.

4. Machine learning will change the economic landscape. According to the IDC forecast, the share of the global information sphere being analyzed will increase by the year 2025 by 50 times compared to the current one, and the amount of data rises by 100 times [2].

5. Mobile data and real-time information. By 2025, almost 20% of the generated data will become real-time information.

6. Automation and machine-to-machine interaction will become the main competitors of traditional sources in the field of data creation.

By 2025, enterprises will create about 60% of the world's data, while earlier consumers were the creators of the main data base. The way of information production will cause massive alterations. In particular, such technologies as machine learning, automation and machine-to-machine technologies will be involved.

To sum up, it should be stressed that the most spheres and industries will be altered drastically with the use of Big Data within a decade, especially data analysis, prognostication, robotics, education and artificial intelligence.

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COMPETITVE POSITION OF THE COMPANY IN THE MARKET OF DAIRY PRODUCTS AND THE WAYS OF ITS IMPROVING

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