

Globally big data is gaining traction

89% of business leaders think big data will revolutionise business operations 'in the same way the Internet did'.

89%



Accenture, Big Success With Big Data, 2014

85% feel big data will dramatically change the way they do business.

85%

The worldwide big data and services market is expected to grow by

23.1%
annually

and the annual spend will reach

£33 billion
by 2019.

IDC, Worldwide Big Data Technology and Services Forecast, 2015-2019, October 2015

AS A PART OF THIS...



Infrastructure will see a **22%** yearly growth rate over the next five years.

IDC, Worldwide Big Data Technology and Services Forecast, 2015-2019, October 2015



Software will grow by **26%** annually.

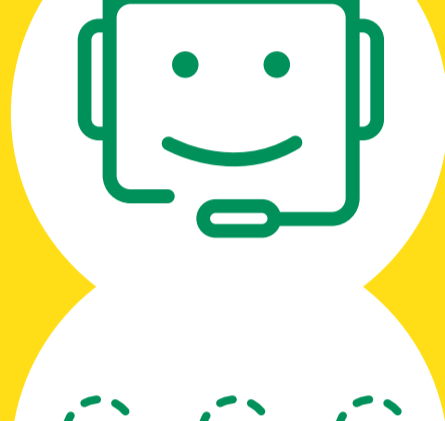


Services by **23%** a year.

BIG DATA INVESTMENT

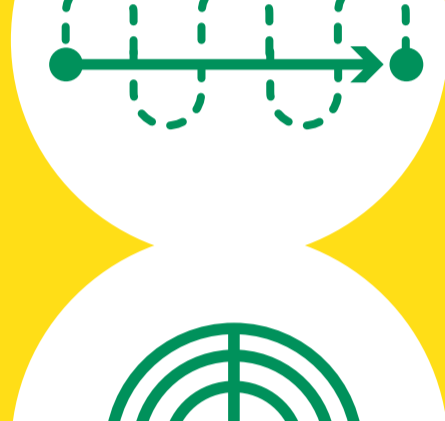
It is clear big data is growing, so it's not surprising that more than 75% of companies are investing or plan to invest in big data over the next two years.

These companies are targeting the following things:



Enhanced customer experience

64%



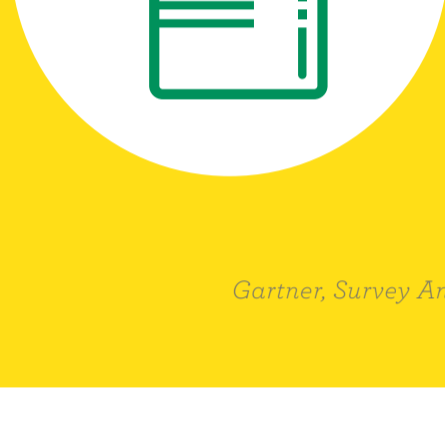
Process efficiency

47%



More targeted marketing

47%



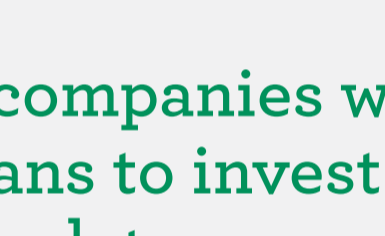
Enhanced security capabilities

23%

Gartner, Survey Analysis: Practical Challenges Mount as Big Data Moves to Mainstream, 2015

In addition, they're expecting a Return on Investment...

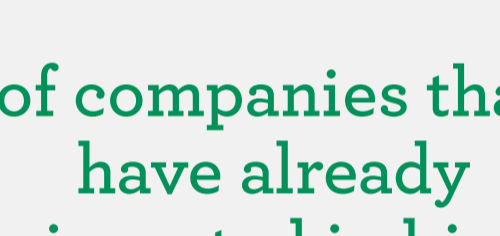
57%



of companies with plans to invest in big data expect a positive return on investment

&

62%



of companies that have already invested in big data expect a positive return on investment.

Gartner, Survey Analysis: Practical Challenges Mount as Big Data Moves to Mainstream, 2015

92%



of organisations that have completed big data projects are satisfied with the results

&

94%



feel their big data implementation meets their needs.

Accenture, Big Success With Big Data, 2014

WHAT EXACTLY DOES DATA ANALYTICS IMPROVE?

Productivity, efficiency and the rate of innovation

SECTOR

PRODUCTIVITY AND EFFICIENCY

RATE OF INNOVATION



Healthcare

90%

79%



Telecommunication

81%

74%



Manufacturing

81%

72%



Financial services

77%

68%



Retail/tech/media

72%

67%



Government/public sector

72%

68%

CSC Global CIO survey 2014-15, 2015

WHO INITIATES THESE BIG DATA PROJECTS?

CIOs (32%)
business unit leads (31%)

Gartner, Survey Analysis: Practical Challenges Mount as Big Data Moves to Mainstream, 2015