# BIG DATA

How will it affect your business and your people?

We create **2.5 Quintillion** (Billion, Billion) bytes of data every day

**90%** In the last 2 years

of the digital data that exists today has been created in the last 2 years

Every 2 years **Doubles in size**

The amount of new technical information more than doubles in size every 2 years

## What are the issues facing companies and staff?

**80%**

It's estimated that 80% of a company's data is unstructured, making it difficult to manage and interpret

**2 hrs** per day

Employees spend 2 hours per day searching for the right information

**93%**

of executives believe they're losing revenue opportunities by not leveraging available data

**$5 million**

is lost every year due to data-related problems

## BIG DATA types most beneficial for strategic decisions

| | |
|---|---|
| 61% | Internal databases |
| 50% | External website content |
| 39% | Social media content |
| 34% | Internet-connected device data |
| 34% | Location-based data |

## What benefits can Big Data bring?

**3.5%** average revenue spend

The average revenue spent on data management is 3.5% and growing

**33% more revenue growth**

Organisations that have successfully implemented advanced analytics have seen 33% more revenue growth

## Where is Big Data going?

**97%**

of executives say their organisations must change to optimise information over the next 2 years

**53%**

53% of companies anticipate increased investment in giving Big Data decision capabilities to more employees over the next 3 years

will drive **90%** growth

Between 2013 and 2020, mobile, social, cloud and Big Data will drive around 90% of all growth in the IT market

### Roles with the greatest potential benefit from Big Data capabilities

| 41% | 41% | 33% | 27% |
|---|---|---|---|
| Customer service | Marketing | Strategy and business development | General management |

## So, are you ready for a flood of Big Data?

Are your people in a position **to make decisions about Big Data?**

In an industry that's constantly changing, you need to help them stay ahead of the game

As The Chartered Institute for IT, we're always up-to-date with the latest trends

We can develop your employee's skills so they can make decisions critical to your business

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**Sources:**
IBM – Information on Demand Conference 2011, IBM Bringing Smarter Computing to Big Data, IDC Predicts 2013, IDC The Diverse and Exploding Digital Universe, Forbes – The High Cost of Managing Data, Pewinternet.org, IDC – Extracting Value from Chaos, ClearCi – Be More Competitive By Nurturing Big Data, The Economist Intelligence Unit – Big Data and the Democratization of Decisions