# Make Intelligent Decisions with Big Data

No doubt the amount of data your company collects is growing. But what's the point of amassing all that information if you can't use it to drive your business forward? Smart businesses are giving people throughout their organizations access to deeper intelligence by marrying their big data and business intelligence efforts into a big data solution. The result is better decisions based on meaningful insights company wide. What's your strategy for big data analytics?

Is your company's data growing?
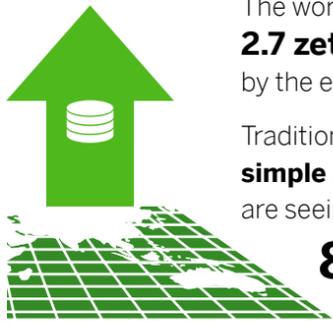
The world's digital data will reach **2.7 zettabytes** by the end of 2012.[1]

Traditional content types, including **simple unstructured data**, are seeing growth rates of up to **80%** year over year. [2]

What challenges will your company face as a result of your growing data?

25% Deciding what data is relevant

13% Cost of technology infrastructure

11% Lack of IT skills to manage big data projects

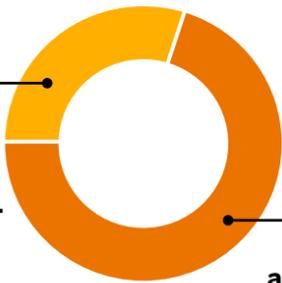**10%** Lack of skills to analyze the data

9% Lack of business support

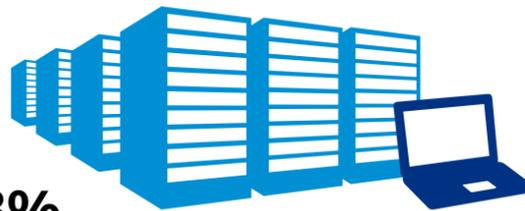**9%** Deciding what technology is best [3]

Will your business struggle with large amounts of data?

Only **30%** of IT professionals consider big data **a problem.**

The vast majority, **70%** consider it to be **an opportunity.** [4]

How can you turn big data from being a problem into being an opportunity?

53% of companies notice a big gap between the **availability of big data**
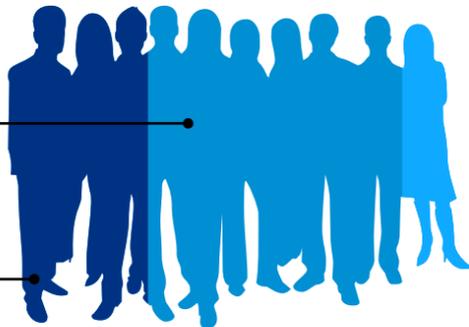
and their **ability to analyze and gain insights** from it. [5]

54% of companies foresee a need for a **high-performance analytics strategy** to be implemented throughout their organizations. [6]

Ever hear of big data analytics?

90% of the IT professionals surveyed said they were **familiar with big data analytics.**

34% said they already **applied analytics to big data.** [7]

Are the decision makers in your company using analytics today?
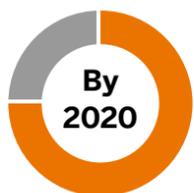
Evidence indicates that less than **30%** of information workers **use enterprise BI solutions;** this number is often even as low as **10%.** [8]

When will analytics reach mainstream adoption within your company?

By 2014 technology trends that focus on usability, speed and relevance will drive analytics to **50%** of potential users.

By 2020 cloud, social, mobile and information (big data) will drive analytics toward **75%** of users as the technologies reach mainstream adoption. [9]

How will big data analytics change your business?

A survey of c-suite executives found that the top advantages of using big data included:

50% Lowering IT costs

54% Boosting sales

48% Becoming more agile

59% More efficient business operations

46% Attracting and retaining customers

Because of these advantages and more, **70%** of executives expect a return on their big data investments within one year. [10]

Manage big data effectively and drive more intelligent decision making by arming your front line with analytics solutions from SAP.
www.sap.com/analytics

Sources

Fact 1: IDC Predictions 2012: Competing for 2020, doc #231720, December 2011

Fact 2: Gartner Predicts 2012: Doing More With Less in Storage Has Never Been More Imperative, Published: 5 December 2011

Fact 3: IDC Global Technology and Industry Research Organization, 2012 IT and Communications Survey, N = 4177

Fact 4: TDWI survey results for Best Practices report on Big Data Analytics

Fact 5: SAP Performance Benchmarking for High-Performance Analytics 2012

Fact 6: SAP Performance Benchmarking for High-Performance Analytics 2012

Fact 7: TDWI survey results for Best Practices report on Big Data Analytics

Fact 8: Forrester Research, Inc., The Future of BI, January 2012

Fact 9: Gartner Market Trends: Analytics, Business Intelligence and Performance Management to Be All-Pervasive by 2020, Published: 29 June 2012

Fact 10: Harris Interactive on behalf of SAP AG, April 2012