

# The Growing Priority and Urgency for Big Data Analytics

## FACTS, STATISTICS AND RESEARCH

Companies are making significant investments in their big data initiatives. Those doing it well are experiencing phenomenal returns. If you have not yet started your own initiatives, you risk being left behind.

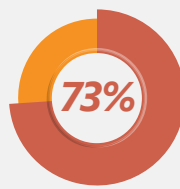
### THE BIG DOLLARS BEHIND BIG DATA



Global spending on **hardware, software, and services** related to Big Data will grow to **\$114B** by 2018.



Spend on just the software will grow to **\$59.2B** in 2018.



of companies are investing more than **20%** of their overall technology budget on Big Data analytics.

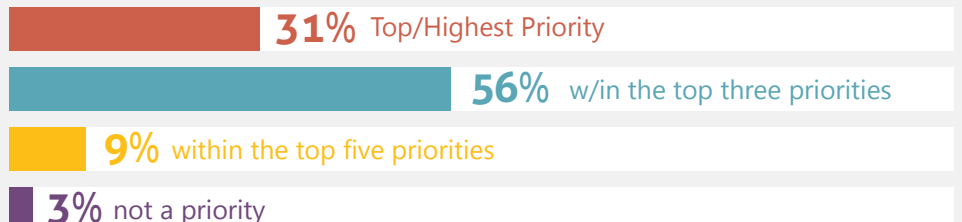


Corporations currently average about **\$8 million** in annual spending on big data initiatives.

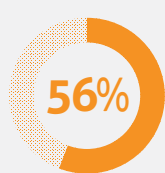
### BIG DATA CONTINUES TO BE A TOP PRIORITY



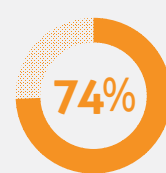
of Oil and Gas companies list Big Data analytics as one of their top three corporate priorities



of enterprise organizations already deployed or plan to deploy big-data projects



of small and medium businesses (SMBs) already deployed or plan to deploy big-data projects



predict that big data will be in mainstream use in at least one business unit or department.

### HIGH EXPECTATIONS FOR BIG DATA INITIATIVES



The vast majority of companies believe Big Data analytics will redefine the competitive landscape of their industries within the next 3 years.

### WHAT ARE THE TOP BUSINESS DRIVERS FOR BI



Improving the quality of the decision-making process



Increase the speed of decision-making

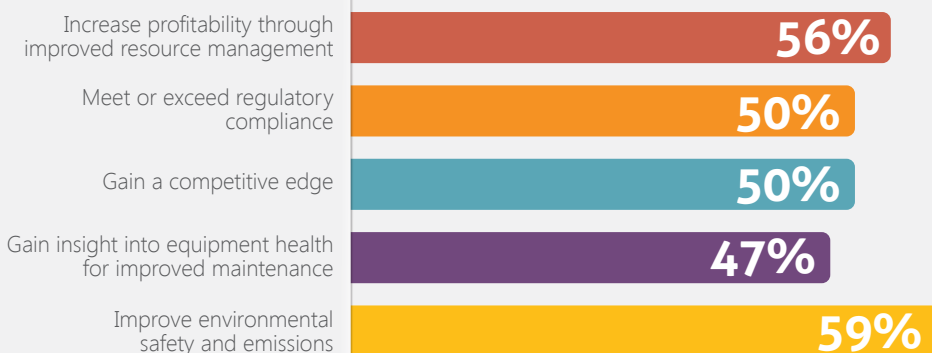


Improving planning and forecasting



Developing new products/services and revenue streams

### WHAT ARE THE TOP BUSINESS PRIORITIES BI CAN HELP SOLVE IN THE OIL AND GAS INDUSTRY?



### BIG RETURNS FOR BIG DATA INITIATIVES

Companies with successful analytics programs are proven to outperform their competitors and their own business goals.

- 2X** as likely to be in the top quartile of financial performance within your industries
- 5X** times as likely to make decisions much faster than market peers
- 3X** Three times as likely to execute decisions as intended
- 2X** as likely to use data very frequently when making decisions

**Case studies show that for every \$1 spent on BI - \$10.66 is made back.**

### THE IMPACT ON CORPORATE FINANCIALS ARE ALSO IMPRESSIVE



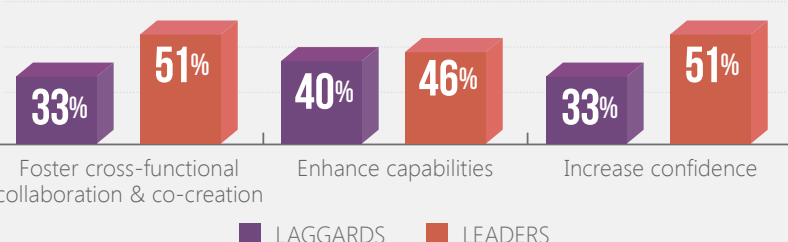
- 1.6X** Revenue Growth
- 2.0X** EBITDA Growth
- 2.5X** Stock Price Appreciation

### THE POTENTIAL PRICE OF NON-ADOPTION

**89%** believe that companies that do not adopt a Big Data analytics strategy in the next year risk losing market share and momentum.

**75%** of organizations that don't adopt Big Data will see some negative effect on their daily operations.

### LEADER AND LAGGARD TAKE DISTINCTLY DIFFERENT APPROACHES TO BUILDING AN ANALYTICS CULTURE



### EXECUTIVE CONCERNS ABOUT NOT HAVING A BI STRATEGY

- Competitor will gain market share at our expense
- Investors lose confidence that we can grow our business
- Products not competitively priced
- Our data can't be trusted

**If you are looking to make better, more informed and intelligent decisions and need assistance in starting or accelerating your big data or BI journey, Entrance Business Intelligence consultants stand ready to assist.**

#### Sources:

- Aberdeen Research
- IBM Center for Applied Insights
- Accenture
- GE and Accenture "Industrial Internet Insights for 2015"
- IDC Worldwide Business Analytics Software 2014-2018 Forecast and Vendor Shares
- IDC Enterprise Big Data Study, 2014
- Nucleus research

