



MISSION POSSIBLE

BIG DATA OPPORTUNITIES:

THINK FORWARD TO BIG REWARDS





ENTERPRISES ACCELERATE INVESTMENTS IN BIG DATA

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Benefiting from Big Data is not as easy as switching on a light switch, which too many executives incorrectly assume. Read on to discover where organizations can yield cost savings and productivity gains resulting from sound Big Data technology implementations.

The false assumption is that to accommodate Big Data, organizations simply need to add more proprietary hardware to their data centers to meet the challenge. Not surprisingly, the truth of the matter is much more complicated. To meet the challenge proactively, enterprises must prepare themselves to invigorate information-management processes by leveraging low-cost commodity components and open standards.

ENTERPRISES ACCELERATE INVESTMENTS IN BIG DATA

According to a recent survey by NewVantage Partners, investments in Big Data will continue to increase substantially over the near term. The survey compiled the responses of Fortune 1,000 business and technology executives and their current Big Data readiness and maturity. 19% of survey respondents reported spending over \$10 million on Big Data implementations in 2013 -- but by 2016, this figure will rise to 50% of respondents.

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More business and technology executives are beginning to acknowledge the value of investing in Big Data technologies. In NewVantage Partners' survey, 68% of respondents expect their organizations to invest at least \$1 million on Big Data implementations, but this figure will rise to 88% investing at least \$1 million in Big Data by 2016. Likewise, large-scale investments of over \$50 million will also double over the same time period.

The anticipated talent gap between available job positions in Big Data and qualified data scientists only complicates the issue further. Without foresight into the nuances of accommodating Big Data over the near term, enterprises are taking the risk of making significant investments in infrastructure only to have ROI ruined by a lapse in human resources.

Certainly, the stakes of the Big Data game are high, even for organizations making relatively modest investments in Big Data technologies. To glean the most value from Big Data implementations, enterprises must know where to derive cost savings from data-driven insights and optimized business processes. Often, the details are industry-specific based on Big Data use cases.

BIG DATA'S POTENTIAL COST SAVINGS AND PRODUCTIVITY GAINS

Today, enterprises stand on the cusp of a huge opportunity when preparing to leverage Big Data technologies. This opportunity comes in the form of cost savings throughout the enterprise - often in unforeseen ways.



**ENTERPRISES IN THE RETAIL
INDUSTRY COULD POTENTIALLY
YIELD ANNUAL SAVINGS OF
\$30-\$50 BILLION**

Specifically, enterprises in the retail industry could potentially yield annual savings of \$30-\$50 billion, according to McKinsey Global Institute's (MGI) 2013 study Game Changers: Five Opportunities for US Growth and Renewal. MGI's study claims that these savings can materialize in the form of productivity gains leveraged from Big Data-driven insights.

The retail industry has been collecting data on markets and consumers for decades, but today, Big Data technologies make it possible for organizations to transform this tremendous amount of data into cost savings from improvements in:

- inventory management
- labor resource optimization
- operational performance and transparency
- merchandising optimization
- consumer sentiment analysis

Too many organizations think of Big Data in a purely technical context, but the benefits of Big Data reach well beyond the sphere of IT in the enterprise. The operational benefits of Big Data technologies, when implemented soundly, step to the fore.



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IIS' SERVICES TAILOR BIG DATA SOLUTIONS TO BUSINESS USE CASES

MGI points to operational improvements as the result of implementing Big Data technologies such as analyzing store traffic to give retail managers the ability to optimize labor resources more efficiently. Similarly, this use case increases operational performance transparency, and altogether, MGI estimates these data-driven business processes can add up to \$20 billion in productivity gains. To deliver productivity gains of this caliber, organizations need to make strategic decisions on where targeted investments in Big Data technologies make financial sense.

IIS' SERVICES TAILOR BIG DATA SOLUTIONS TO BUSINESS USE CASES

There is no one-size-fits-all solution when solving the Big Data puzzle. IIS tailors its services based on the individual use cases of Big Data. Essentially, organizations can opt for commodity hardware and open standards in order to pluck the low-hanging fruit first without investing in a massive proprietary implementation.

This strategic decision allows organizations to save on an implementation initially and over time, as well. From an operational perspective on Big Data technologies, the costs associated with proprietary stacks are simply too prohibitive over the long term, and merit a different approach.



The challenge facing enterprises today is how to bring together the technical intricacies of Big Data implementations and real-world productivity gains. By its very definition, Big Data means that traditional

storage and analytical technologies are insufficient to stem the data deluge. To follow in the footsteps of Big Data pioneers, enterprises must essentially deploy an infrastructure that enables a conversation with data, allowing business decision-makers to derive actionable insights faster than their competitors.

Deriving actionable insight from Big Data is not as easy as turning on a light switch. To see real cost savings -- often in unforeseen ways -- and productivity gains, enterprises should strongly consider using commodity hardware and open standards as a strategic decision.