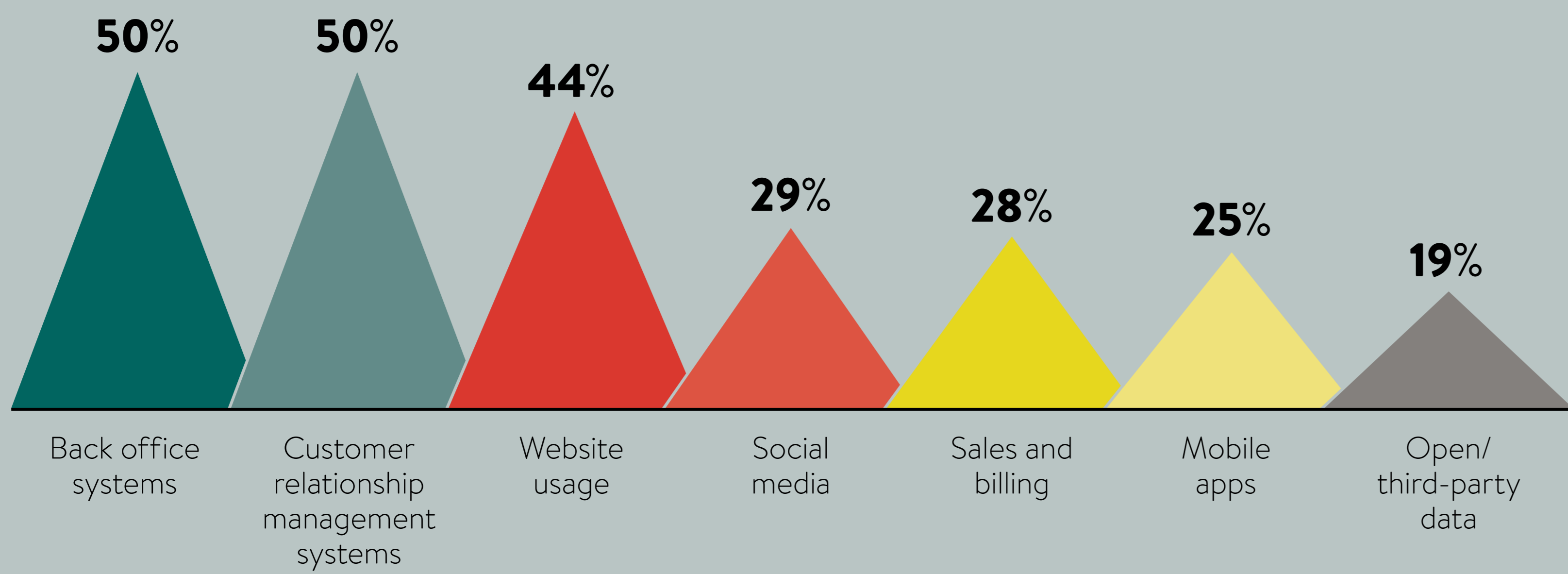


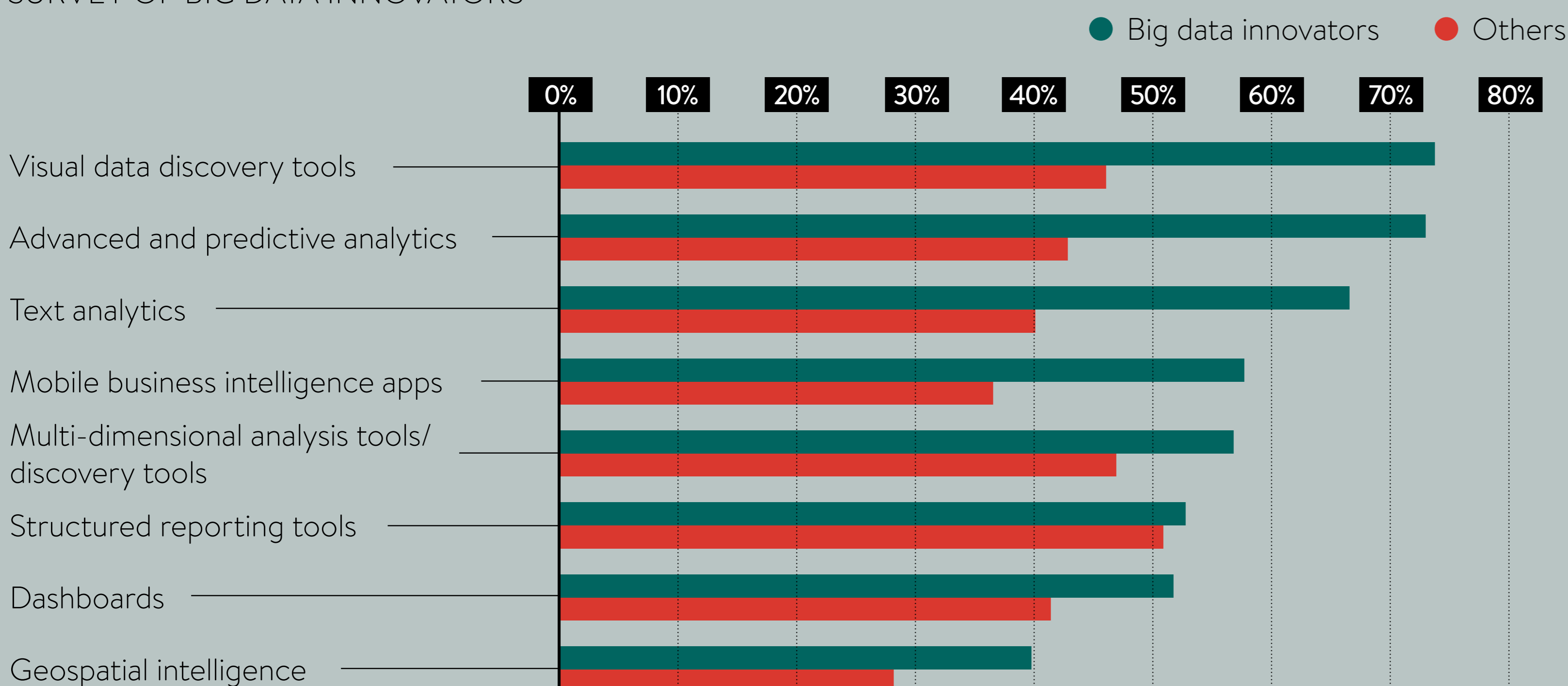
DATA ANALYTICS IS KEY TO SUCCESSFUL TRANSFORMATION

COMPANIES' MAIN SOURCES OF DATA



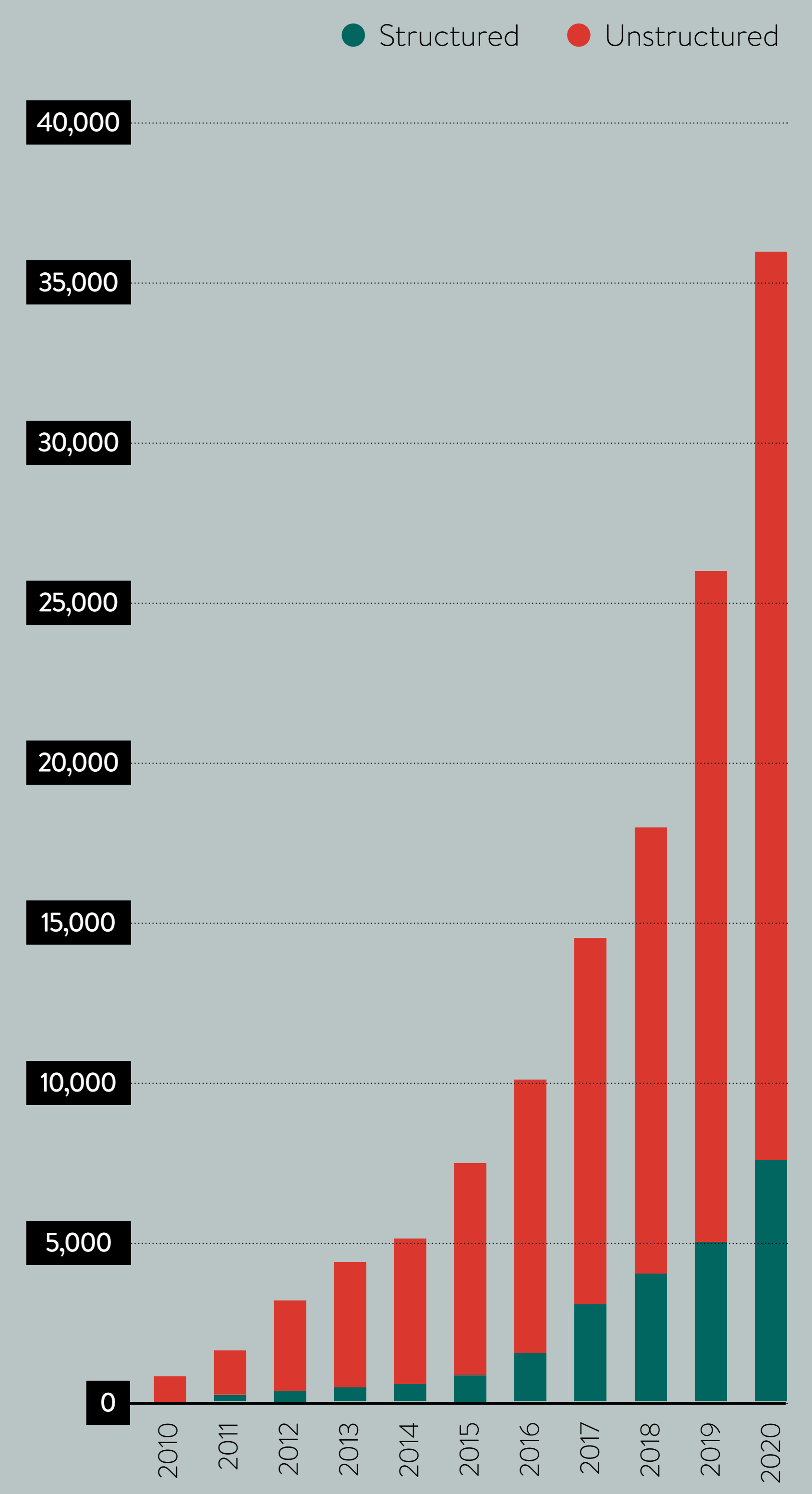
DATA MANAGEMENT APPROACHES USED FOR DATA ANALYTICS

SURVEY OF BIG DATA INNOVATORS



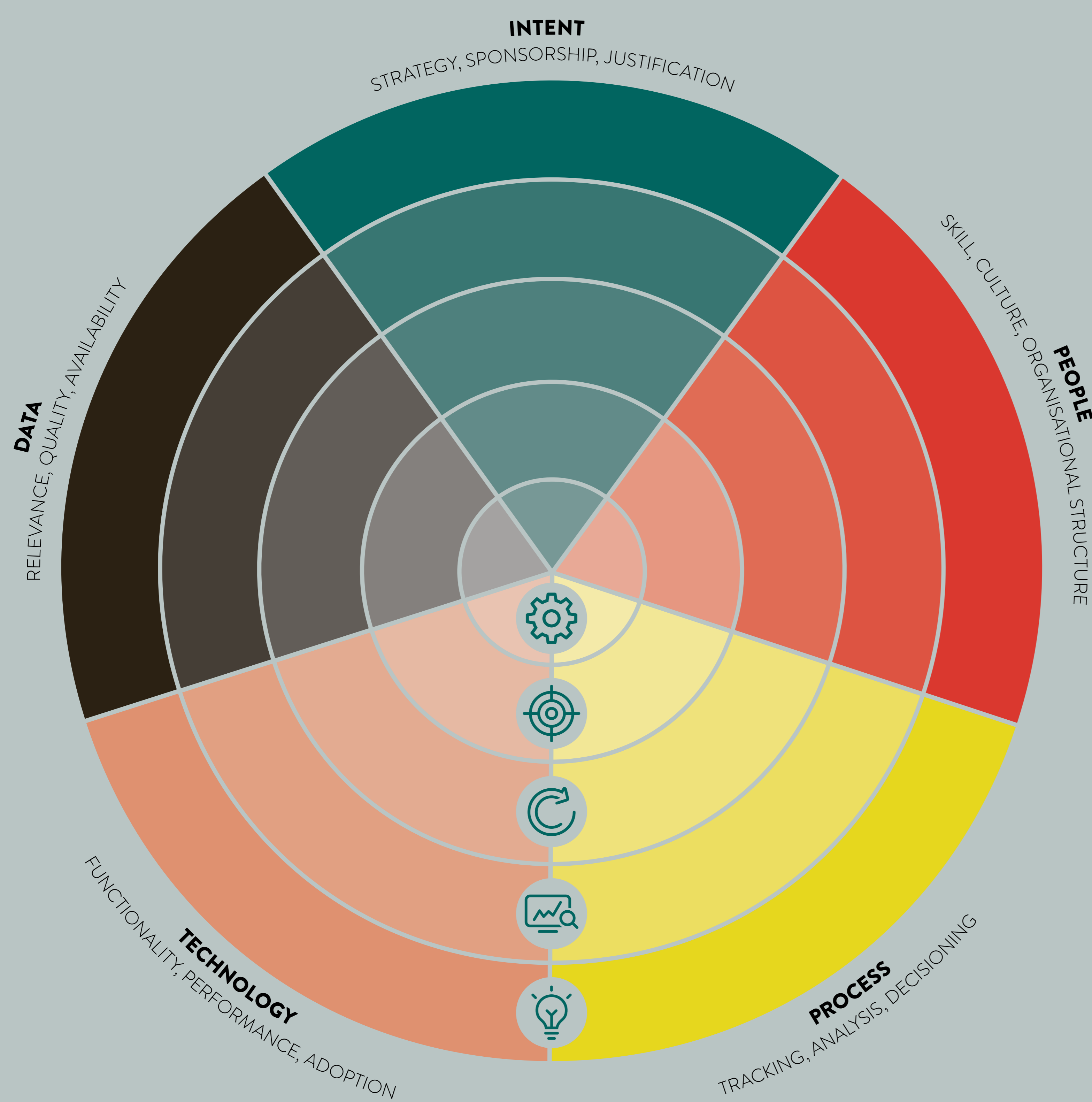
GLOBAL CORPORATE DATA

IN EXABYTES



BIG DATA MATURITY UNDERPINS TRANSFORMATION

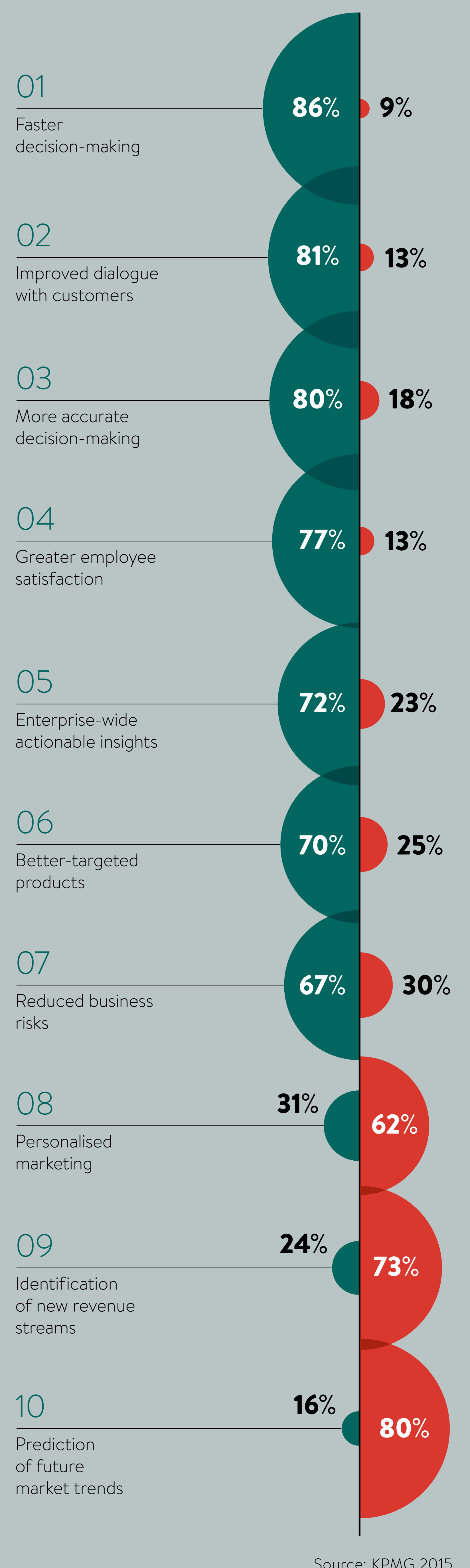
An organisation's ability to drive transformation with big data is directly correlated with its organisational maturity, according to IDC



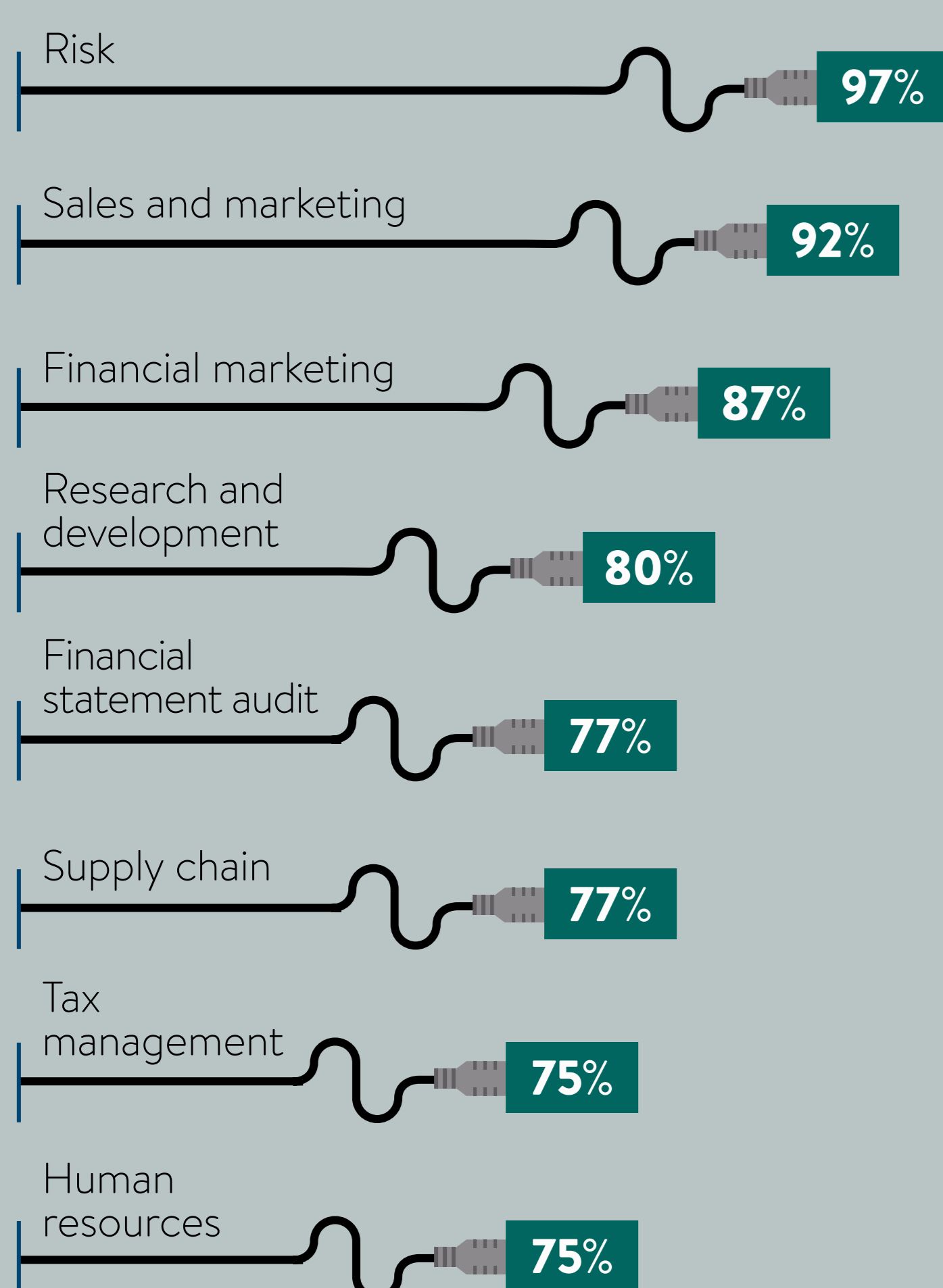
CURRENT AND FUTURE BENEFITS TO COMPETITIVENESS FROM DATA AND ANALYTICS

Key areas of opportunity remain unexplored

● Current benefit ● Potential future benefit

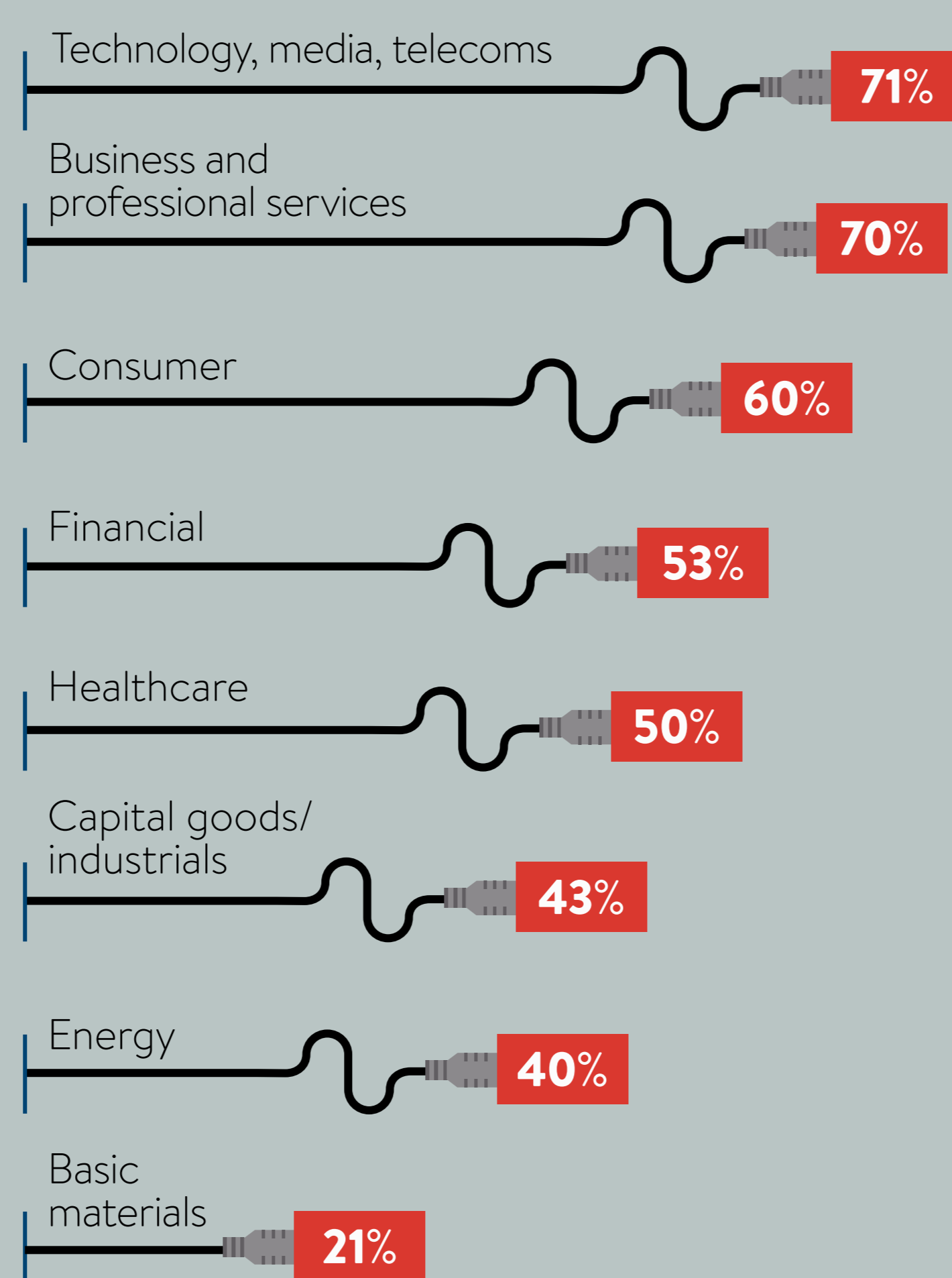


CURRENT USES OF DATA AND ANALYTICS



FUTURE IMPACT OF DATA AND ANALYTICS ACROSS SECTORS

OVER THE NEXT THREE YEARS



01 AD HOC EXPERIMENTAL
Siloed proof-of-concept or pilot projects, undefined processes, lack of resources and individual effort

02 OPPORTUNISTIC ACCEPTED
Defined requirements, unbudgeted funding, project management and resource allocation inefficient

03 REPEATABLE INTENTIONAL
Recurring projects, budgeted and funded programme management, and documented strategy and processes with stakeholder buy-in

04 MANAGED MEASURED
Project, process and programme performance measurement influences investment decisions; standards start to emerge

05 OPTIMISED OPERATIONALISED
Big data approaches become operationalised across with a focus on process improvement and value realisation

Source: IDC 2015