

Big Data
Nikki Summers
Regional Director East Africa

@nikkissummers_



The Industrial Revolutions

sage





Only about 10% of companies have established a “single source of truth” for their data, that is, unique storage spaces, or databases, for enterprise-wide data objects.

By 2020 there will be enough data in the world to fill a stack of tablets equivalent to 6.6 times the distance between earth and the moon – IDC

- The Futurist – excited and optimistic about potential of big data
- The realist – adopts more caution, risk aware, covers all bases to protect
- The Futurealist – considers both sides but changes the outcome – well-planned, people-centred, strategic approach

Big Data – Futurist Take



- Greater efficiencies, increased productivity, reduced cost and business growth
- 80% of enterprise executives stated – if a company does not embrace big data they will lose (Accenture Study)
- Forrester predicts global big data software market will be worth \$31 billion this year

Big data gives opportunity to use analytics to drive digital transformation, redefine customer experience and create a new sense of relevance – rather than just providing a service.

Big Data – Realist Take



- Information Overload
- By 2020 1.7 megabytes of new information will be generated **every second for every human being** - 44 zettabytes of data in the world – up from 4.4 zettabytes in 2015
- 95% of Fortune 1000 businesses undertook big data projects less than half achieved measurable results.
- Gartner reports that only 15% of businesses have deployed big data projects to production.

A lot to get right before organisations can attempt a big data project.

Accessing and preparing the data

Right skills and technology

Data Protection

Big Data – Futurealist Take



- Aware of both the challenges and the opportunity
- Focus on people development and technology enablement
- No point in gathering data if the business has no clear use case

Gartner predicts that by 2020, the CDO role will be as mission critical as the CIO, CEO, COO, CFO and HR functions in 75% of large enterprises.

Thank you