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Big Success with
Big Data Research
Findings 2014
Video transcript

Research shows **OVERWHELMING SATISFACTION** Among companies that have completed one or more big data implementations From the 1000+ respondents interviewed by Accenture Analytics: 92% Users are fully satisfied with 89% 89% their business outcomes 94% Users report their implementation is meeting their needs Users believe big data will revolutionize operations the same way the Internet did Users believe big data is very important to their transformation into digital.

HOW BIG DATA IS USED TODAY 57% analyzing customer behavior 56% combining data sources 53% improving customer personalization.

#1 Broad learning required Organizations are learning about the complexities of big data and how to address challenges #2 Help needed Companies are finding ways to get help with big data, whether bringing in external resources for a project, hiring new talent or training their teams #3 Company size makes a difference Larger companies are seeing better results by doing more with big data **FOUR KEY FINDINGS** #4 Potential for disruptive transformation Respondents see big data as transforming the way business is done.

Broad learning required Organizations are learning about the complexities of big data Respondents report a variety of challenges with big data projects 51% Security 47% Budget 41% Lack of talent to implement 35% Integration with existing systems.

Help needed Companies are finding ways to get help with big data, whether bringing in external resources for a project, hiring new talent or training their teams 95% 55% used one or more sources of external help for big data installation plan to increase data science expertise within the next year.

Company size makes a difference Larger companies are seeing better results by doing more with big data More large company respondents report that big data completely met their needs **LARGER COMPANY USERS SMALLER COMPANY USERS** Big data is seen as extremely important by more from large companies 67% 58% 43% 32.

Potential for disruptive transformation Respondents see big data as transforming the way business is done **THE TOP 3 IMPACTS IN THE NEXT FIVE YEARS** 63% Customer relationships 58% Redefining product development 56% Changing the way we organize operations.

GET THE MOST FROM BIG DATA Explore the entire big data ecosystem Start small then grow Be nimble Focus on building skills.