What are the challenges?

- Security: 51%
- Budget: 47%
- Lack of talent to run systems: 37%
- Integration with existing systems: 35%
- Lack of talent to implement: 41%

To overcome challenges, users are investing in:

How do you get it done?

- Accenture Analytics, part of Accenture Digital, can help you grow your business in entirely new ways.
- To find out more visit our site: www.accenture.com/BigDataSuccess

What does the future hold?

A vast majority of users (89%) believe big data will revolutionize the way business is done in the same way the Internet did. Over the next five years, users believe big data will have the biggest impact on:

- Customer relationships: 63%
- Defining product development: 58%
- Changing operations: 56%
- Redefining product development: 58%

Does organization size make a difference?

Respondents from larger companies are using more data types than those from smaller companies:

- Social network data
- Unstructured data
- Visualization data

More users from larger companies report being very satisfied with business outcomes from big data than those from small companies.

How to achieve big success from big data

Companies with big data experience are overwhelmingly satisfied with their business outcomes. But what have they learned about implementation?

What are users doing with big data?

- Identifying new sources of revenue: 94%
- Developing new products or services: 89%
- Improving efficiency: 58%
- Streamlining operations: 58%
- Increasing productivity: 58%