

How to achieve big success from big data



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



92% are fully satisfied with their business outcomes



94% report that their implementation is meeting their needs

Why use big data?



89% say big data is very important to their transformation into digital



58% adopt big data to maintain competitiveness

What are users doing with big data?



94% identifying new sources of revenue



89% developing new products or services

What are the challenges?



51% security



47% budget



41% lack of talent to implement



37% lack of talent to run



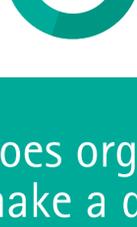
35% integration with existing systems

How do you get it done?

To overcome challenges, users are investing in:



95% used one or more external resources including consultants, contract employees and technology vendor resources for help during pilot and implementation



91% expect to increase their data science expertise, the majority (55%) within the next year



Does organization size make a difference?

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



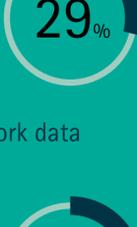
vs.



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



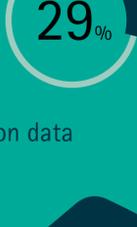
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54% vs. 29% Social network data



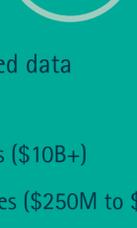
vs.



50% vs. 29% Visualization data



vs.



49% vs. 36% Unstructured data



● Larger companies (\$10B+)

● Smaller companies (\$250M to \$500M)

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:



63% customer relationships



58% redefining product development



56% changing operations



So, what should you be doing with big data?



Explore the entire big data ecosystem



Start small then grow



Be nimble



Focus on building skills

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