

COMPUTERWORLD

# THE POWER OF **BIG DATA** SYMPOSIUM

6.26.12 | NYC

Optimizing **Big Data** for  
Real-Time Business Transformation

# Welcome to Computerworld's **The Power of Big Data Symposium**

June 26, 2012

The Roosevelt Hotel

New York City

# Welcome

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Vice President & Publisher

*Computerworld*

# Business Analytics and Big Data

IDC and Computerworld  
March 2012 Survey Results

## Purpose & Methodology

### Survey Sample

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Field Work	1/24/12 - 2/21/12
Audience Base	Computerworld Online/IDC

### Survey Method

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Collection	Online Questionnaire
Number of Questions	25 (incl. demographics)

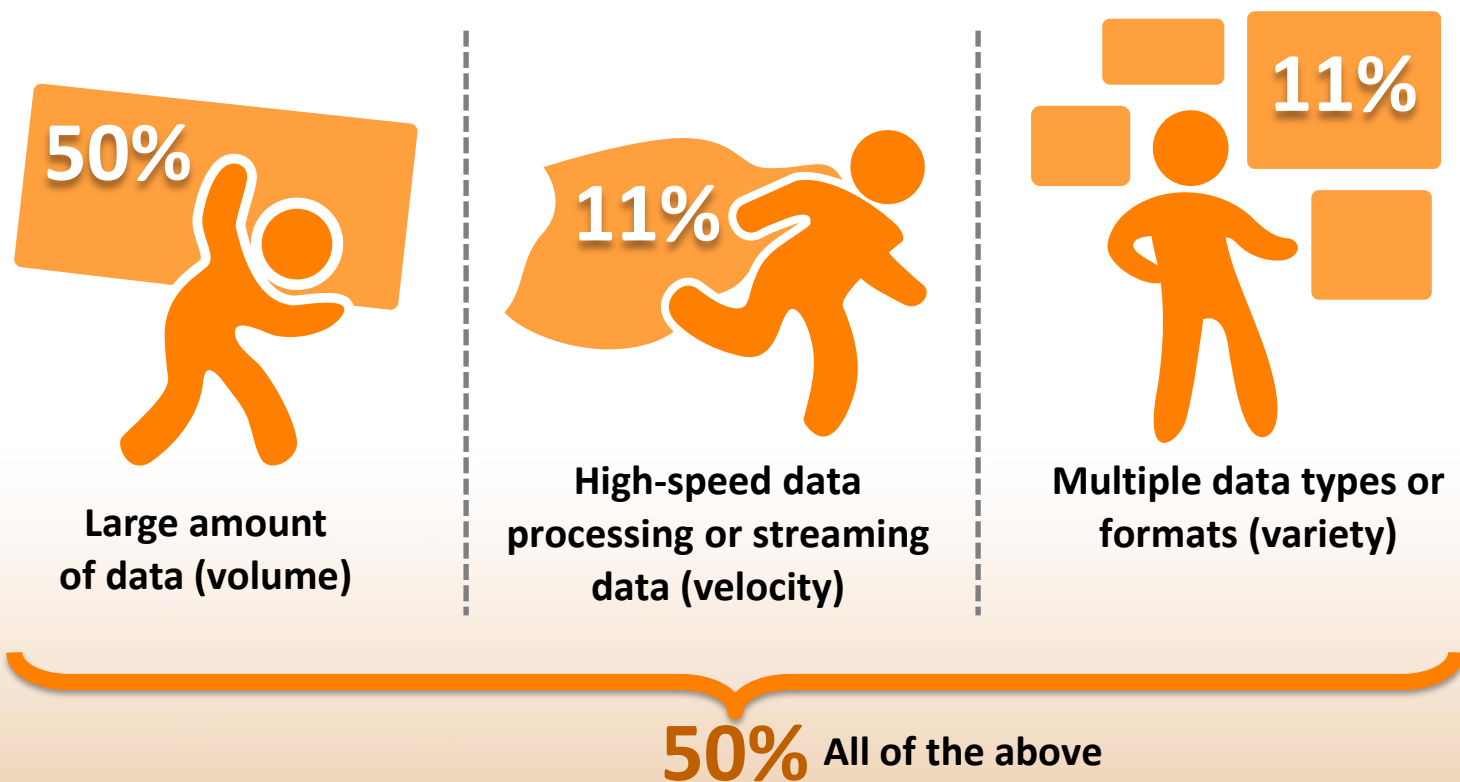
### Survey Goal

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The goal of the study was to assess the adoption and deployment patterns of business intelligence and analytics solutions.

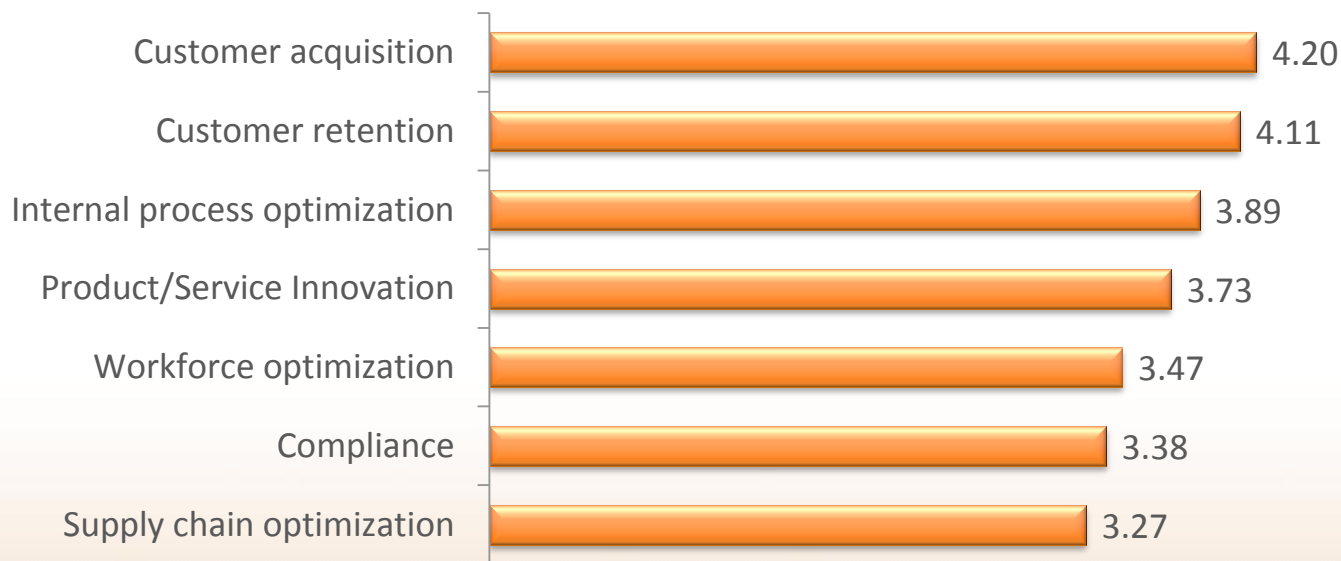


# Big Data: More than Sheer Volume



Q. What does Big Data mean to you?

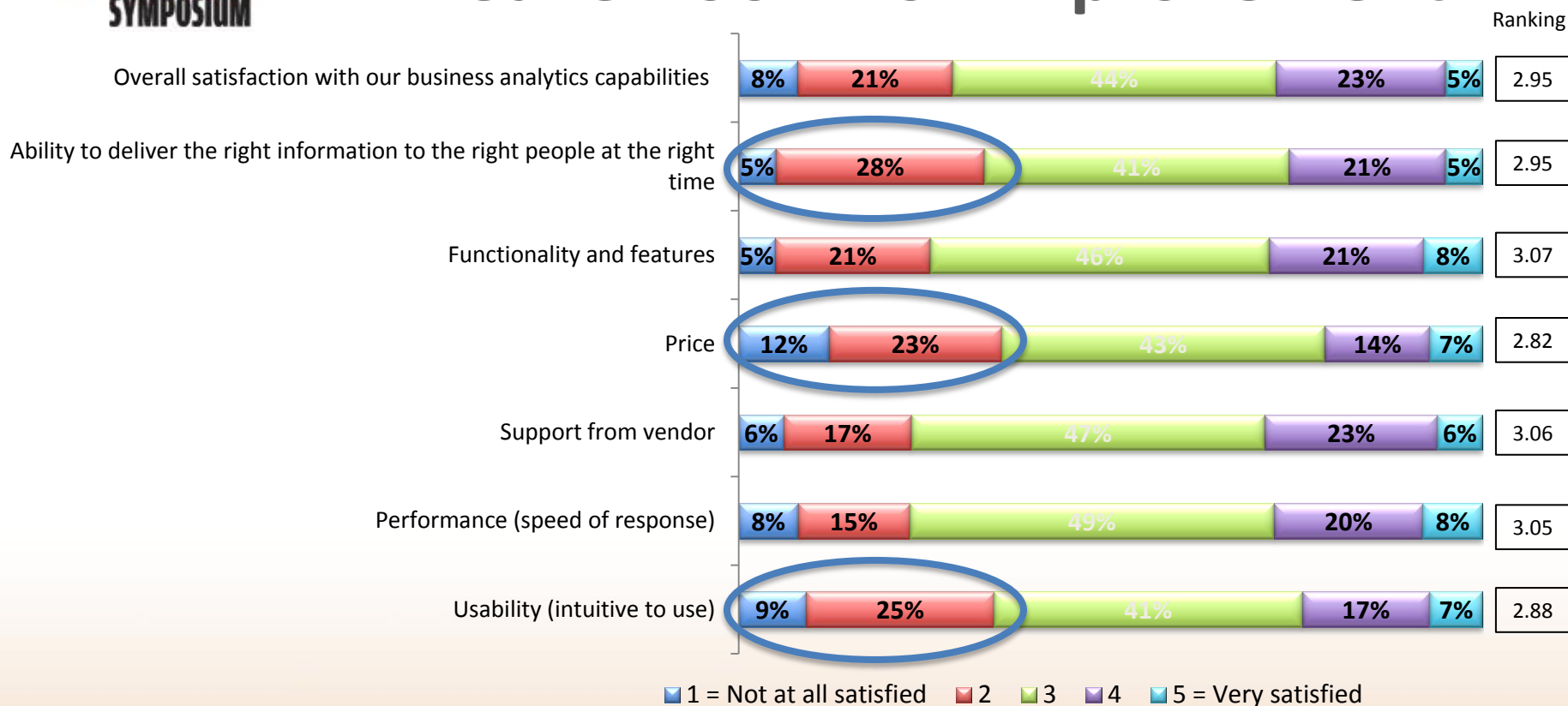
# Customer Related Services Top Priority



5 = Very important; 1 = Not at all important

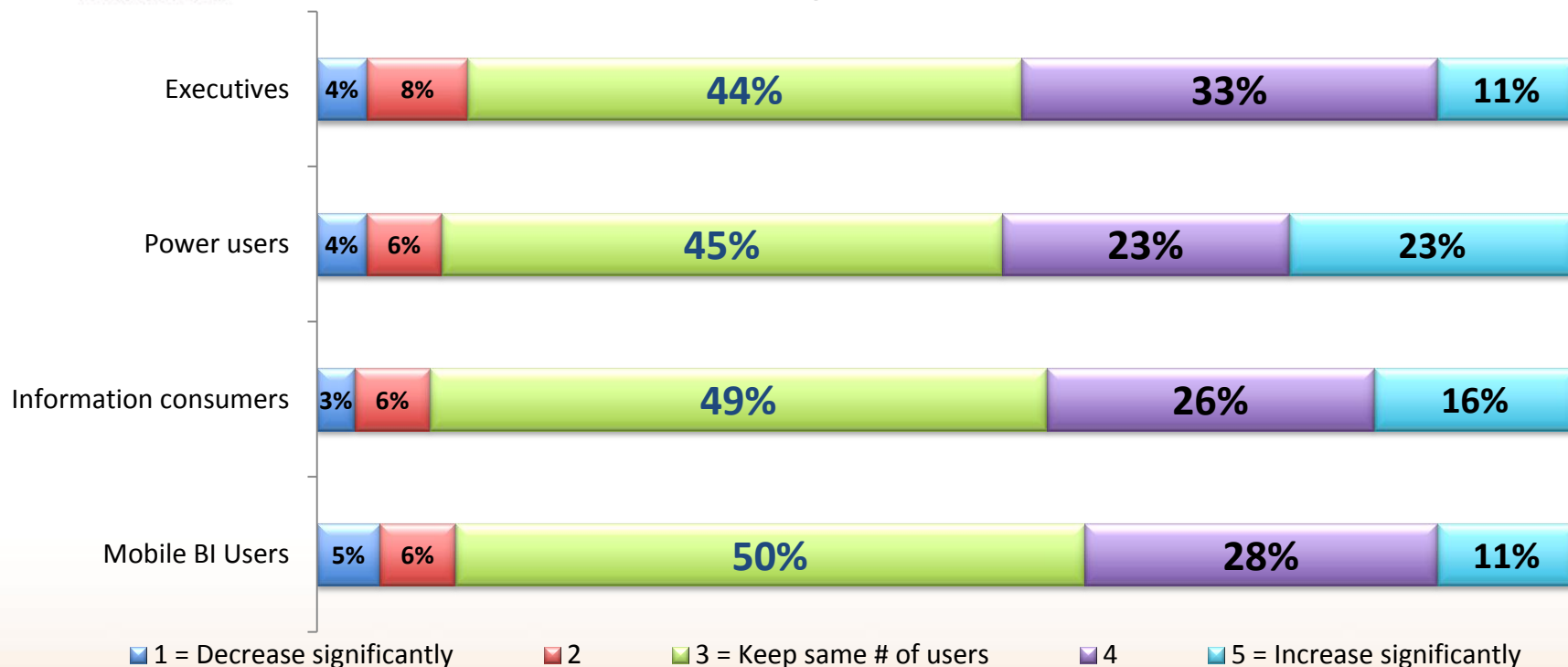
Q. Please rate the importance of the following initiatives for BI/analytics projects in the next 12 months.

# BI & Analytics Solutions Leave Room for Improvement



Q. How satisfied are you with the following aspects of your organization's BI and analytics solution?

# BI & Analytics to Increase for Execs, Power Users



Q. To what extent are you planning to make BI/analytics technology available to new/additional users in each of the following categories over the next 12 months?



## Conclusions

- Beyond sheer volume, Big Data can mean velocity of data and variety of data as well.
- A variety of types of data are being captured/analyzed.
- A majority of organizations have analytics groups with a decentralized format of spreading analysts throughout business units favored.
- Satisfaction with current BI & Analytics solutions is relatively low, leaving room for improvement.
- On the business side, most organizations don't know what to do with BI & analytics, and therefore, don't know how to measure the results they may see.
- Vendors can help IT communicate the benefits and create more user-friendly tools.
- BI & Analytics provide the most value when it comes to customer related services.
- Advanced analytics skills are most needed, but also the most difficult to find.

# Action-packed agenda on the Power of Big Data

- Innovating with Big Data
- Utilizing Big Data to Reveal Big Fraud
- Driving Big Value from Big Data
- Harnessing the Power for Connected Brands
- Understanding Big Data Architecture
- Using Big Data for Real-Time Decisions
- Using Big Data to Get to Know Your Customers

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