# Big Data: Expectations, Obstacles, and the Road to Greater Value

Big Data. No doubt, it's a valuable business resource – but what exactly do companies expect from it? The fact is, there's often wide variation regarding these expectations – both across organizations and within. And as companies seek to realize the value of Big Data, many face significant obstacles. What are they, and what can be done? A recent report by The Economist Intelligence Unit sponsored by SAP Services explores these issues and more. Read on to learn what it discovered.

Organizations are starting to take advantage of Big Data. Why do they need to be able to analyze it quickly?



decisions







Respond better to competitive pressures

#### How are different business roles using Big Data today?

opportunities

#### **Executives**





#### **Managers**







#### All employees



of organizations provide user-generated reporting

# What's holding organizations back from realizing the full value of Big Data?



limitations



talent



Culture does not yet support a data-driven enterprise



business users

#### Assuming these challenges can be addressed, how will organizations use **Big Data moving forward?**



## **Predictive analytics**

- Respond to challenges before they happen
- Yield the insights needed to predict outcomes
- Capitalize on future trends



35%-40% Improve predictive analytics to

increase competitive advantage



### **Visualization**

- Summarize complex data
- Drill down to understand the drivers behind trends
- Communicate recommended action



Use visualizations to signal required action

# How can SAP help your organization capitalize on the Big Data future?

When it comes to Big Data, no other company is more prepared to help you seize opportunities than SAP. Learn more about our solutions and services at www.sap.com/bigdata.



## Sources

\*All data is from The Economist Intelligence Unit (EIU) report, The power of fast data, available free of charge at www.economistinsights.com/fast-data.