Paving the Way for Real Change: Big Data Gets Personal

Capturing Big Data from business systems is already a best practice for many enterprises. However, some leading companies are taking the next step. By merging Big Data with personal data collected from the Web, social media, and mobile devices, organizations are not only gaining value but also **changing the way people work, live, and play.** Is your company prepared to take advantage of these new business opportunities and create real change?
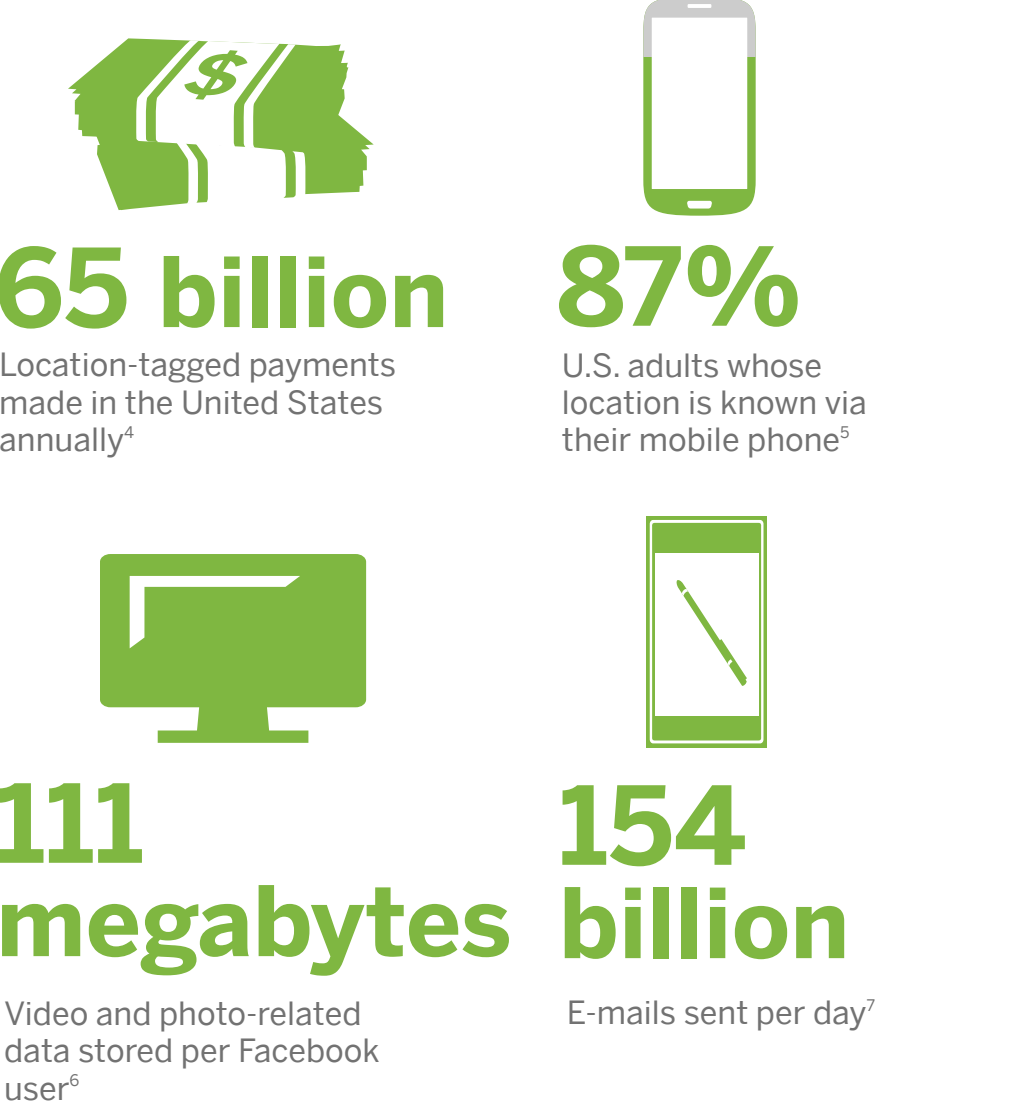
Big Data gets bigger.

Stores of digital information are expanding rapidly, and the growth continues to accelerate. According to IDC – the global research, analysis, and consulting company – the amount of data created in 2013 reached 4.4 zettabytes, and it will multiply tenfold by 2020, to 44 zettabytes.[1]

2000% 2020[2]

Projected growth of today's global data by

New sources create new data.

Much of this growth is due to the rising collection of personal data. In fact, 75% of all digital data is created by consumers.[3] The varied and ever-expanding sources create exponentially more data each year.

65 billion
Location-tagged payments made in the United States annually[4]

87%
U.S. adults whose location is known via their mobile phone[5]

111 megabytes
Video and photo-related data stored per Facebook user[5]

154 billion
E-mails sent per day[7]

Collecting personal data is only the start. Analyzing data is the key.

Opportunities for business advantage and change arise only when companies analyze the data. That's just beginning to happen.
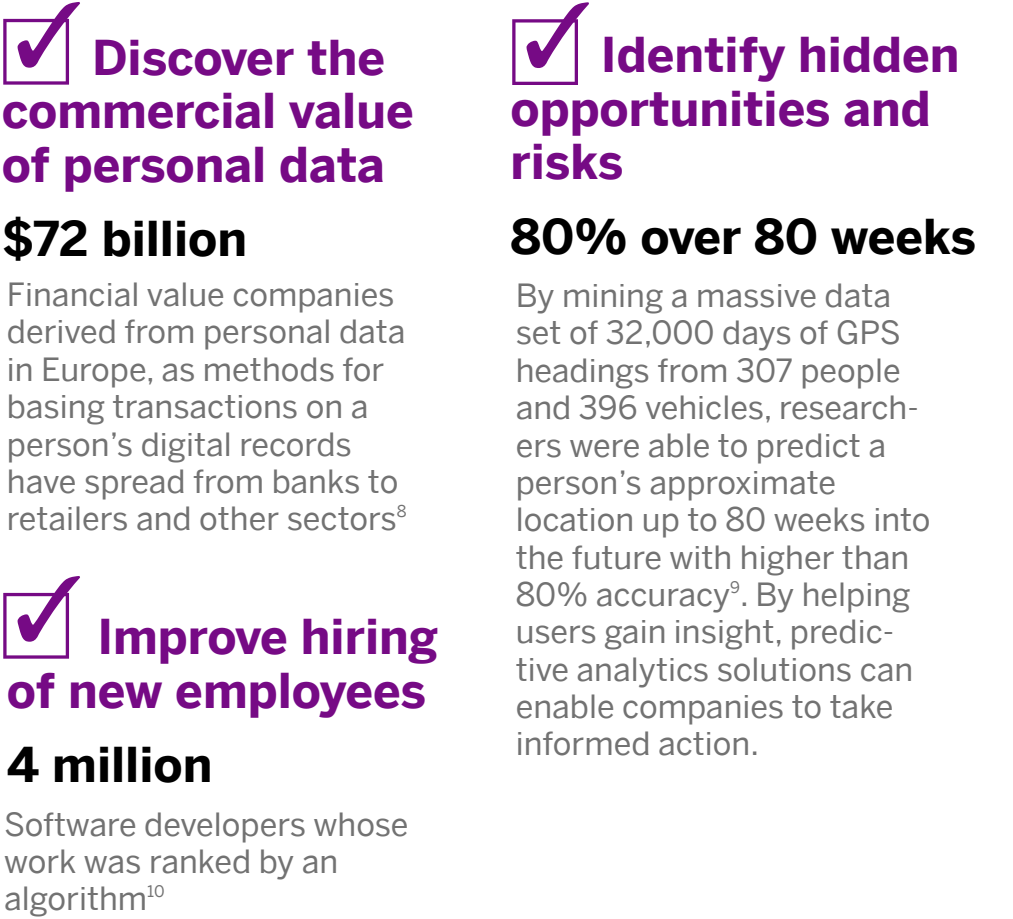
99.5%
Amount of digital data that is never analyzed

"The amount of digital data being created globally is doubling every two years, and the majority of it is generated by consumers in the form of movie downloads, VoIP calls, e-mails, cell-phone location readings, and so on, according to the consultancy IDC. Yet only about 0.5 percent of that data is ever analyzed."

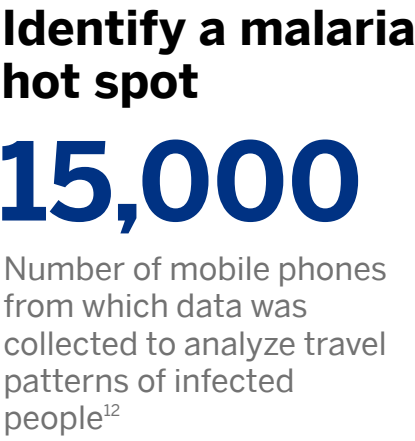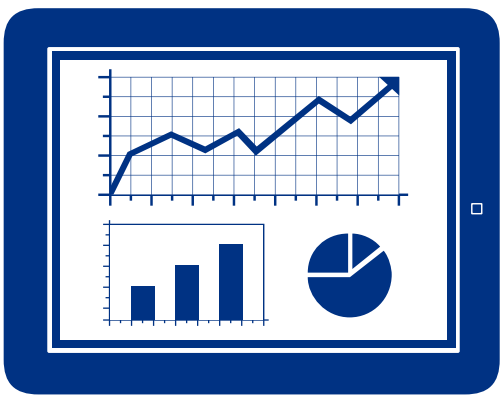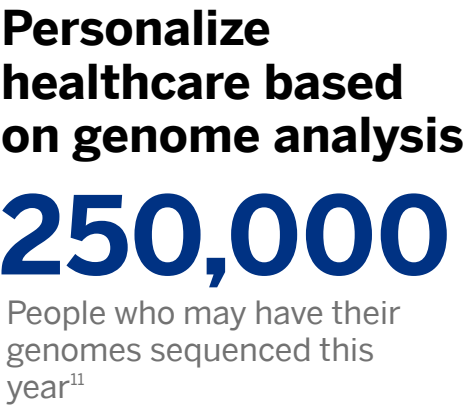Antonio Regalado, "The Data Made Me Do It," *Big Data Gets Personal, MIT Technology Review* (2013)

Business opportunities await.

Companies that employ personal data in their Big Data initiatives can realize significant business value.

☑ Discover the commercial value of personal data

$72 billion

Financial value companies derived from personal data in Europe, as methods for basing transactions on a person's digital records have spread from banks to retailers and other sectors[8]

☑ Identify hidden opportunities and risks

80% over 80 weeks

By mining a massive data set of 32,000 days of GPS headings from 307 people and 396 vehicles, researchers were able to predict a person's approximate location up to 80 weeks into the future with higher than 80% accuracy[9]. By helping users gain insight, predictive analytics solutions can enable companies to take informed action.

☑ Improve hiring of new employees

4 million

Software developers whose work was ranked by an algorithm[10]

Personal benefits are real.

Other companies are using Big Data to change the world with applications that help:

Personalize healthcare based on genome analysis

250,000

People who may have their genomes sequenced this year[11]

Identify a malaria hot spot

15,000

Number of mobile phones from which data was collected to analyze travel patterns of infected people[12]

Download the report.

For more information on how companies are using the convergence of Big Data and personal data to create new value, download the MIT Technology Review Business Report *Big Data Gets Personal.*

Learn more.

Discover how SAP can help you make the benefits of Big Data real. For more information, visit us at www.sap.com/bigdata.

Sources

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2.–7. *Big Data Gets Personal, MIT Technology Review* (2013)
8. "Intel Fuels a Rebellion Around Your Data," *Big Data Gets Personal, MIT Technology Review*, 2013.
9. "The Data Made Me Do It," *Big Data Gets Personal, MIT Technology Review*, 2013.
10. "People Analytics: Big Data in Hiring," *Big Data Gets Personal, MIT Technology Review*, 2013.
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