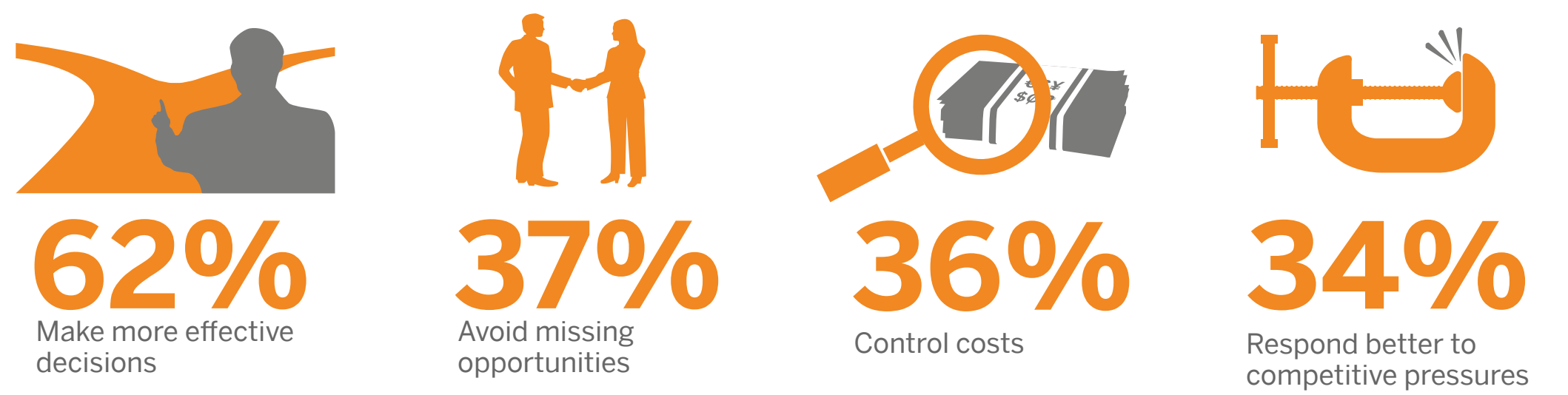


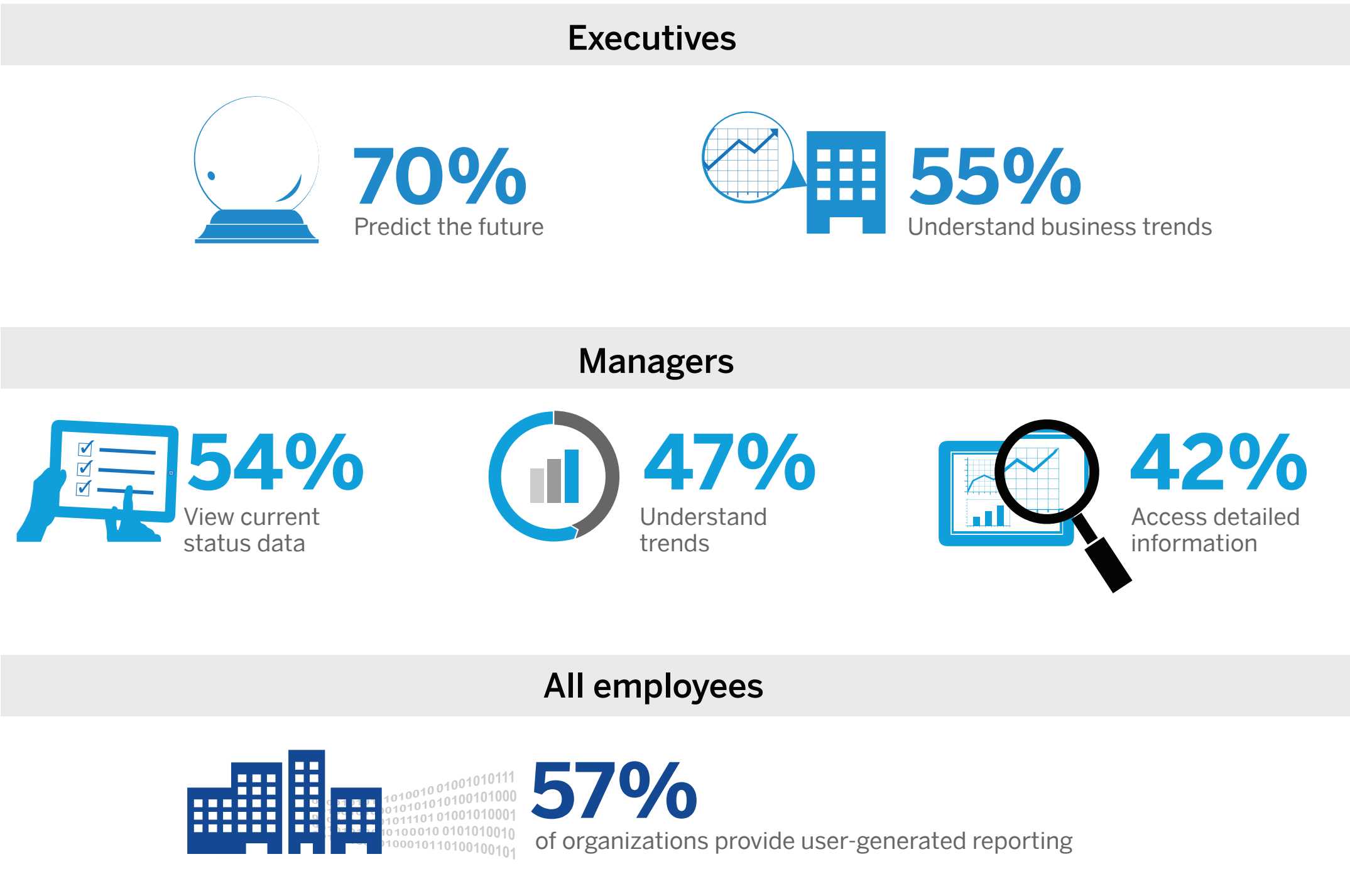
Big Data: Expectations, Obstacles, and the Road to Greater Value

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?



How are different business roles using Big Data today?



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



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



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.