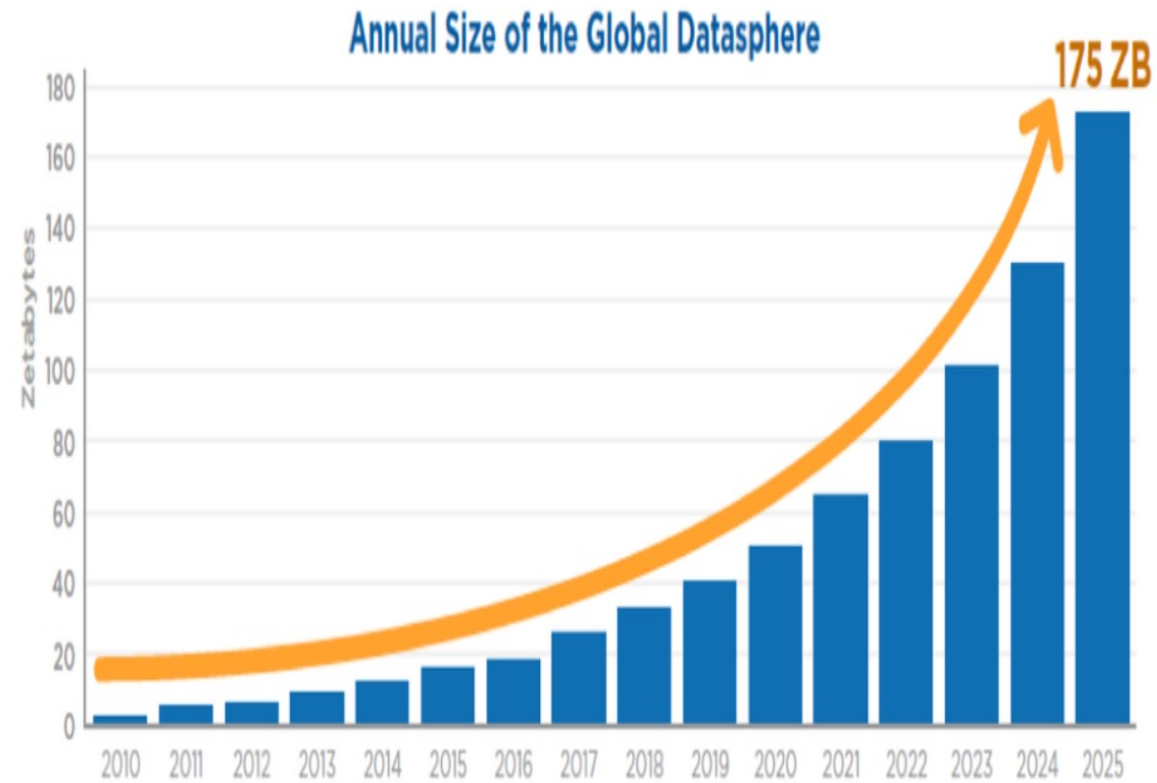
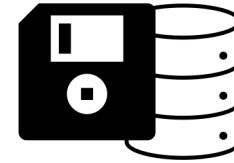




2 Value from Data



Rise of Big Data



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018





Value before data



Before you jump into the data wagon:

- Understand your business needs
- Understand where and how you want to create value

Start by **identifying where** your organisation might **create more value** than your competitors

There is a **long road between** having **data** and generating value using **AI**



Path to value



According to an MIT Survey:

- 65% of organizations felt they were effective at capturing data
- 46% were effective at disseminating information and insights

Sharing information from insights is only part of the goal

To get value from data analytics you have to be effective on acting on the insights it provides