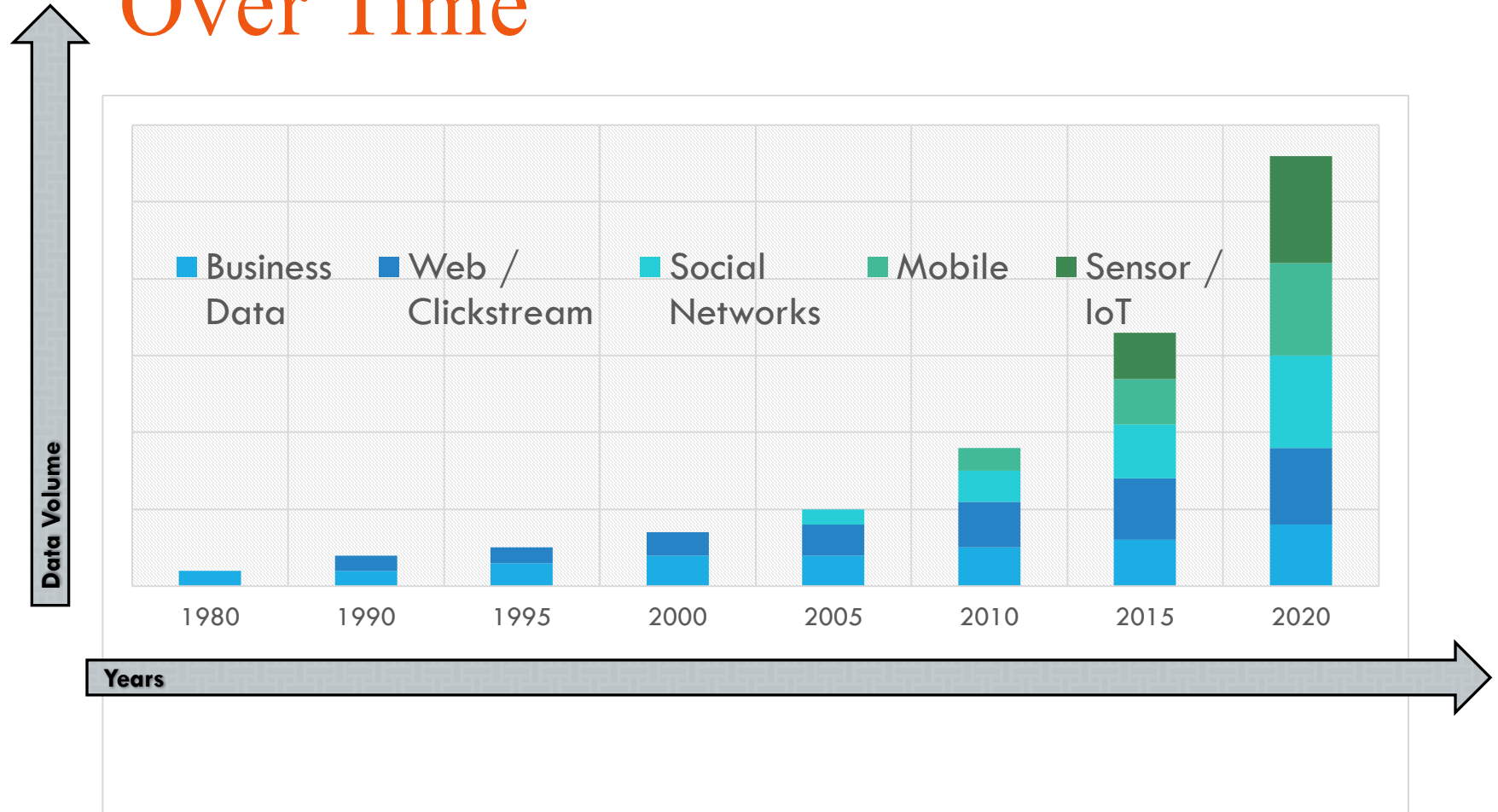




# Growth of Organizational Data

School of Information Studies  
Syracuse University

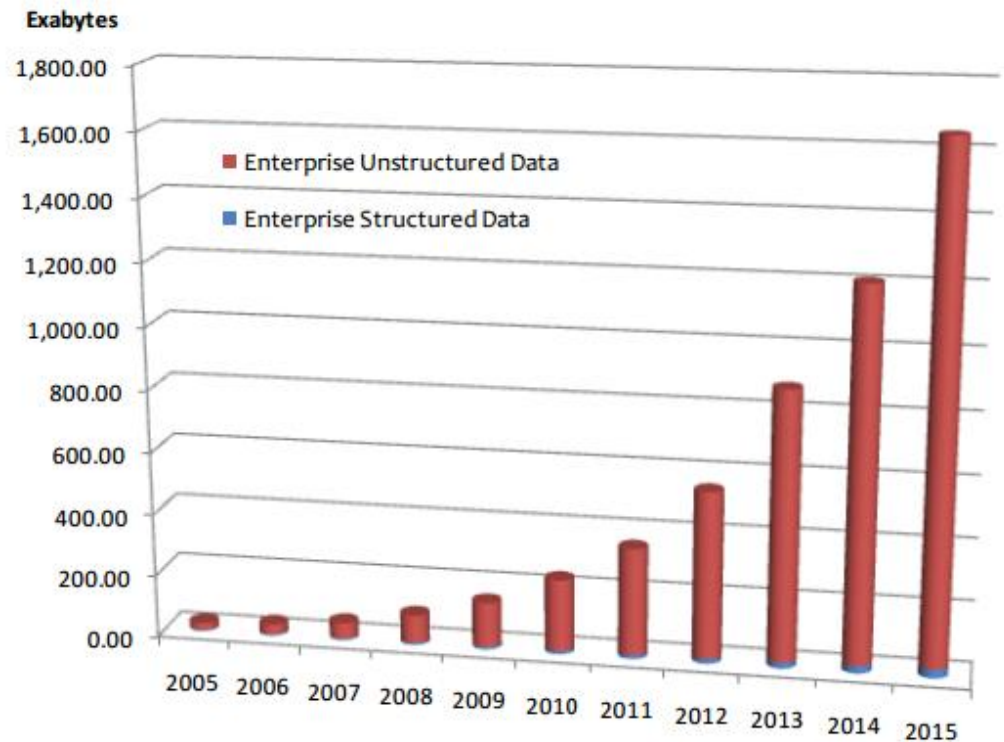
# Data Explosion: A Sample Growth of Organizational Data Over Time





# The Rise of Enterprise Unstructured Data

Most of the data required for informed decision-making are unstructured data.

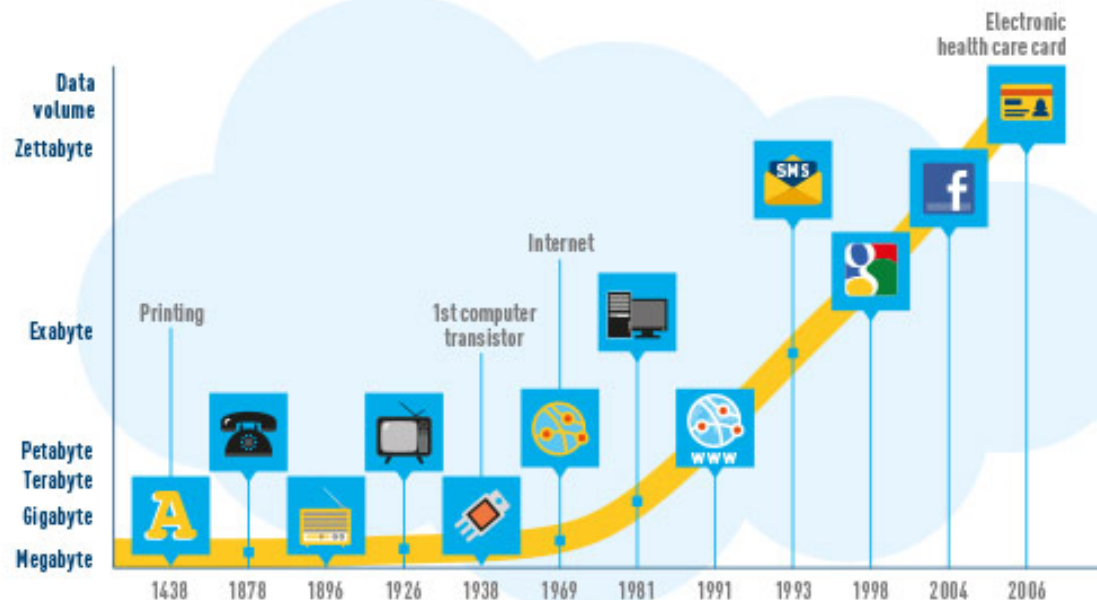


\* IDG

# Exponential Growth

## Exponential growth of data volumes

Technologies such as RFID and smartphones as well as the increasing use of social media applications are resulting in a rapid rise in data volumes.



Source: Federal Association for Information Technology, Telecommunication and New Media (BITKOM). "Big Data im Praxiseinsatz - Szenarien, Beispiele, Effekte."

So what?