

# Extracting business value from the 4 V's of big data

**90%**

of today's data has been created in just the last 2 years



(...enough to fill **10 million** Blu-ray discs)



Every day we create **2.5 quintillion** bytes of data

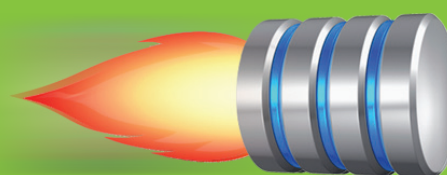


## Volume

Scale of data

Every **60 seconds** there are:

**72 hours** of footage uploaded to YouTube



## Velocity

Speed of data

**50,000**

GB/second

is the estimated rate of **global Internet traffic** by 2018



**216,000** Instagram posts



**204,000,000** emails sent

**1 in 3**

business leaders don't trust the information they use to make decisions



## Veracity

Certainty of data



**\$3.1** trillion

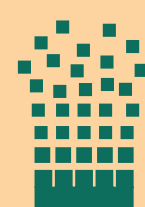
is the estimated amount of money that **poor data quality** costs the US economy per year

## Variety

Diversity of data



**80%** of data growth is video, images and documents



**90%**

of generated data is "unstructured"

This includes tweets, photos, customer purchase histories and customer service calls

## The fifth "V"?

Big data = the ability to achieve greater **Value** through insights from superior analytics



**Case study:** A US-based aircraft engine manufacturer now uses analytics to predict engine events that lead to costly airline disruptions, with 97% accuracy. If this prediction capability had been available in the previous year, it would have saved \$63 million.

Unlock the value of your big data.  
Start here: [ibm.co/technologyplatform](http://ibm.co/technologyplatform)