



On a smarter planet, answers are hidden in the data.

Here's a bold prediction: The biggest leaps forward in the next several decades – in business, science and society at large – will come from insights gleaned through perpetual, real-time analysis of data.

With nearly 2 billion people on the internet and with more and more of the world's systems becoming digitally aware, there is greater diversity in the forms and shapes data is taking. And while data is growing at an exponential rate in volume and complexity, time is not.

The key is to move from 'big data' to smarter data by organising your information in all its diversity, understanding its context, and managing its continual evolution. Consider this:

- Through smarter data, we can make sense of information in all its forms – structured or unstructured. A leading nationalised bank in India partnered with IBM to set up a 1.5 trillion byte data-mining solution. The insights on customer and transaction trends that emerged from analysing the data helped the bank tailor their product offerings to appeal to a wider base of customers and

prospects. As a result, the bank was able to generate additional revenues worth \$ 180 million.

- And smarter data, delivered promptly in real-time via new computational models like stream computing, allows us keep pace with a world where risk and opportunity are constantly in flux. This is what a Canadian hospital treating high-risk newborns is doing, as its doctors identify patterns within an array of physiological data to help detect life-threatening infections up to 24 hours sooner.

A world of smart data offers enormous hope. It also raises important issues, such as those relating to privacy and security. These are challenges faced by all businesses and societies. But fortunately, as thousands of forward-thinking leaders today are discovering, their data's hidden meanings don't just make their companies smarter. They also increase the growth, transparency, sustainability and knowledge of entire industries, and of our whole planet. Which is turning a bold prediction into a promising reality.

Let's build a smarter planet. Join us and see what others are doing at ibm.com/smarterplanet/in/analytics

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