

5 business reasons to embrace a big data strategy

IDC identified future-readiness levels. "Future Creators" experience key business improvements resulting from big data strategies compared to "Current Focused."

1 | Faster reaction time to external events

By analysing up-to-the-minute data, businesses can act quickly to take advantage of market forces in near real-time. 52% of Future Creator companies cite faster reaction time to external events versus 38% of Current Focused.

2 | Better prediction of outcomes

Future-ready companies utilise on-demand data to pull ahead of those who are subject to the dynamics of business outcomes. 62% of Future Creators cite better ability to predict events as a significant big data benefit compared with 34% of Current Focused.

3 | Better information sharing across the board

The ability to quickly and easily share data with co-workers is the linchpin of a successful and connected organisation. 56% of Future Creators cite better information sharing as a significant benefit compared to 41% of Current Focused.

4 | Faster access to the right/relevant information

Data at the right time, available to the right people means smoother workflows and overall better-functioning, cohesive business units. 58% of Future Creators cite faster access to information sharing as a significant benefit compared to 42% of Current Focused.

5 | Reduced infrastructure management cost

Future-ready organisations look to IT infrastructure management as an effective means to drive business transformation. 45% of Future Creators cite decreased cost of maintaining information management infrastructure as a significant benefit compared to 24% of Current Focused.

A future-ready strategy leads to business productivity

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Source: IDC Custom research sponsored by Dell, "The Future-Ready Enterprise: Driving Business Results Today While Preparing for the Challenges of Tomorrow," September 2015
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