

TURN  
**BIG DATA** INTO A  
**GOLDEN**  
OPPORTUNITY



Business analytics is the transformative tool organizations need to harness Big Data and close the knowledge gap between their competitors.

**64%**



**64%** of organizations are looking to fund Big Data projects this year alone.

**85%**



More than **85%** people agree that Big Data can help make "more informed" decisions.

**6x**



Big Data will grow **6 times** faster than the overall IT market in 2014.

### THE GOLD RUSH OF BUSINESS ANALYTICS

**75%**



Analytics will reach 50% of potential users by 2014, and **75%** by 2020.

**250%**

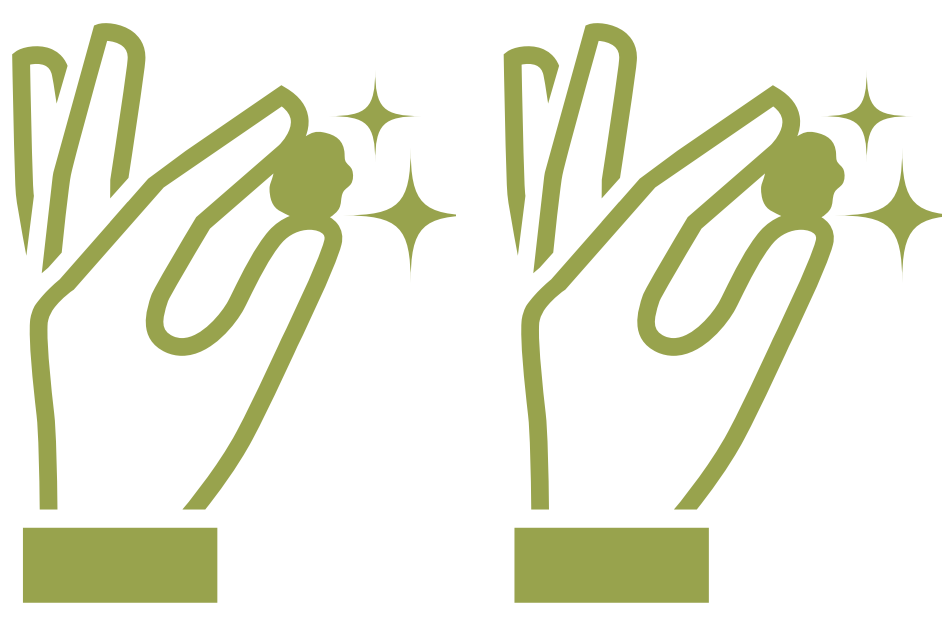
Business analytics that incorporate predictive analytics deliver **250%** ROI.

### ANALYTICS IS FUELING A COMPETITIVE ADVANTAGE

**67%**

MIT Sloan Management Review and SAS reports show that **67%** of companies surveyed are gaining a competitive advantage from analytics.

**2x**



Companies leveraging advanced analytics are **2x** more likely to outperform competitors.

### WHAT ANALYTICS MEAN TO DECISION-MAKERS

**166%**

Leaders are **166%** more likely to make decisions based on data.

**75%**

**75%** of leaders cite growth as the key source of value from analytics.

