BIG DATA CHALLENGES

Depending on your industry, big data now encompasses information from quite diverse sources – both internal and external. From transactional and social data, to enterprise content, as well as contextual data derived from sensors and mobile devices. The volume, sources and types are driving the need to improve the accuracy and veracity of information – so that correct and meaningful insight can be obtained reliably.

VOLUME
SCALE OF DATA

It's estimated that

2.5 QUINTILLION BYTES
(2.3 TRILLION GIGABYTES)
of data are created each day

6 BILLION PEOPLE
have mobile phones

Most companies have at least
100 TERABYTES
(100,000 GIGABYTES)
of data stored

VARIETY
DIFFERENT FORMS OF DATA

Modern cars have close to
100 SENSORS
that monitor items such as fuel level and tyre pressure

There are
420 MILLION WEARABLE, WIRELESS HEALTH MONITORS

As of 2011, the global size of data in healthcare was estimated to be
150 EXABYTES
(161 BILLION GIGABYTES)

ACCURACY
UNCERTAINTY OF DATA

There are **1 IN 3 BUSINESS LEADERS**
who don't trust the information they use to make decisions

Poor data quality costs the US economy around
$3.1 TRILLION A YEAR

27% OF RESPONDENTS
in one survey were unsure of how much of their data was inaccurate

CALCULATING THE **TRUE COST** OF DATA QUALITY Insurance Company Example

A financial organisation deploying their initial Data Quality measurements against only 5 elements of member data measured a business impact in excess of **$1.5M** with a cost to remediate of less than **5K**.

This is just one aspect of what poor data quality might be costing you...

MISSED OPPORTUNITIES

IDENTIFYING THE WRONG OPPORTUNITIES

UNHAPPY CUSTOMERS

Information Managers are at the centre of balancing the competing needs of the business to deliver on their Information Management requirements.

WITH EACH AREA OF THE BUSINESS WANTING MEANINGFUL, ACCURATE AND TIMELY DATA FOR....

OPERATIONS & FINANCE
to manage production risk and compliance

SALES & MARKETING
for customer acquisition + loyalty

STRATEGY & SUSTAINABILITY
for growth + future opportunity

QUANTIFYING THE **VALUE OF YOUR DATA** AND **UNLOCKING ITS TRUE POTENTIAL** THROUGH DATA QUALITY IS NOW A MAJOR BUSINESS IMPERATIVE.

Deal with your data quality challenges using the best tools and trusted frameworks with the **data quality framework** from certus solutions.

Find out more at **certussolutions.com/data-quality**

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