

IMPACT OF BIG DATA

Eric Schmidt of Google had stated that

Every two days we create as much information as we did from the dawn of civilization up until 2003



TRILLION
40GB BY 2020

In 2014, an IDC and EMC report stated that the digital universe is doubling every two years, and will reach 40,000 exabytes (40 trillion gigabytes) by 2020. Here are some more interesting and latest statistics on data:

\$10.2B

BIG DATA MARKET GROWTH PROJECTION

\$53.4B

2013

2017

98%

of global information is now digital

10%

increase in data visibility means additional \$65.7 million for a typical Fortune 1000 company

90%

of the world's data has been created in last two years

70%

of the digital universe, approx. 900 exabytes are generated by users

*Statistics courtesy of the iHealth Innovative Solutions

CBTS VALUE-DRIVEN DATA STRATEGY

VOLUME

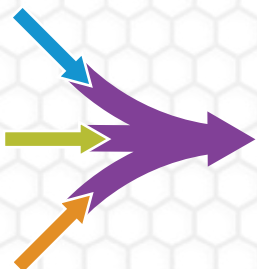
Massive scale and growth of unstructured data.

VARIETY

Heterogeneous and variable data in different formats: E-mail, social media, video, image, blog, etc.

VELOCITY

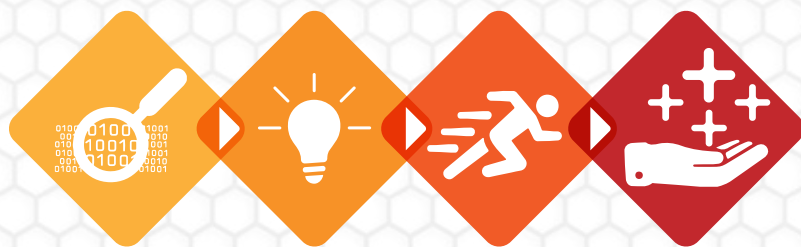
Real time demands for usable information and insights.



VALUE

Data driven business decisions to accelerate growth and gain a competitive edge.

DISCOVER BUSINESS INTELLIGENCE



Help Identify
DATA

Drive
INSIGHT

Recommend
ACTION

Provide
VALUE