

Breaking through Big Data's barriers

PwC's 5th Annual Digital IQ Survey of more than 1,100 business and technology executives found that 62% of respondents believe that Big Data can deliver a competitive advantage. However, 58% agree that moving from data to insight is a major challenge. Our survey reveals four reasons why.

Blind to the importance of visualization

👁️ Global glimpse

Asia-Pac more often says that they will invest in data visualization for the first time in 2013.

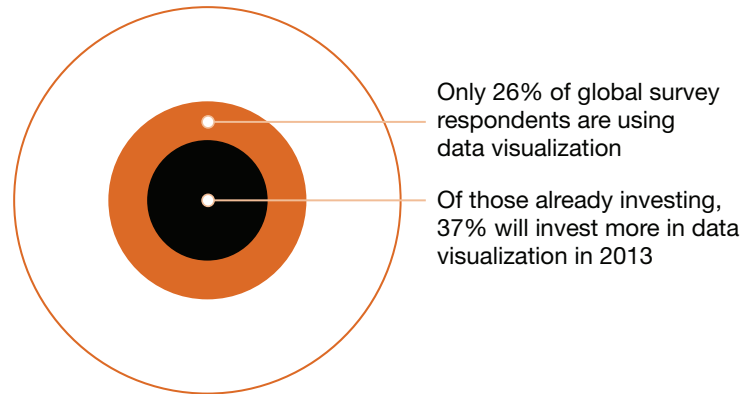
🔍 Industry insight

Industrial Products and Technology industries plan to raise their data visualization investments the most.

🏠 Top Performer advantage

Top Performers lead the pack in investment plans for visualization in 2013.

When combined with data analysis, visualization can help put data into context and bring the business case to life. Some companies already investing in data visualization seem to get it, with almost two-fifths of survey respondents saying they plan to boost their investments in data visualization this year.



Investing more in gathering data than analyzing it

👁️ Global glimpse

Respondents in the Americas more often say they have invested more than \$1 million to integrate internal and third-party data to support better decision making.

🔍 Industry insight

Financial Services, Insurance and Healthcare industry respondents appear to be investing more in data integration.

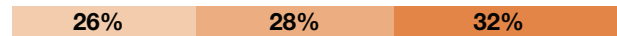
🏠 Top Performer advantage

A third of Top Performers say they are investing more than \$1million in integrating third party data.

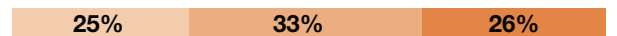
In our view, companies are investing significant amounts to gather data, but perhaps not enough to integrate, merge and analyze it. As data complexity increases, we believe so should investments.

What type of investments, if any, has your organization made in managing volumes of data?

Gathering, storing, retrieving internal data



Analysis of internal data



Investing < \$250k Investing \$250k- \$1m Investing > \$1m

Information in this report is based on PwC's Digital IQ Survey results February 2013. Top Performers are those respondents that reported revenue growth of > 5% and said that their companies are in the top quartile for revenue, profitability and innovation.

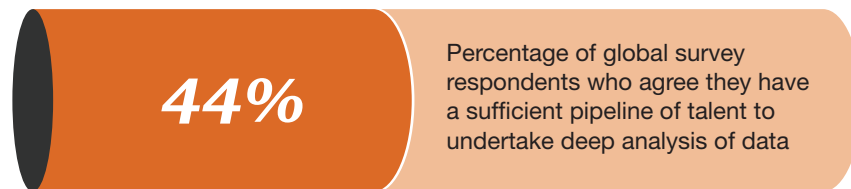
Big talent gap

Global glimpse
Respondents in Asia-Pac are less likely to agree that they have a sufficient pipeline of talent to undertake deep analysis of Big Data.

Industry insight
Technology companies agree more often that they have a sufficient pipeline of talent for Big Data analysis. Automotive respondents agree the least.

Top Performer advantage
Top Performers agree more often that they have a sufficient pipeline of talent to undertake deep analysis of Big Data.

It's no secret that companies often lack talent with the skills to interpret Big Data. Not as obvious is the solution of tapping existing talent. Individuals in marketing analysis, actuarial groups and pricing/product development can serve as a great starting point for talent to translate data into insight.



Insufficient systems to rapidly process information

Global glimpse
Almost half of survey respondents in Asia-Pac agree that their current information technology systems are unable to process large volumes of data from different sources. Those in Europe appear to be the least worried.

Industry insight
Respondents in the Insurance, Aerospace & Defense and Transportation & Logistics industries are more likely to suggest that they can process large volumes of data from different sources.

Top Performer advantage
Top Performers mostly align with the pack regarding confidence in their processing power.

Big Data demands increased computing power to rapidly gather, store and analyze a dizzying amount of data. Bandwidth is available, and isn't as costly as executives might imagine.

Percentage of respondents by region who agree or strongly agree with the statement: "Our systems can't process large volumes of data from different sources."



41%

Percentage of **all global respondents** concerned about Big Data overload

To have a deeper conversation about how this subject may affect your business, please contact:

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