**THE SURVEY**
was conducted in February 2016 and involved 1,189 professionals across industries worldwide.

### LEADERS’ APPROACH TO BIG DATA

- LEADERS see big data as an opportunity.
- LEADERS have a clear strategy on big data.
- LEADERS invest considerably in big data related initiatives.
- New technologies and methods play a key role for LEADERS, who also implement organizational changes, training and new delivery models.
- Strategy and management understanding are not preventing LEADERS from leveraging on big data.

### GOOD AWARENESS, BUT...

- Only 1 in 4 has a clear strategy on big data.
- Only 1 in 4 is able to leverage on big data to boost productivity and value creation.

### ACTIONS TAKEN

Half of companies have done at least one action.

**Top 3 initiatives (%)**

- Enhanced Information Management: 28%
- Implemented / Integrated New Technologies and Methods: 25%
- Made Changes To Culture and Organization: 16%

### MAIN BENEFITS

Benefits from big data are:

- Increased efficiency: 23%
- Better business decision making: 16%
- Improved customer experience and engagement: 16%
- Achieved financial savings: 11%

Further benefits are:

- Improved innovation process / time to market: 11%
- Improved relations with other stakeholders: 9%
- Transformed business model: 7%

### GOVERNANCE

- About 50% will develop in-house competence on big data.
- While 20% will work with external partners.
- About 50% believe in 3rd party data validation (data custodian).

### FUTURE OUTLOOK

- 57% confirm the importance of big data capabilities in the next 2-3 years.
- 57% are preparing for a future where big data plays a significant role.
- 65% plan to maintain or even increase big data investments.
- 76% are preparing for a future where big data plays a significant role.

### Areas with big potential for value creation are:

- Improvement of day-to-day operations: 52%
- Cost reduction: 48%
- Safety and security: 27%
- Compliance: 19%

### LEADERS profit much more than others do from big data initiatives.

### LEADERS recognize the impact that big data will have on business in the mid-term future and are preparing for it.

### Big data will implicate efficiency and market related opportunities for LEADERS.

### LEADERS will maintain or increase their investments in big data.

### For LEADERS, certification helps to take advantage of big data.

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**An overview of the survey results:**

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