

20.02.2017

BIG DATA FOR **BIG** IMPACT




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G20 PREDICT UNTIL 2021

600 BILLION


GLOBAL GDP (REVENUE) FROM NEW SERVICES




 Enterprise collectives
(Energy, Sustainability,
Plantation)


 Dynamic tariff &
content pricing


 Education
offerings


 Grid & data services,
Cities, Government

 Capacity
prediction
models


 Mobile services,
apps, office


 Trading, Logistics, Ports

 Prosumers communities,
Virtual marketplaces

 Investment &
transaction platforms

 Mobility & transport

 IoT, Smart homes

 Big energy, Infrastructure



STATISTA PREDICTS GLOBAL BIG DATA MARKET BY 2026

84.6 BILLION

(SYSTEMS, CRM, SOCIAL) > IN 2016: 43 BN

The Observer

The great British Brexit robbery: how our democracy was hijacked

A shadowy global operation involving big data, billionaire friends of Trump and the disparate forces of the Leave campaign influenced the result of the EU referendum. As Britain heads to the polls again, is our electoral process still fit for

NEW IT JOBS CREATED

4.700.000

GLOBALY IN 2016



MOBILE SUBSCRIPTIONS

7.6 BILLION

= 44 TIMES MORE DATA > IDC: 44 ZETTABYTES IN 2020



SOCIAL MEDIA USERS

2.5 BILLION

ONLINE IN 2016 (3,5 HOURS / DAY)



EUROSTAT FOR E-COMMERCE:

1 OUT 5

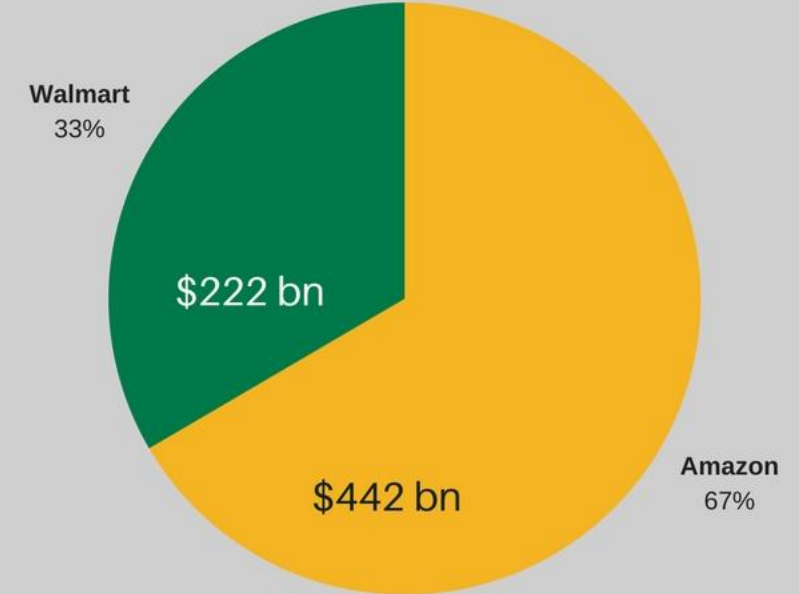
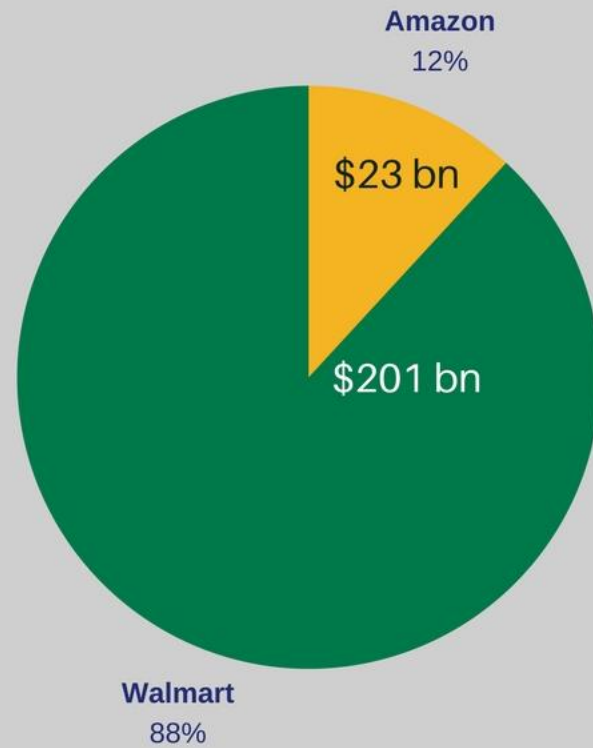
BUSINESSES SELL ONLINE IN E.U. = 16% OF TOTAL E.U. TURNOVER

?

2007



2017



2016, CHINESE E-COMMERCE

\$197 BILLION

ONLY IN **FASHION** SEGMENT



AMEX NOW PREDICTS CUSTOMER CHURN IN NEXT 4 MONTHS

24% ACCOUNTS

ANALYZING **115** ONLINE BANKING & SOCIAL MEDIA BEHAVIORS



FORD FUSION GENERATES ALREADY

25GB PER HOUR

REDUCE ACCIDENTS, AVOID COLLISIONS, AND EVEN **BOOK YOUR TRAVEL**



VIDEO GAME INDUSTRY TRACKING & ANALYSIS DURING GAMEPLAY

500GB, 4T LOGS

EACH DAY TO PREDICT PERFORMANCE, AND MAKE MARKETING DECISIONS



TESCO REFRIGERATOR-DATA COMING OFF ITS UNITS

70.000.000

REDUCE ENERGY CONSUMPTION BY 30%



AON RECALCULATES THROUGH AWS THOUSANDS OF INSURANCE PROPOSALS

IN 10 MINS

INSTEAD OF 10 DAYS EACH



MACY'S IMPLEMENTS REAL-TIME PRICING OF

73.000.000

PRODUCT CODES BASED ON CUSTOMER DEMAND & WEB SEARCH (SAS)



AT&T BLOGGING BRINGS NEW SALES

\$47.000.000

FROM PROSPECTS & INFLUENCERS



KROGER E-COUPON : REPEAT PURCHASE CUSTOMERS FOR 45 QUARTERS(!)

90% LOYALTY

WHILE TRADITIONAL DIRECT MARKETING RESULTS: 3,7%



STARBUCKS, NESTLE, IBM WATSON, INSURANCES NOW TEST

PREDICTIVE DATA

TO ESTIMATE & INCENTIVIZE **CUSTOMER LOYALTY**



FORRESTER RESEARCH, 30% OF CEOS MIGHT FIRE THEIR CMO IN 2017

COCA-COLA ELIMINATES POSITION OF CMO

FOR LACKING THE SKILLS TO PULL OFF **DIGITAL BUSINESS TRANSFORMATION.**



2017 STANTON CHASE SURVEY RESULTS REVEAL ONGOING

TALENT SHORTAGE

IN THE ERA OF **INDUSTRY 4.0**

EDELMAN REPORTS THAT CUSTOMERS DEMAND SERVICE RESPONSE SOLUTION

IN 1 HOUR

FROM DIGITAL CUSTOMER EXPERIENCE CENTERS



CIGYA 2017 GLOBAL SURVEY: CUSTOMER TRUST & PRIVACY

68% CONCERNED

CONSUMERS DON'T TRUST BRANDS WITH THEIR PERSONAL DATA



**COMPANIES WHO MISS
BIG DATA OPPORTUNITIES OF TODAY**

WILL MISS THE NEXT FRONTIER

OF INNOVATION, COMPETITION, AND PRODUCTIVITY