

BIG DATA

We're moving into an era of big data, where more information is captured in ever-finer detail from ever-more sources which means our decision-making is bound to improve. Doesn't it? We interviewed 100 ITDMs from organisations with 1000 or more employees to find out.

1 BIG DATA IS GREAT

82% say it will give them a competitive advantage



Just 1% say no departments in their organisations want access to business & analytical tools.



40% have big data. Larger organisations are more likely to have already adopted it, as are financial services and manufacturing organisations.



A further 44% intending to do it within 3 years. 82% agree big data will become common and many departments are keen to have access to big data.

6 UNDER-UTILISED



Nearly 80% agree that big data is underused.

Most departments are unlikely to have access to all of the tools that they would like, or need, to analyse it.



65% agree that big data requests made by other departments are not possible due to budget.

5 LACK OF TRUST



Nearly 50% agree that the Board do not regard big data as important.

61% say info gathered from big data is difficult to action.

36% say big data insights are not reliable. Rising to 53% for data users themselves.

2 COST IS A BARRIER



Nearly 50% say big data has been more expensive than expected.



At 41% budget is the most common reason why organisations are not currently using big data.

At 34% budget is also the most common reason preventing the IT department from providing high quality big data analysis.

3 TOOLS FAIL THE TEST

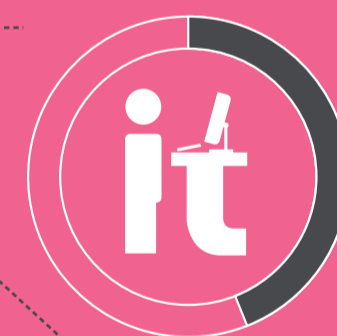


Almost 60% are aware that some departments within their organisation complain that the big data tools aren't as good as they would like.

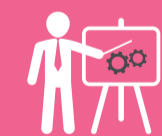
Only 16% are prepared to say their big data tools are of high quality.

Most organisations have general data analysis tools, but there are issues with these tools. 45% are aware of departments that complain about issues with quality of data.

4 WHO HAS CONTROL?



44% say that big data users in their organisation are frustrated that IT departments have control over big data. 23% disagree that big data projects outside of IT are a data security risk.



33% say departments have rolled out a big data project without IT support, but this raises issue of data security.

