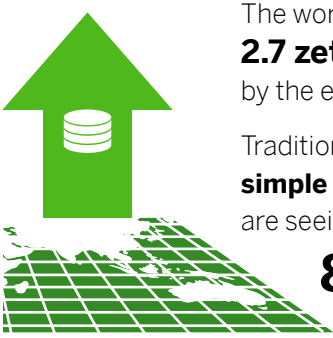


# Make Intelligent Decisions with Big Data

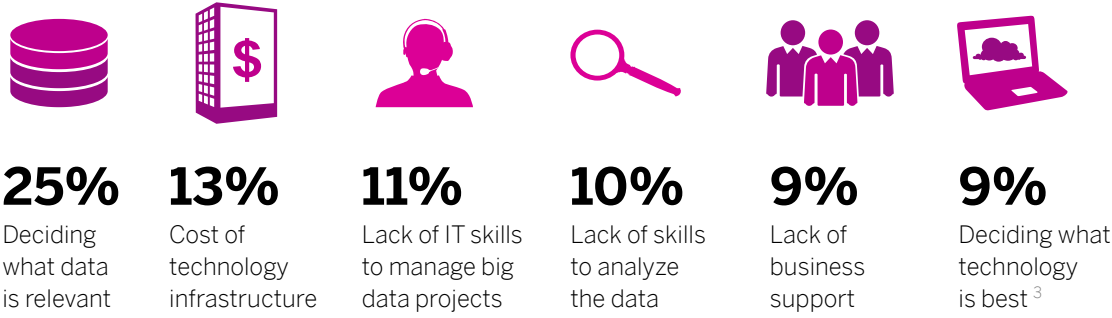
No doubt the amount of data your company collects is growing. But what's the point of amassing all that information if you can't use it to drive your business forward? Smart businesses are giving people throughout their organizations access to deeper intelligence by marrying their big data and business intelligence efforts into a big data solution. The result is better decisions based on meaningful insights company wide. What's your strategy for big data analytics?

## Is your company's data growing?

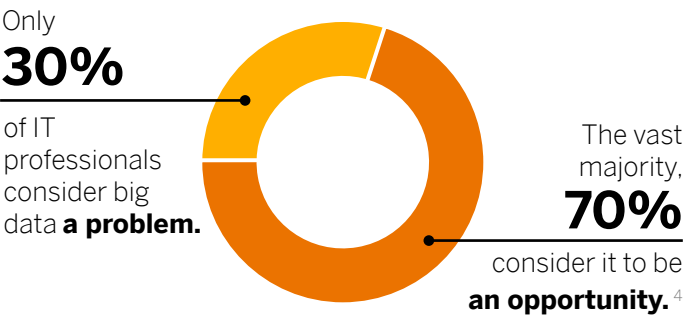


The world's digital data will reach **2.7 zettabytes** by the end of 2012.<sup>1</sup>  
Traditional content types, including **simple unstructured data**, are seeing growth rates of up to **80%** year over year.<sup>2</sup>

## What challenges will your company face as a result of your growing data?



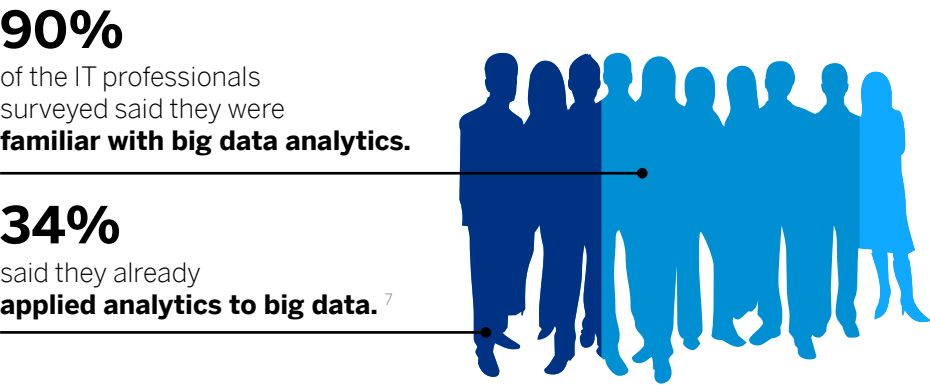
## Will your business struggle with large amounts of data?



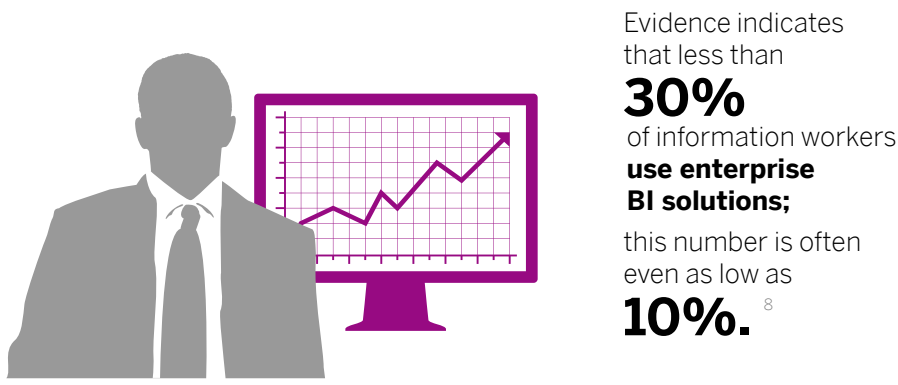
## How can you turn big data from being a problem into being an opportunity?



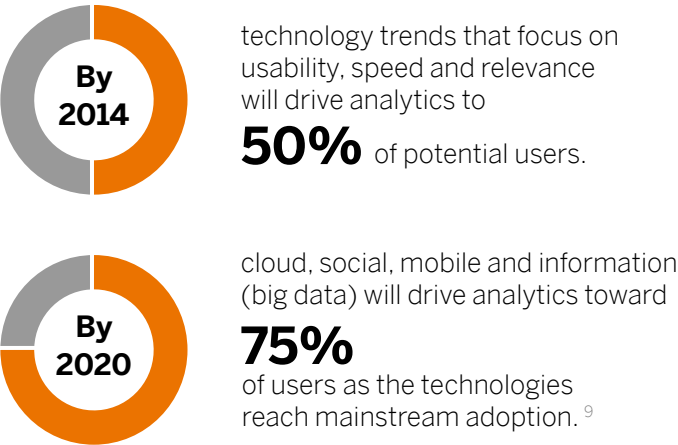
## Ever hear of big data analytics?



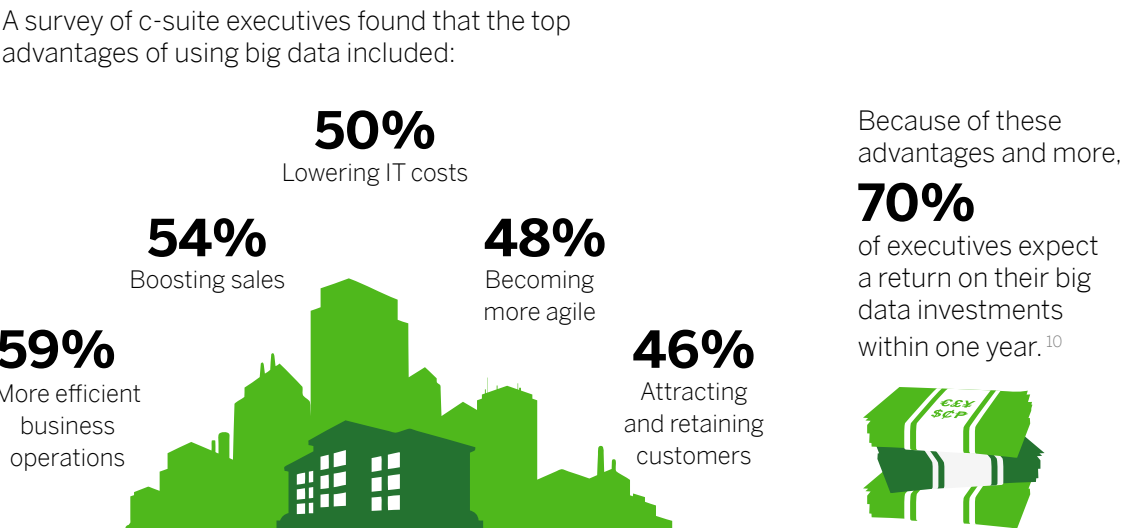
## Are the decision makers in your company using analytics today?



## When will analytics reach mainstream adoption within your company?



## How will big data analytics change your business?



Manage big data effectively and drive more intelligent decision making by arming your front line with analytics solutions from SAP.

[www.sap.com/analytics](http://www.sap.com/analytics)

### Sources

- Fact 1: IDC Predictions 2012: Competing for 2020, doc #231720, December 2011  
Fact 2: Gartner Predicts 2012: Doing More With Less in Storage Has Never Been More Imperative, Published: 5 December 2011  
Fact 3: IDC Global Technology and Industry Research Organization, 2012 IT and Communications Survey, N = 4177  
Fact 4: TDWI survey results for Best Practices report on Big Data Analytics  
Fact 5: SAP Performance Benchmarking for High-Performance Analytics 2012  
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Fact 7: TDWI survey results for Best Practices report on Big Data Analytics  
Fact 8: Forrester Research, Inc., The Future of BI, January 2012  
Fact 9: Gartner Market Trends: Analytics, Business Intelligence and Performance Management to Be All-Pervasive by 2020, Published: 29 June 2012  
Fact 10: Harris Interactive on behalf of SAP AG, April 2012



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