



Are you thinking too small about Big Data?



By 2005, the world had generated a total of 130 billion gigabytes of data—a level expected to increase to 40 trillion gigabytes by 2020.

Count how many mentions of “Big Data” you see today. Then count how many times someone is moving beyond Big Data promise to Big Data practice. Using this resource to understand your customers better is one thing. Capitalizing on that knowledge is what will separate the smarter enterprises from the ones left behind.

On a Smarter Planet, a few organizations are going beyond merely capturing and analyzing data. They’re *acting* on Big Data and analytics. Not only to understand individual customers, but to deliver value directly to those customers. These smarter enterprises are changing how they think, work and interact. And their customers are noticing.

First comes analytics. Next comes action.

Think about the many ways your customer can interact with your brand—by mobile, the Web, a visit to your store or branch office, a call to your customer service center. Predictive analytics can now help you provide the best possible customer experience on any platform, regardless of which part of your organization addresses it.

To grow the response rate of its sales promotions, Banco Itaú Argentina analyzed data first to identify potential customers most likely to take an interest in each campaign, and then to determine the most relevant offer for each individual. Applying those insights meant more customers received the right service—whether on their phones, on the site or at the teller window. Engaging with customers on their terms helped the bank maximize its marketing budget and increase revenue by 40 percent.

Reaching customers on their terms.

As more people are deciding where, when and how they interact with organizations, those organizations are responding the way their customers prefer. One city in Italy recently used analytics to reduce

the strains on its public support system by serving its residents right in their homes.

Nearly a fourth of Bolzano’s 100,000 residents are 65 and older. The city used home sensors alerting to abnormal patterns of energy use, or possible leaks. For a minor warning, Bolzano could notify an individual’s social network—neighbors, friends, relatives—instead of dispatching emergency personnel. Using analytics lets more individuals stay independent and has helped Bolzano save an estimated 30 percent on elderly care and assistance.

The right action for every interaction.

How many customers does your business do business with every day? Each interaction might not amount to much. But millions of actions taken together, over multiple channels, generate the data that represents the public face of your company. This is why the insights Big Data and analytics provide need to be shared with every member of the enterprise. Then everyone knows the next best action to take with a customer.

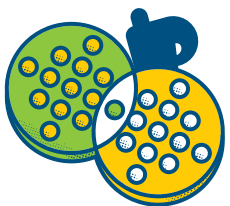
One healthcare provider, Centerstone, used data from interactions with its 70,000 patients to build predictive models that scheduled services faster and enabled clinicians to spend more time with patients. Turning analytics into the right actions helps its facilities increase customer care without increasing staff.

Putting Big Data and analytics to work.

Nearly every page of this publication heralds the promise of Big Data as an inexhaustible resource. But Big Data itself isn’t what’s really valuable. A smarter enterprise doesn’t stop at merely drawing new insights from Big Data and analytics. It puts those new insights to work, combining its powerful knowledge with powerful actions. Learn more at ibm.com/analytics



The Big Data industry was worth \$3.2 billion in 2010. In 2015, it will be worth an estimated \$16.9 billion.



Only 0.5 percent of the 2.5 billion gigabytes of data generated every day is examined for its analytic value.

LET’S BUILD A SMARTER PLANET.

