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.

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.

Let’s build a smarter planet.

By 2015, the world had generated a total of 1.8 zettabytes of data—a level expected to increase to 40 zettabytes by 2020.

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

The Big Data industry was worth $32 billion in 2010. In 2015, it will be worth an estimated $163 billion.

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