The Future Of Data: Make It Fast
Strategically Implement Faster, Smarter Streamed Data Solutions To Reap Big Business Benefits

FAST DATA SOLUTIONS ARE NOT A NICE-TO-HAVE – THEY'RE ESSENTIAL

Multiple data sources become a strategic priority for most enterprises as data variety, volume, and velocity rise. More than three-quarters of companies turn to fast data solutions to keep up.

- 26% are using fast data for most/all applications.
- 51% are using fast data for some applications.
- 41% are looking to use streaming analytics in the next 12 months.

FAST DATA POPULARITY DRIVEN BY GROWING BUSINESS VALUE OF DATA

Firms prioritize data from a mix of critical or high-priority sources, including:

- 75% mobile sources
- 75% IoT sources, including devices
- 74% internal sources (enterprise/operational applications)
- 67% external sources (partners, customers, third-party data providers)

FAST DATA SOLUTIONS ARE ESSENTIAL AS DATA VOLUME GROWS

87% of organizations require data to be ingested and analyzed within one day or faster. Over the last 3 years:

- 86% The sources of data to work with have increased dramatically
- 85% The volume of data to work with has increased dramatically
- 84% The velocity of data has increased dramatically
- 88% Want to run near-real-time analytics on stored data

FAST DATA PROVIDES NUMEROUS VALUABLE BENEFITS

As a result of using fast data, organizations expect to be able to make better informed decisions using insights from analytics (44%), improved data quality and consistency (39%), increased revenue (39%), and reduced operational costs (39%).

Methodology:
Source: A study conducted by Forrester Consulting on behalf of IBM, September 2018
Base: 253 US and EMEA enterprises

© 2018 Forrester Research, Inc. All right reserved. Forrester is a registered trademark of Forrester Research, Inc.