

Driving big data success across industries



Increases in semi- and unstructured data demand data lakes. Discover how health-care, financial services and telecoms companies are successfully leveraging data lakes and seeing results.

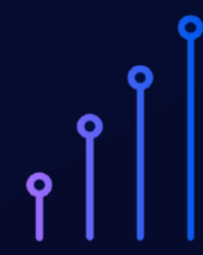
72%
of respondents say data lakes foster better decisions and actions¹

Healthcare

Doctors' notes, diagnostic imaging and research articles are an unstructured data opportunity when used properly.

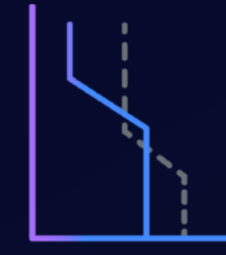
Use cases

- Provide consistent in-person and telemedicine care.
- Share data for fast supply production and delivery.
- Offer real-time data and predictions for caregivers.



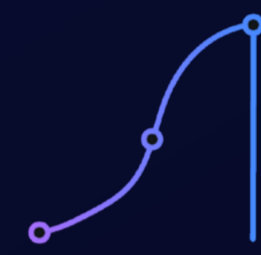
25%

possible annual savings²



31%

reduction in 30-day readmission for certain patients³



\$500K

savings per year³

[Read the paper](#) →

Financial services

Location, IoT sensor, clickstream and social media data help improve and expand services for 300% greater conversion.⁴

Use cases

- Personalize insurance with IoT sensors.
- Accurately fight fraud with real-time streaming data.
- Improve service with 360° customer views.



90%

quicker time-to-value for big data analytics⁴



30%

fewer fraud incidents⁴



~\$4M

expenditure reduction⁴

[Read the paper](#) →

Telecoms

Image and video feeds, connected devices, clickstreams, and third-party data enhance optimization and customer experiences.

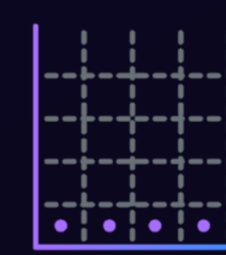
Use cases

- Know customers better to predict and prevent churn.
- Optimize networks with faster capacity prediction.
- Use AI on log data to detect fraud in real time.



350%

more fraud incidents discovered⁵



<20%

less revenue loss⁶



5%–10%

less customer churn⁶

[Read the paper](#) →

Data lakes help improve customer relationships, fight fraud, optimize operations and provide better products across industries. Read the ebook, “Building a robust, governed data lake for AI” to learn more about building or improving your own data lake.



¹ <https://insidebigdata.com/2018/07/24/new-survey-reveals-businesses-bullish-data-lakes/>
² <https://journalofbigdata.springeropen.com/articles/10.1186/s40537-019-0217-0>
³ <https://healthcareweekly.com/big-data-in-healthcare/>
⁴ <https://www.ibm.com/account/reg/us-en/signup?formid=urx-48075>
⁵ <https://www.ibm.com/account/reg/us-en/signup?formid=urx-48076>
⁶ <https://www.cloudera.com/content/dam/www/marketing/resources/case-studies/deutsche-telekom-customer-success-story.pdf?daqp=true>