Global Technology Trends

Ceramic Leadership Summit

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The Mega-trends

Cloud

Mobile

Social

Big Data

Internet of Things

The Mega-Trends

Number of mobile devices will exceed world population in 2013 and will reach 8 billion by 2016 (Cisco)

Cloud

50% of the world's data will be stored in the cloud by 2016

Mobile

Social

Big Data

5 million trade events

are clocked every day

More than 2.5 billion users in Social Media sites; Facebook has more than 1.15 billion

Number of connected devices to reach 50 billion by 2020

Internet of Things

80% of all data

is unstructured and growing 15 times the rate of structured data

3

Data is the new "natural resource"…
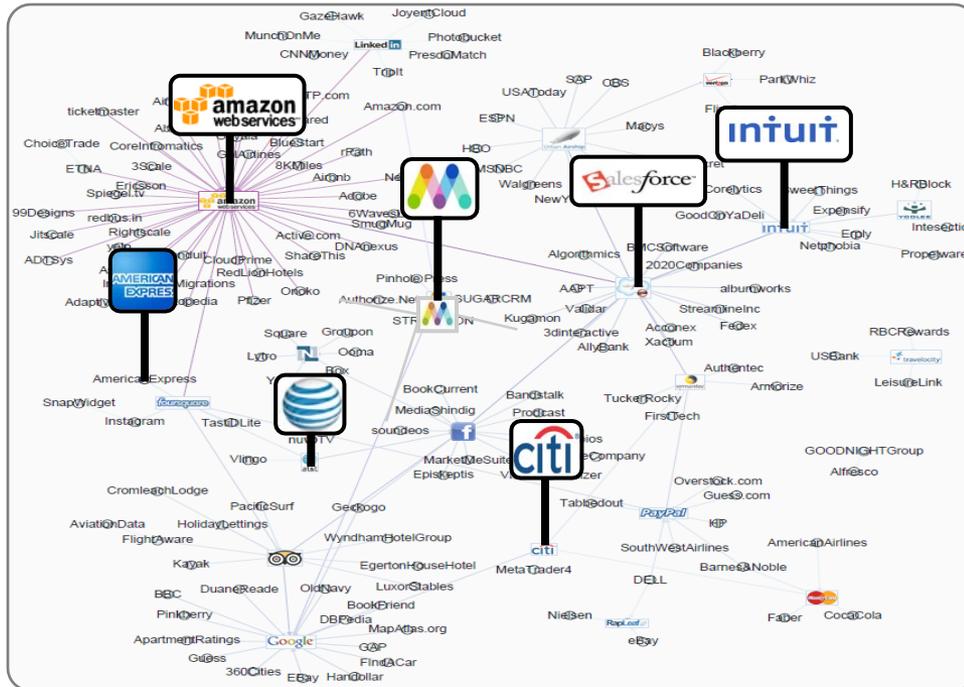and needs refinement to create value

Cloud

Mobile

Social

Every **2 days** the world generates the **equivalent volume of data** that existed up until **10 years ago**
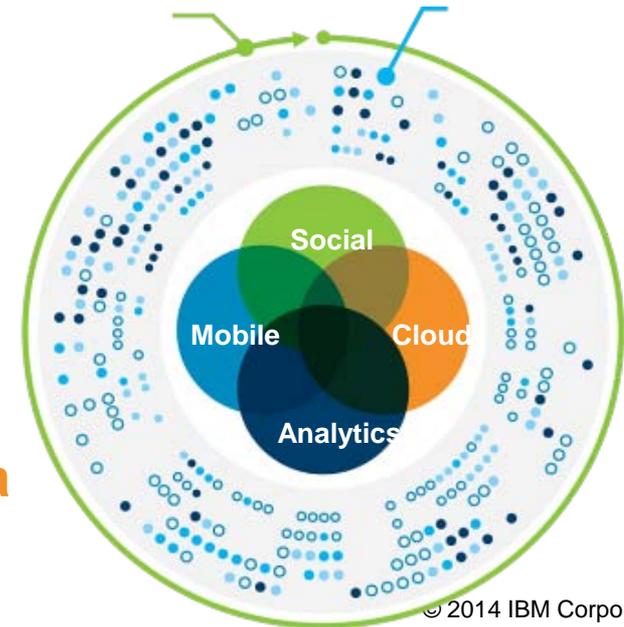
Internet of Things

The convergence of **social, mobile, cloud** and **analytics** at the intersection of Enterprise and Born-on-the-Web

18% of Africa's GDP

is expected to be handled through mobile money transfers by 2015

67% of global consumers
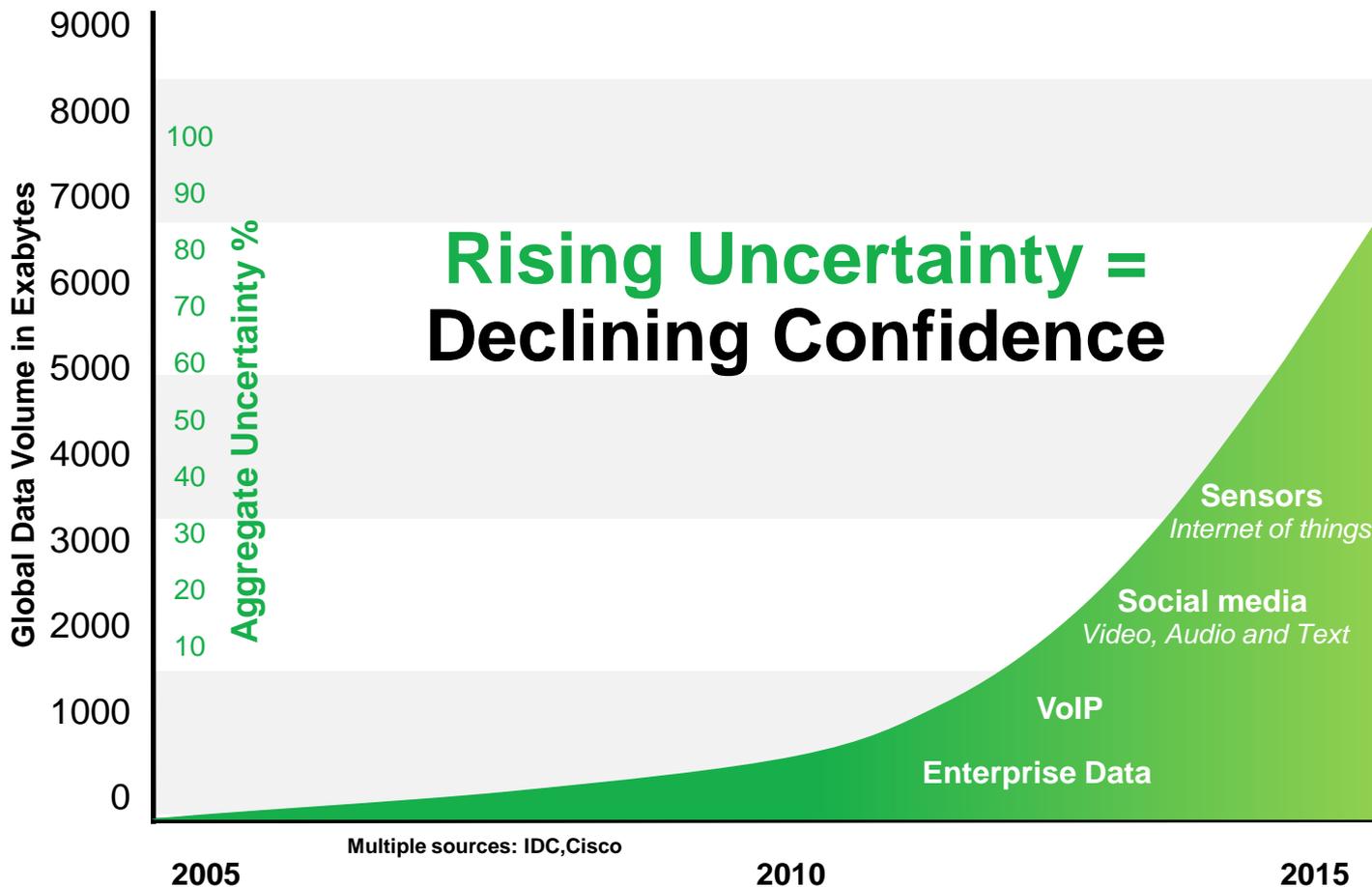
want to use mobile devices to check out

1 out of every 7

minutes spent online is spent on Facebook

40% of people

socialize more online than they do face-to-face

80% of new apps

will be distributed or deployed via the cloud

1/3 of consumer data

will be stored in the cloud by 2016

Drowning in "data"

Global Data Volume in Exabytes (y-axis: 0, 1000, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000)

Aggregate Uncertainty % (10, 20, 30, 40, 50, 60, 70, 80, 90, 100)

Rising Uncertainty = Declining Confidence

Sensors
Internet of things

Social media
Video, Audio and Text

VoIP

Enterprise Data

Multiple sources: IDC,Cisco

2005   2010   2015

1 in 3
Make decisions on untrustworthy data

1 in 2
Lack the information that they need

60%
Have too much data

Have You Ever Had This Discussion?

"Looks like you have all the data, what's the !!!@#!!$@$!!!#@#$@!!!#$!! delay?"

And our customers see it

80%
of CEOs think they deliver a superior customer experience…

8%
of their customers agree

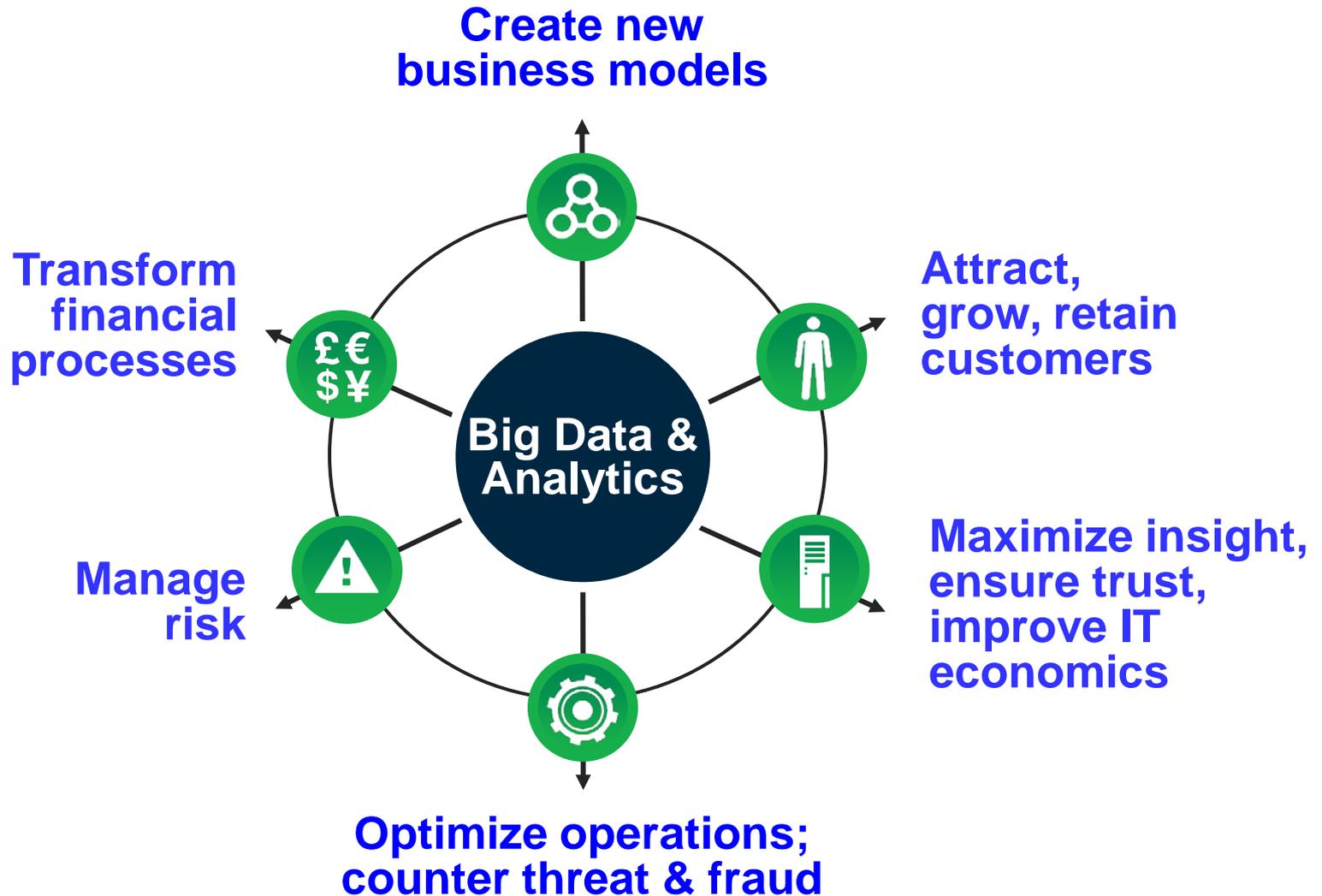"…today's customers are armed with data, information and access …- winning companies …will be those …who can understand [and] predict, what customers really want."

- **Forbes**, 3/2013

So what IS "Big Data"?

Volume — Data at Scale

Variety — Data in Many Forms

Velocity — Data in Motion

Veracity — Data Uncertainty

Insight Drives Key Business Imperatives

Create new business models

Attract, grow, retain customers

Transform financial processes

Big Data & Analytics

Maximize insight, ensure trust, improve IT economics

Manage risk

Optimize operations; counter threat & fraud

Be More Right, More Often

What is happening? Discovery and exploration

Why did it happen? Reporting, analysis, content analytics

What did I learn, what's best? Cognitive

What could happen? Predictive analytics and modeling

What action should I take? Decision management

Real Results from Big Data & Analytics

98%
Cut in Storage Requirements
LYDEC

$1B
Savings from accurately predicting ice flows
ConocoPhillips

98%
Decrease time to analyze data
esri

$1M
Estimated Cash Savings
CAMERON

90%
Increased Transaction Capacity
Sprint

40X
Analysis Performance Gain
Constant Contact

72%
Reduction in Fraudulent Claims
MoneyGram International

60X
Faster Query Performance
QUALCOMM

Eras of Computing… more help is coming!

Cognitive
Systems Era

Programmable
Systems Era

Tabulating
Systems Era

Computer Intelligence

We are Here

Time