

BIG DATA

enables companies to improve decision making

More customer proximity with Big Data

By 2015, Gartner predicts that

4.4

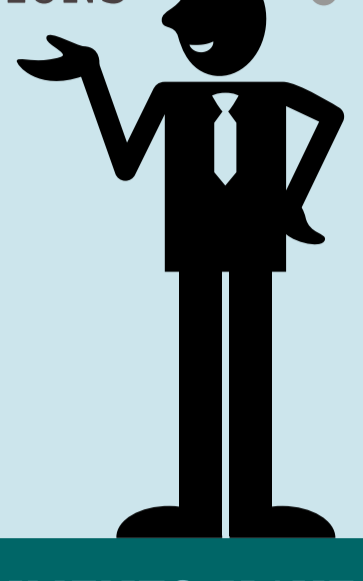
million jobs will be created around Big Data

Challenges

MANAGERS HAVE TO MAKE PROFOUND DECISIONS ?

For example:

- * Shall we **REDESIGN** our products **OR SPEND MORE ON MARKETING**?
- * Shall we **REORGANIZE** our **SALES TEAM OR** are we **MORE EFFICIENT** with the **EXISTING STRUCTURES**?
- * Shall we **ISSUE NEW EQUITY** and use proceeds to retire outstanding debts **OR INVEST** in new technologies?



Change

MARKET ENVIRONMENTS HAVE CHANGED - COMPANIES HAVE TO ADAPT DECISION MAKING

Decide faster	React more flexible and earlier	Act not only for present but also predictive	Make bullet proof decisions	Make decisions on high quality data basis	Decide collaboratively	Take decisions outside the box

Big Data

IMPROVES DECISION MAKING THROUGHOUT THE COMPANY

DATA SOURCES

for example

Weather · Health · Reports
Financial · Tweets and likes · Traffic
Machine and sensor · PDF · JPEG · Measurement

ICT

FINANCE



Department Tasks	Typical Decision Scenarios	Big Data Benefit
<ul style="list-style-type: none"> Budget planning & administration Cost allocation Accounts payable Payroll and fringe benefits Credit and collection Billing 	<ul style="list-style-type: none"> How to make cash flow steadier? How much money need individual departments? Is the customer credit-worthy? Where are external parties that could commit fraud? 	<ul style="list-style-type: none"> Compare and gauge different business scenarios or market events Smarter procurement management Identify bad credit risks

With 3,55 of 5 points, finance and accounting managers see the most value of Big Data in budgeting, forecasting and planning followed by measuring risk.

MARKETING & PR



<ul style="list-style-type: none"> Competition / market monitoring Social media monitoring PR and corporate communication Promotional planning and brand building Pricing and product portfolio development 	<ul style="list-style-type: none"> Are there critical voices that could lead to a shitstorm? When is the best time to market for newest products? Which responses are to be expected on marketing campaigns in different countries? What do customers ask for today and tomorrow? 	<ul style="list-style-type: none"> New opportunities to react to opinion formers Determine marketing campaign effectiveness Enable finer-grained customer segmentation
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60% of companies that use big data for marketing campaigns indicate to have exceeded their goals.

SALES

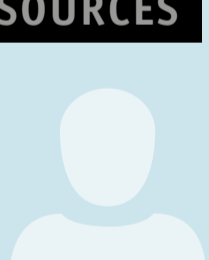


<ul style="list-style-type: none"> Managing distribution channels Customer relationship management (CRM) Acquisition of new customers 	<ul style="list-style-type: none"> Where to find new premium customers? Where to find new sales channels? 	<ul style="list-style-type: none"> Identify customer with higher potential value Identify new sales channels Determine optimal sales offers
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Business functions that are most directly related to generating revenue in any company account for 42% of total Big Data spending: sales, marketing, R&D / product development / product engineering.

HUMAN RESOURCES



<ul style="list-style-type: none"> Recruitment and training Record keeping Payroll and benefits Employee performance Improvement plans Employer branding 	<ul style="list-style-type: none"> Who is going to leave the company and why? How to find the best talents? How can the organization's performance be benchmarked? 	<ul style="list-style-type: none"> Determine effectiveness of recruiting campaigns Determine optimal job candidates Improve employee retention Attract high potentials
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4x

HR teams, that have achieved the capability to perform predictive analytics, are four times more likely to be respected for their data-driven decision-making.

PROCUREMENT & LOGISTICS



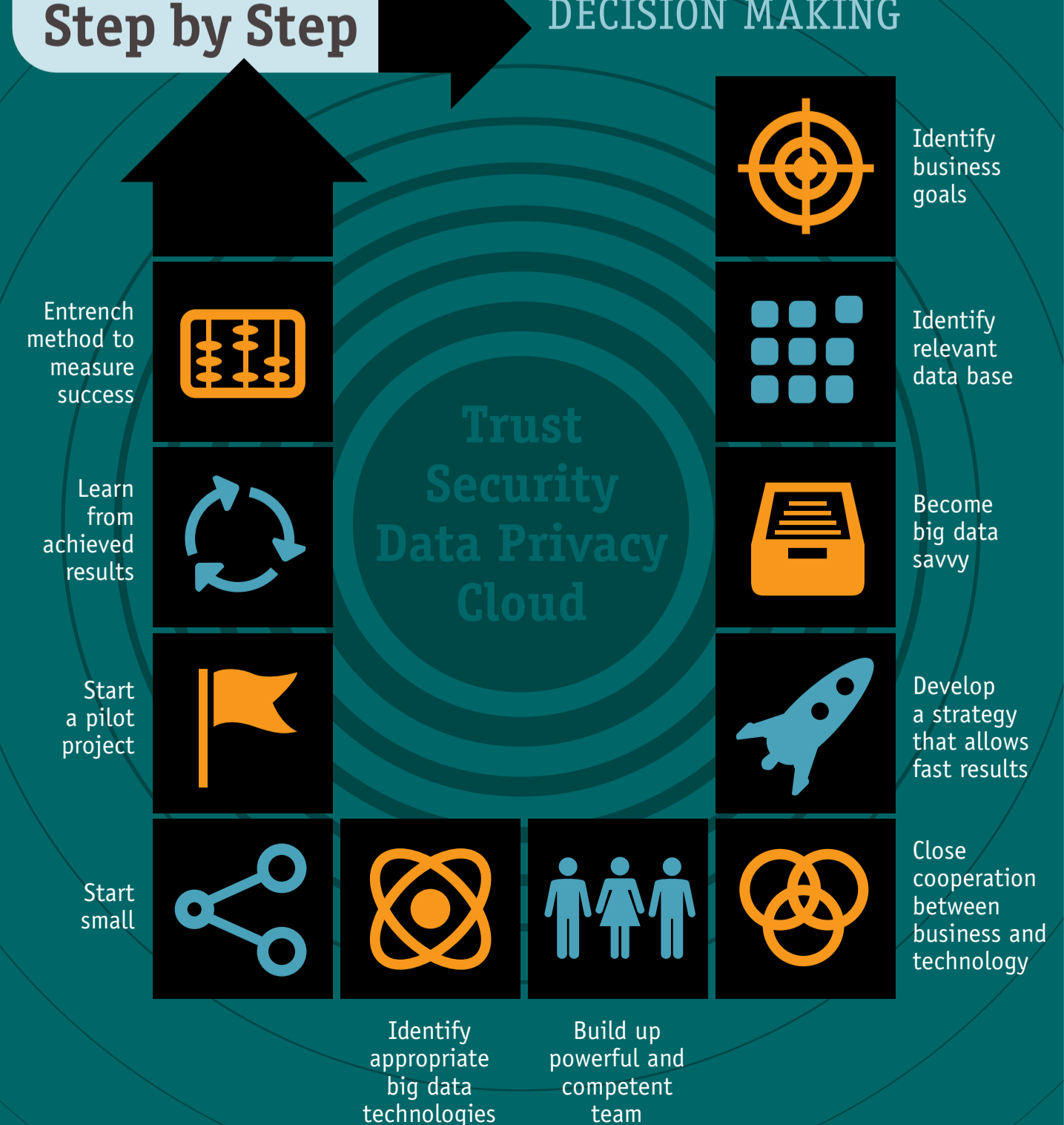
<ul style="list-style-type: none"> SCM & purchase planning Supplier research and selection Price negotiation and vendor contracts Supply contract administration Inventory control and stores 	<ul style="list-style-type: none"> How to identify new savings opportunities? How to shorten development times before volume production? How to balance out warehouse inventories in different locations? 	<ul style="list-style-type: none"> Faster price adjustments due to changing markets Determine locations of inventory shrinkage Plan flows of goods due to consumption in different countries
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With 78% logistic managers expected highest ROI on big data of all departments followed by financial department with 69%.

Step by Step

ROAD TO BETTER DECISION MAKING



Sources: Gartner, Forbes, TCS

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