An IDC Infographic

TOP DRIVERS OF BIG DATA INITIATIVES

Customer Experience

60%

of Asia Pacific organizations name customer experience as a key reason to invest in Big Data

Banking | Services | Retail

Most relevant industries

Product/Service Innovation

54%

of Asia Pacific organizations invest in Big Data to achieve product/service innovation

Resources | Manufacturing | Telcos

Most relevant industries

Monetizing your data

50.6%

of Asia Pacific enterprises want to monetize their data in the next 12-18 months

Enterprises that leverage analytics are **2X** more likely to outperform their peers

- New Revenue Streams
- Better Products & Services
- Operational Efficiency
- Profit Optimization

3 KEY DATA MONETIZATION APPROACHES

Data Decisioning

Leverage insights to enhance processes

Data Products

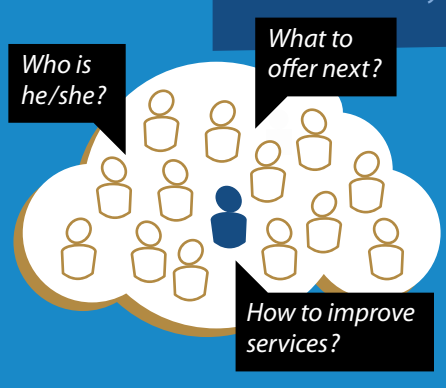
Offer data as innovative products

Data Partnership

Sell or share core analytics capabilities with partners

How to monetize your data
Banking

An average bank in Asia Pacific will have at least 15 customer-facing channels by 2018
*Only **4%** of Asia Pacific consumers cited their banks as "Personal"*



Omnichannel operation decisioning

Provide just-in-time insights to make customer interactions easy, quick, transparent, positive, and full featured

Personalized data products

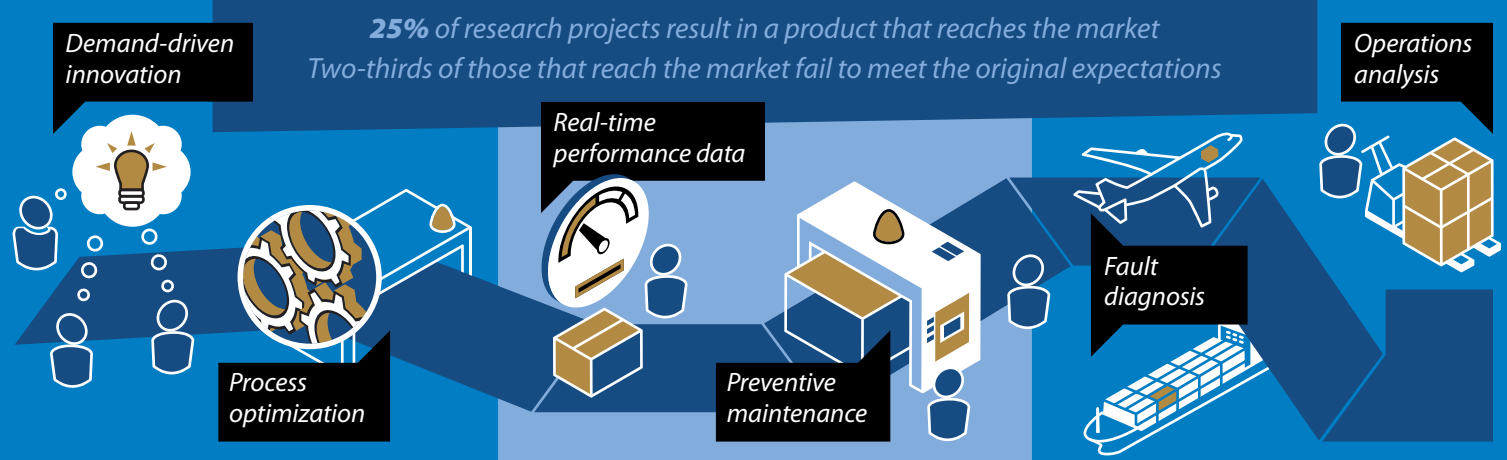
Offer personalized data products in different channels

Banking Analytics Partnership

Share customer analytics capabilities with retail partners

How to monetize your data
Manufacturing

***25%** of research projects result in a product that reaches the market*
Two-thirds of those that reach the market fail to meet the original expectations



Product innovation optimization

Leverage insights from customer and execution data to enable demand-driven innovation and shorter time to market

Data as part of the product

Bundle data services to existing products

Industrial intelligence partnership

Share or sell fault diagnosis and productivity optimization capabilities to supply chain partners

IDC Analyze the Future

Source:

IDC APEJ Big Data MaturityScape Benchmark Survey 2014 (n=1255)
IDC APEJ Big Data Pulse 2014 (n = 854)

Sponsored by

sas THE POWER TO KNOW.