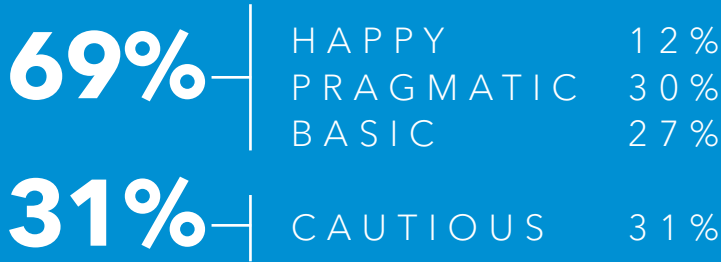


Recent research shows that a new "data generation" has emerged

OVER 2,000 **16-34** YEAR OLDS SURVEYED

SHARING TYPES



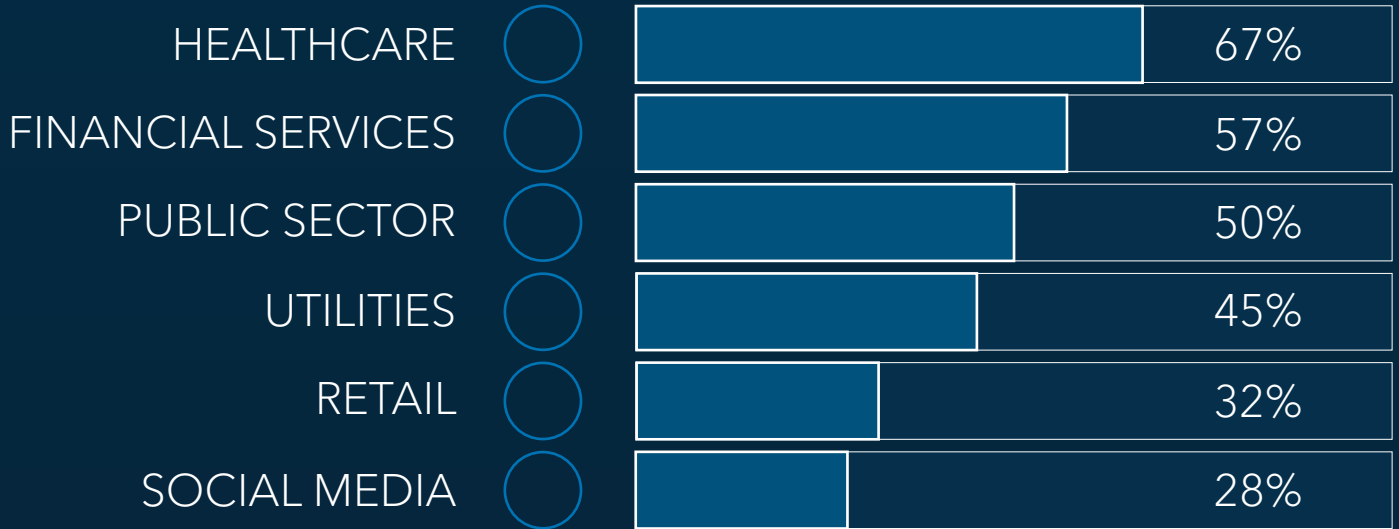
THE "ME ME" WORLD

This generation understands the power of its data and views it as bargaining chips.

It demands hyper-personalisation from the organisations it interacts with.

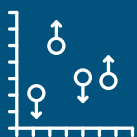
but attitudes vary by who uses the data and how it is used

PERCENTAGE COMFORTABLE SHARING WITH



TECHNOLOGY SHIFT

Only a technology shift can drive this hyper-personalised instant world



ADVANCED ANALYTICS



CLOUD ENABLED



OPEN SYSTEM

Organisations will not survive in this environment unless they can understand and respond to the needs of this new generation

Download the full report at sas.com/futureanalytics

