

Maturing technology: 2020 and beyond

Big data & analytics



79%

79% of executives are basing their most critical systems and strategies on data.

98%

98% of executives say their companies aspire to create a data-driven organisation however only a third have succeeded at this objective.

20%

Organisations who are successful at data-driven marketing are seeing revenue increases of as much as 20%, and cost savings of up to 30%.

175

The Global Datasphere will grow from 33 Zettabytes in 2018 to 175 Zettabytes by 2025.

18

In 2025, each connected person will have at least one data interaction every 18 seconds.

37%

The total amount of global data stored and analysed up from 1% today to 37% by 2025.