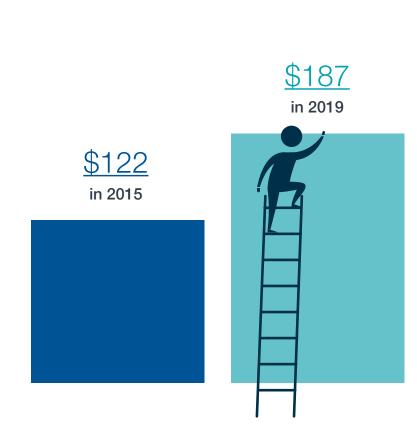


A Big Market for Big Data

The big question for big data is — what does the future look like? We've gathered top predictions to help you see where the data market is heading.



Big data and business analytics worldwide revenues will grow from nearly \$122 billion in 2015 to more than \$187 billion in 2019

an increase of more than 50 percent.¹

Largest Revenue Opportunities in Billions

\$22.8 Discrete Manufacturing

\$22.1 **Banking**

\$16.4 **Process** Manufacturing

The top two business goals driving investments in data-driven initiatives are improving customer relationships (55 percent) and making the business more data focused (53 percent).²







Seventy-eight percent of enterprises agree that big data has the potential to fundamentally change the way they do business over the next one to three years.3

Through 2020, spending on cloud-based big data and analytics technology will grow 4.5 times faster than spending for on-premises solutions.4



Popular market segments include:

The total data market is expected to nearly double in size by 2020.6























rapid growth from 2015 to 2023. China and India are analyzed as the leading markets in Asia Pacific.⁵

The fastest-growing region in the global

Hadoop market is Asia Pacific, registering a





21%



18%



17%

Education

industries, 29 percent of healthcare, 21 percent of retail, 18 percent of services and 17 percent of education segments have fully deployed big data solutions.7

By 2020, predictive and prescriptive analytics will attract 40 percent of enterprises' net new investment in business intelligence and analytics. But only 50 percent of chief analytics officers will have successfully created a narrative that links financial objectives to business





7) Gartner, Big Data Industry Insights, 2015.



5) Hadoop Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2023; Transparency Market Research, March 28, 2016.







intelligence and analytics initiatives and investments.8

4) IDC's FutureScape: Worldwide Big Data and Analytics 2016 Predictions

8) Gartner, 100 Data and Analytics Predictions Through 2020, 24 March 2016.

6) Total Data market expected to reach \$132bn by 2020; 451 Research, June 14, 2016.

²⁾ IDG Enterprise 2016 Data & Analytics Research, July 5, 2016. 3) IDG Enterprise 2016 Data & Analytics Research, July 5, 2016.