

Big data

THE SURVEY

was conducted in February 2016 and involved **1,189 professionals** across industries worldwide

DNV·GL

Big data is seen as an **opportunity** (52%)

rather than a threat (5%)

GOOD AWARENESS, BUT...

...only 1 in 4 has a clear strategy on big data.

...only 1 in 4 is able to leverage on big data to boost productivity and value creation

ACTIONS TAKEN

Half of companies have done at least one action

Top 3 initiatives (%)

- 28** ENHANCED INFORMATION MANAGEMENT
- 25** IMPLEMENTED / INTEGRATED NEW TECHNOLOGIES AND METHODS
- 16** MADE CHANGES TO CULTURE AND ORGANIZATION

MAIN BENEFITS

All businesses that leveraged big data reported to concretely benefit from it

Benefits from big data are:

23%
Increased efficiency

16%
Better business decision making

16%
Improved customer experience and engagement

11%
Achieved financial savings

Further benefits are:

improved innovation process / time to market (**11%**)

improved relations with other stakeholders (**9%**)

transformed business model (**7%**)

GOVERNANCE

About **50%** will develop in-house competence on big data

while **20%** will work with external partners

About **50%** believe in 3rd party **data validation** (data custodian)

FUTURE OUTLOOK

57% confirm the importance of big data capabilities in the next **2-3 years**

65% are preparing for a future where big data plays a significant role

76% plan to maintain or even increase big data investments

Areas with big potential for value creation are:

- 52%** Improvement of day-to-day operations
- 48%** Cost reduction
- 27%** Safety and security
- 19%** Compliance

LEADERS' APPROACH TO BIG DATA

- LEADERS see big data as an opportunity.
- LEADERS have a clear strategy on big data.
- LEADERS invest considerably in big data related initiatives.
- New technologies and methods play a key role for LEADERS, who also implement organizational changes, training and new delivery models.
- Strategy and management understanding are not preventing LEADERS from leveraging on big data.
- LEADERS profit much more than others do from big data initiatives.
- LEADERS recognize the impact that big data will have on business in the mid-term future and are preparing for it.
- Big data will implicate efficiency and market related opportunities for LEADERS.
- LEADERS will maintain or increase their investments in big data.
- For LEADERS, certification helps to take advantage of big data.