KPMG
cutting through complexity

ANALYTICS AND BIG DATA

As chief information officers respond to evolving technology, analytics and big data are delivering real value to those who know how to use them well, according to the Forrester consulting report, commissioned by KPMG.
But there are challenges ahead.

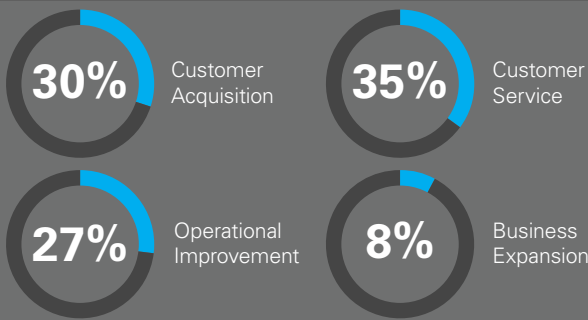| For 25% of organisations it's a **top** priority. | HOW IMPORTANT IS ANALYTICS AND BIG DATA? | 13% of organisations see it as their **No.1** priority. |

WHY IS IT IMPORTANT?

The value of data is **increasing.** Organisations are consuming data as a service and are monetising their own data, creating new revenue streams.

WHAT'S DRIVING IT?

30% Customer Acquisition
35% Customer Service
27% Operational Improvement
8% Business Expansion

DOES IT PAY?

76% Over three-quarters of CIOs say analytics will have a **moderate or greater impact on revenue.**

A majority of CIOs say analytics will have a **moderate or greater impact on IT cost reduction/savings.** **62%**

WHAT ARE THE CHALLENGES

Lack of capability compounded by lack of budget to develop or source necessary skills is an impediment. There is growing concern with the **regulatory, privacy** and **security implications** of leveraging customer data.

52% Capability and skills to deliver

43% Data Security and Privacy

38% Budget for Analytics

HOW IS IT DELIVERED?

Most customers are leveraging **external service** providers to deliver their analytics capability.

Some are building **internal capability** while leveraging external service providers to supplement direct efforts.

Pure outsource	55%
Internal and external	14%
Internal only	31%

THE BIGGEST EMERGING ISSUE

Skills and budget have been an issue for some time. The primary new and emerging issues for CIOs leveraging customer data are **data security** and **privacy concerns.**

WHERE IS THE DATA COMING FROM?

Data leveraged to deliver analytics is coming from a range of sources both internal and external.

Business application transactions **21%**

Web site **14%**

12% Social media

12% Sensor data

12% Geospatial data

16% RFID or POS data

14% External data feeds