

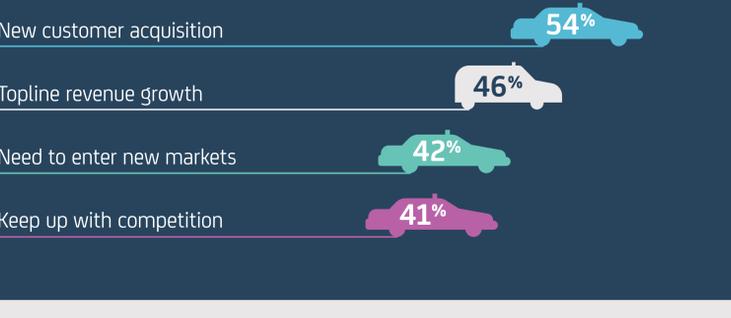
BRIGHT LIGHTS, BIG DATA

Much like surviving in a big city, implementing a **Big Data strategy** is a complex undertaking. But today, every organization needs to implement a Big Data strategy and it helps to know what others are doing and the benefits they have seen.

TAXI! STEP ONE IS TO KNOW THE TOP DRIVERS

The biggest drivers for Big Data projects are improving customer experience and the need to acquire new customers.

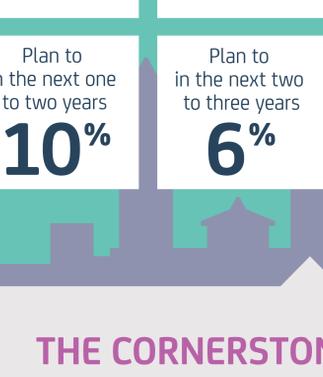
TOP FIVE DRIVERS FOR BIG DATA PROJECTS



TAKING BIG DATA TO NEW HEIGHTS

Over half
55%
of respondents' organizations have already implemented Big Data projects

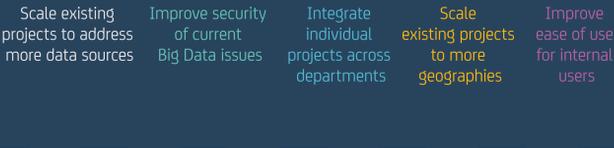
ORGANIZATIONS THAT HAVE IMPLEMENTED A BIG DATA PROJECT



THE CORNERSTONE OF BIG DATA

Almost 97% of all respondents' organizations have major priorities for their Big Data projects moving forward with the top priorities being improving security and allowing for further data sources.

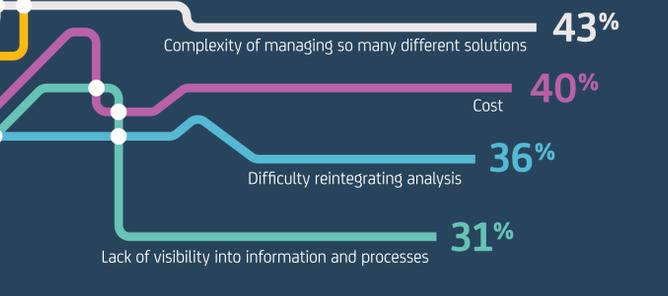
MAJOR PRIORITIES FOR BIG DATA MOVING FORWARD



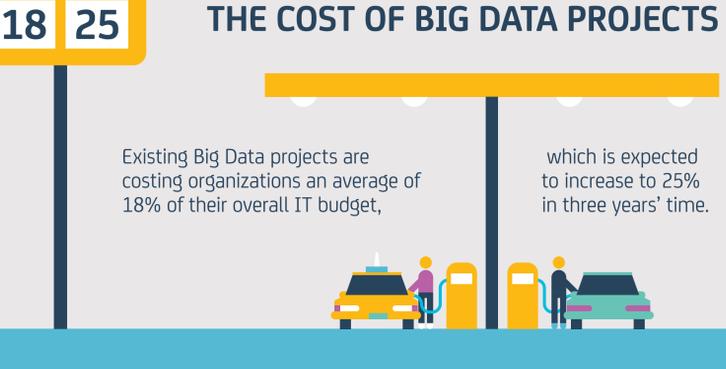
THE PATH BEST TRAVELED

93%
Over nine in ten respondents admit that there will be challenges related to managing their organization's Big Data environment.

GREATEST CHALLENGES OF MANAGING YOUR ORGANIZATION'S BIG DATA ENVIRONMENT



SHOW ME THE MONEY: THE COST OF BIG DATA PROJECTS



THE SKY'S THE LIMIT

On average, senior manager respondents have experienced between **17-21%** improvement in revenue, time to market and other benefits due to Big Data projects.

And the benefits of Big Data projects are felt in all aspects of the business from the ability to launch new products and services to more effectively marketing and selling products.

TOP BENEFITS ALREADY SEEN OR ANTICIPATE SEEING FROM BIG DATA PROJECTS



DO YOU HAVE THE TOOLS TO SUCCESSFULLY IMPLEMENT A BIG DATA STRATEGY?

To see the full survey results and discover how Big Data can transform your business in the application economy, download the research paper "[The State of Big Data Infrastructure](http://www.ca.com/us/register/forms/collateral/the-state-of-big-data-infrastructure.aspx)" at www.ca.com/us/register/forms/collateral/the-state-of-big-data-infrastructure.aspx



This global research survey was sponsored by CA Technologies and conducted by Vanson Bourne in April 2015. © 2015 CA. All other trademarks, trade names, service marks and logos referenced herein belong to their respective companies.