GLOBAL TECHNOLOGY ADOPTION INDEX 2015

BIG DATA

Organizations actively using big data have
50% higher revenue growth rates
than those who aren't

COST IS THE TOP BARRIER FOR BOTH ORGANIZATIONS NOT YET USING AND CURRENTLY USING BIG DATA

TOP BARRIERS FOR THOSE NOT YET USING BIG DATA

20%
Not knowing if the benefits are worth the cost

18%
Cost of IT infrastructure

17%
Cost of outsourcing analysis or operations

TOP BARRIERS FOR THOSE CURRENTLY USING BIG DATA

29%
Cost of IT infrastructure

26%
Cost of outsourcing analysis or operations

TOP OUTCOMES OF BIG DATA USE

Better targeting of marketing efforts
41%

Optimization of ad spending
37%

Optimization of social media marketing
37%

44% of organizations globally still aren't sure how to approach big data, but that's changing in North America specifically:

More North American organizations believe they have big data that can be analyzed

54% in 2014 → **73%** in 2015

North American organizations also believe they are taking better advantage of the data, from achieving

64% → **69%**
of the data's potential in 2014 | of the data's potential in 2015