

THE SURVEY

More than 300 senior data and analytics pros from the world's top firms.

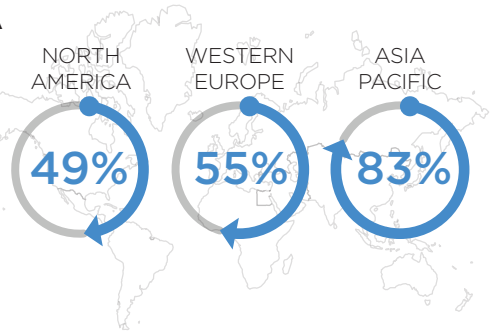
THE LEADERS

The top survey takers say big data is transformational, efforts are "best of breed," and impacts are reflected in the bottom line.

C-SUITE SUPPORT

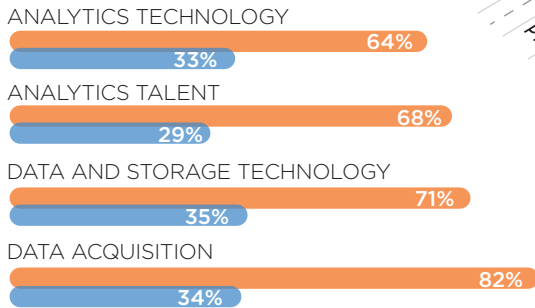
Firms with C-suite support are showing the biggest gains, but chiefs in the West are lagging behind those across Asia Pacific.

IS BIG DATA A TOP 5 ISSUE ON THE CXO AGENDA?



INVESTMENT

Leaders are making "very significant investments" to build capacity and increase scalability.



THE RIGHT DATA

Leaders are as likely to use established sources, such as text and sensor, but are far more likely to collect data from new sources like social media and video.

WHAT SOURCES OF BIG DATA ARE YOU CURRENTLY USING?

