The huge volume and variety of data confronting today’s modern enterprise presents both long-term challenges and opportunities.

Actually putting it in the hands of your users. For a typical Fortune 1000 company, just a 10% INCREASE in data accessibility can result in more than $65 MILLION in additional net income.1

And deploying MOBILE ANALYTICS can have a big impact on adoption—for instance, AutoTrader reported a 40X INCREASE in BI usage after deploying MicroStrategy Mobile to their employees.

An analytics platform that enables users to connect to their data—no matter where it lives. Fortunately, since the start of 2017, MicroStrategy has added OPTIMIZED CONNECTORS to more than 120 new data sources.

The worldwide market for big data and analytics solutions is predicted to continue growing—surpassing $200 BILLION IN ANNUAL REVENUE as soon as 2020.2

Well, a leading supermarket chain was able to use MicroStrategy to analyze trillions of records and drive over $1 MILLION in weekly INCREMENTAL SALES.

But ONLY 15% of companies who have invested in BIG DATA ARE IN PRODUCTION—which means there’s still huge, untapped potential.4

ALL THAT DATA COULD BE PUT TO USE FOR MACHINE LEARNING.

THE ENTERPRISE DATA LANDSCAPE ISN’T GETTING ANY SIMPLER.

WHAT DO YOU NEED TO START OPERATIONALIZING BIG DATA?

SO, WHAT DOES BIG DATA MEAN FOR YOUR BUSINESS?

HOW’S THAT FOR REAL-WORLD ROI?

BIG DATA IS THE NEW REALITY
and unlocking its value is the key to building a lasting competitive edge.

IS YOUR ORGANIZATION THINKING ABOUT TRANSITIONING TO BIG DATA ARCHITECTURE?

Check out microstrategy.com/big-data to learn how we can help.