

BIG DATA IS BIG BUSINESS

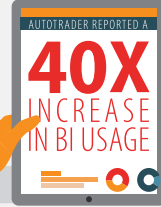
The huge volume and variety of data confronting today's modern enterprise presents both long-term challenges and opportunities.

THE KEY TO GETTING THE MOST OUT OF YOUR INVESTMENTS IN BIG DATA?

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.

¹<http://www.baselinemag.com/analytics-big-data/slideshows/surprising-statistics-about-big-data.html>



WHAT DO YOU NEED TO START OPERATIONALIZING BIG DATA?

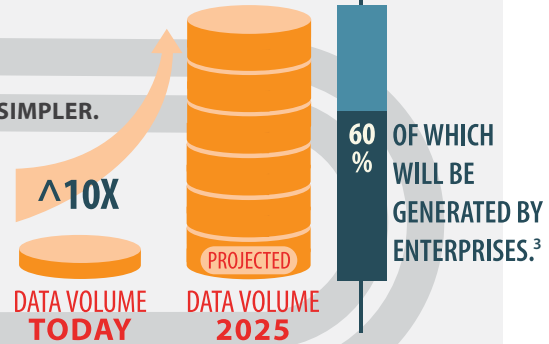
An analytics platform that enables users to connect to their data—no matter where it lives. Fortunately, since the start of 2017, MicroStrategy has added **OPTIMIZED CONNECTORS** to more than 120 new data sources.

CONNECTORS TO
120+
DATA
SOURCES

THE ENTERPRISE DATA LANDSCAPE ISN'T GETTING ANY SIMPLER.

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

²<https://www.idc.com/getdoc.jsp?containerId=prUS41826116>



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

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

⁴<https://www.gartner.com/newsroom/id/3466117>

³<http://www.information-age.com/data-forecast-grow-10-fold-2025-123465538/>

SO, WHAT DOES BIG DATA MEAN FOR YOUR BUSINESS?

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



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.

