The Three Key Traits of Big Data Innovators

Philip Carnelley
Research Director, Software,
IDC Europe

Digital Transformation: Today's Business Imperative

Two Industry Quotes

'In the next five years, robotics, wearable technology and cognitive computing will start to be commonplace in retail'
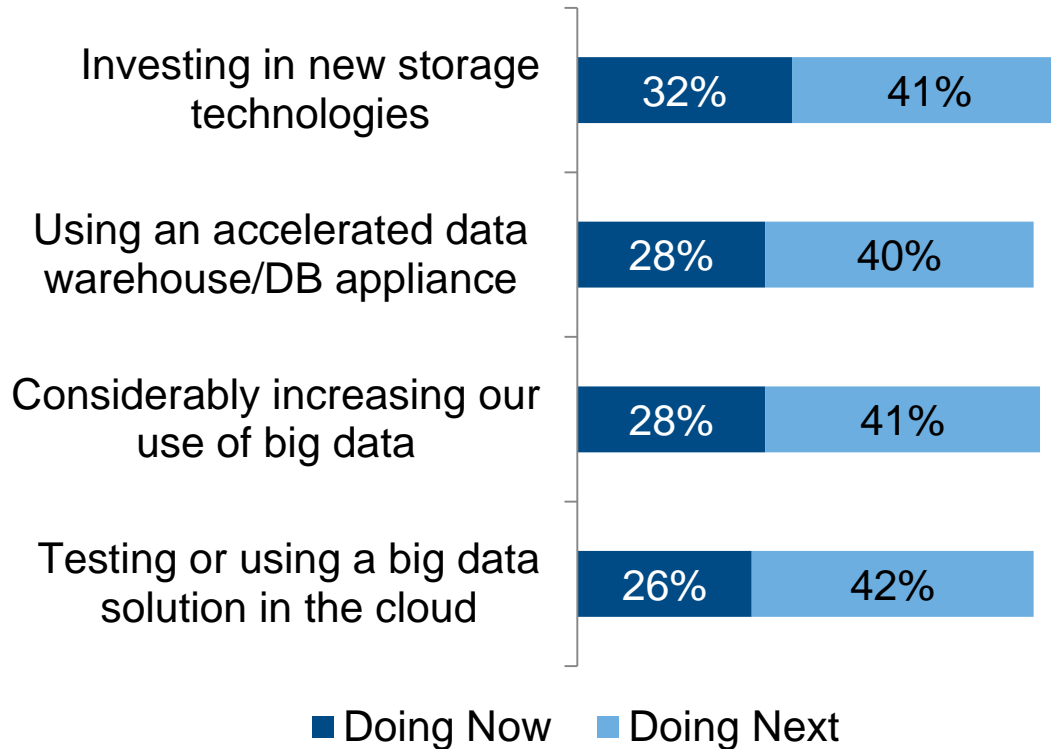
— *Mike McNamara, Tesco CIO*

"If you went to bed last night as an industrial company, you're going to wake up today as a software and analytics company."

— *Jeff Immelt, CEO of GE*

Companies are Responding

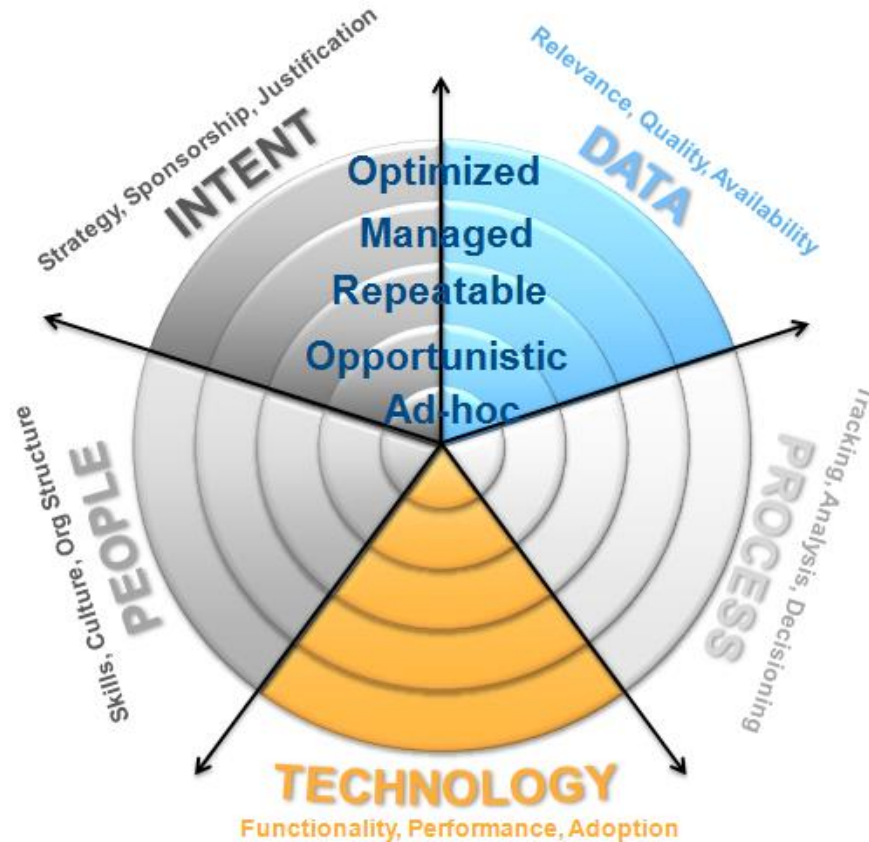|	Doing Now	Doing Next
Investing in new storage technologies	32%	41%
Using an accelerated data warehouse/DB appliance	28%	40%
Considerably increasing our use of big data	28%	41%
Testing or using a big data solution in the cloud	26%	42%

■ Doing Now ■ Doing Next

Source: IDC's West European IT User Survey, 2014, n = 1304

Tracking Maturity in Big Data Adoption
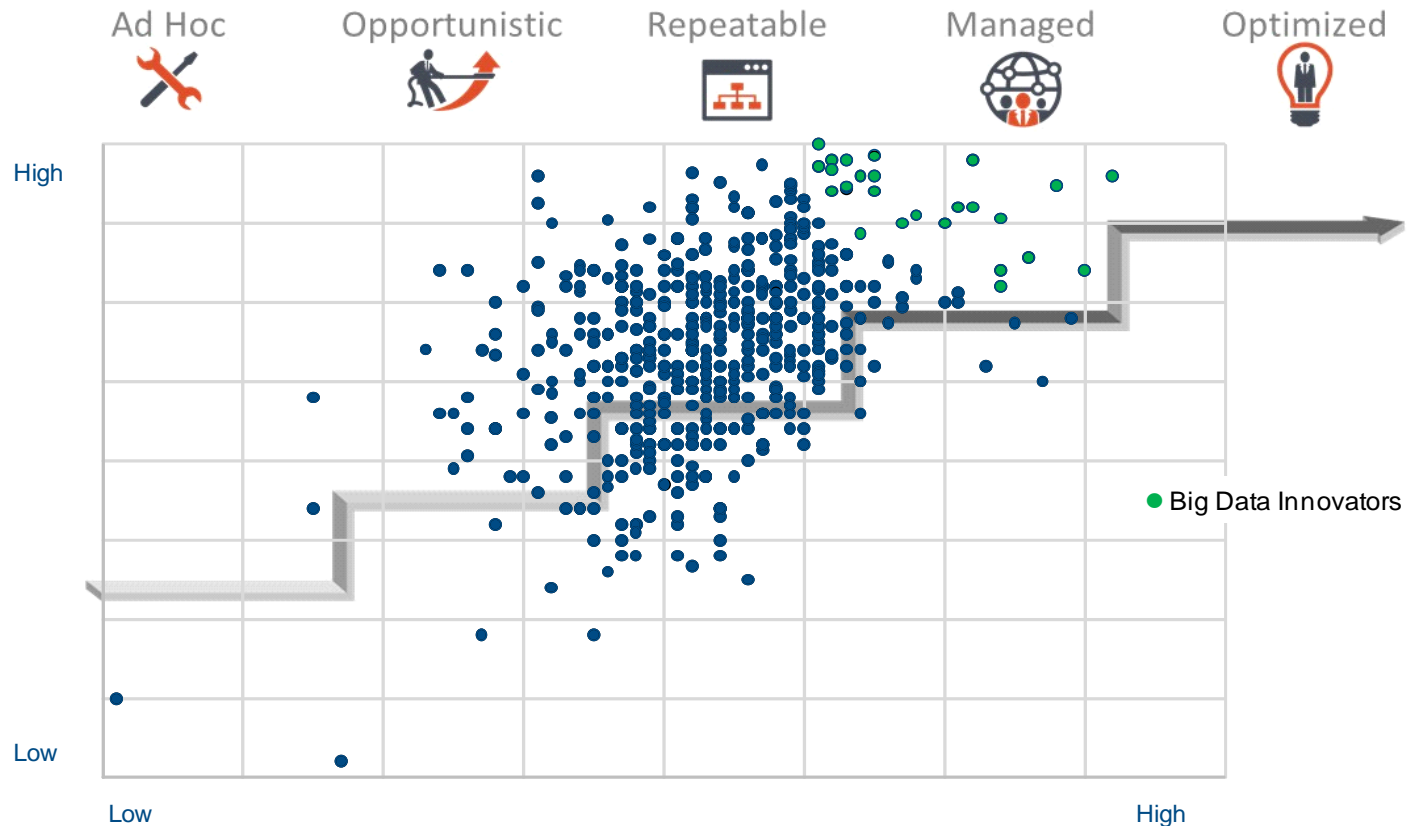
- The IDC-SAP-Intel Big Data Adoption Study

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IDC's Big Data Maturity Model

Big Data Maturity in the U.K.
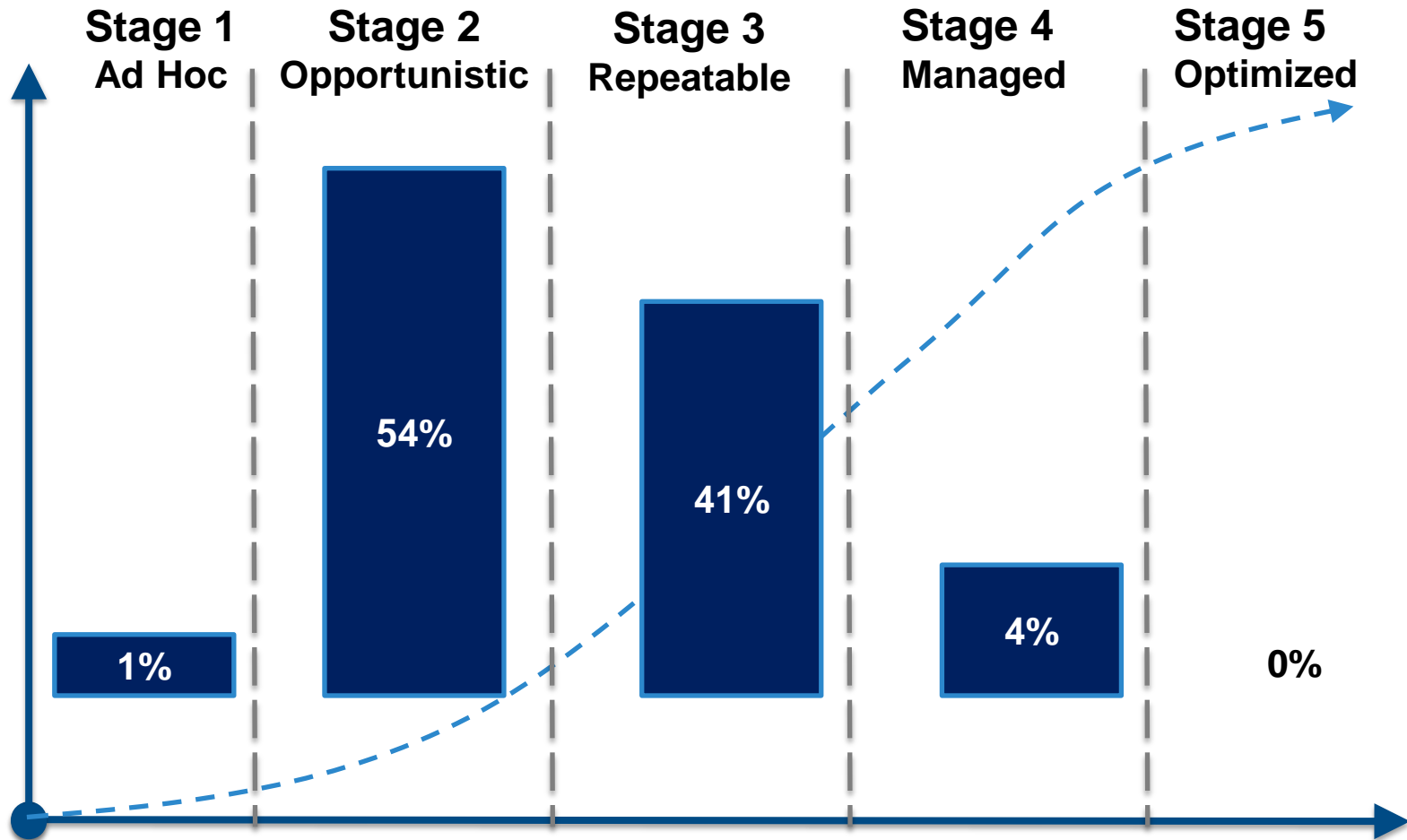
Stage 1 Ad Hoc	Stage 2 Opportunistic	Stage 3 Repeatable	Stage 4 Managed	Stage 5 Optimized
1%	54%	41%	4%	0%

UK Respondent base by IDC Maturity Model Segments

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Identifying the Big Data Innovators

Note each dot represents one of the 531 organizations interviewed and there is some level of overlap)

Source: IDC Big Data End-User Survey for SAP and Intel 2014 , n=531

Key Traits of Big Data Innovators

1. Big Data Innovators Relate Analytics to Business Goals

Do you believe that supplying the business with Big Data Analytics capabilities will improve the ability of IT to play a more significant role in enabling business transformation?
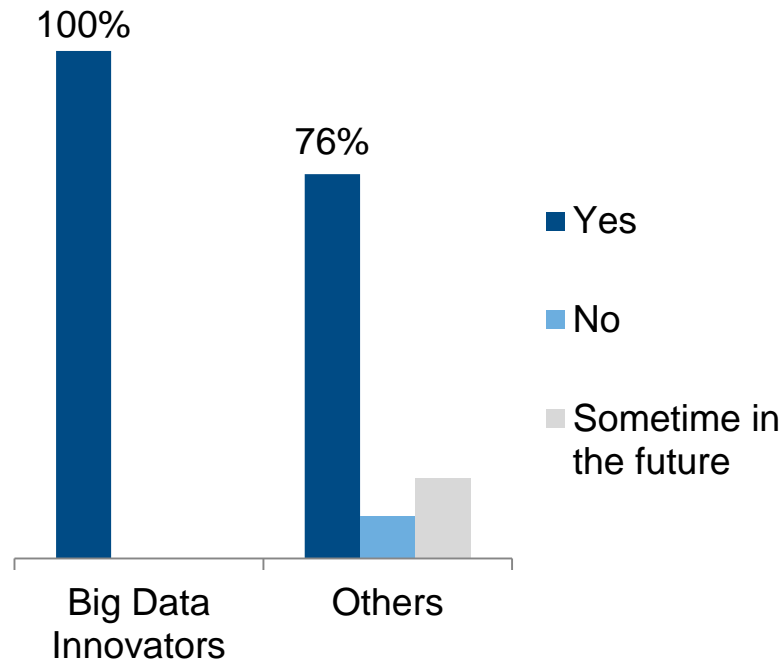
Would you describe the perception of technology as being critical to driving business transformation and innovation in your organization?

Left chart:

- 100% — Big Data Innovators (Yes)
- 76% — Others (Yes)

Legend:
- ■ Yes
- ■ No
- ■ Sometime in the future

X-axis: Big Data Innovators, Others

Right chart:

- 44% — Big Data Innovators
- 25% — Others

X-axis: Big Data Innovators, Others

Source: IDC Big Data End-User Survey for SAP and Intel 2014 , n=531
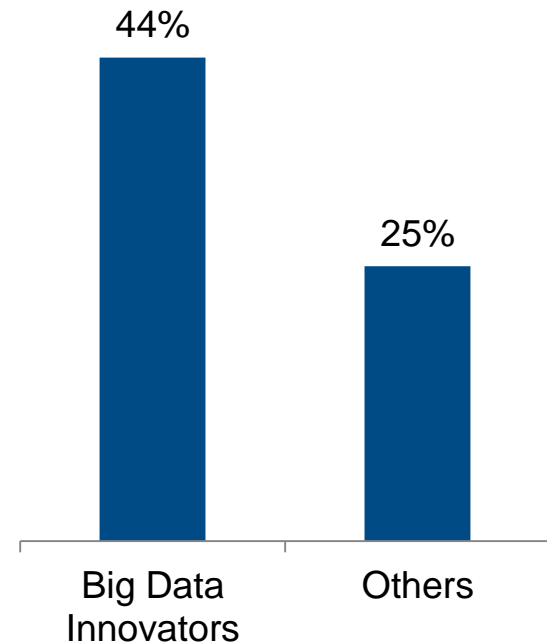
2. Big Data Innovators are Results Focused

What is the average time to ROI of a typical Big Data project deployment?

Legend:
- 3 months or less
- 3 to 6 months
- 6 to 12 months
- Over 12 months
- Undetermined
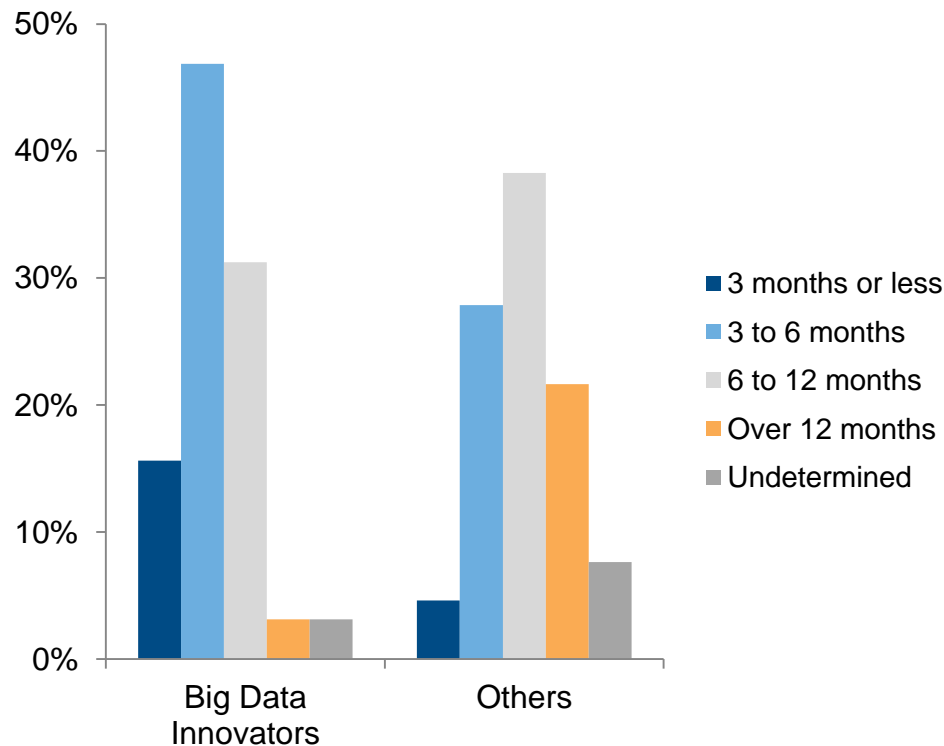
What are the top three drivers that are forcing your organization to evolve its business?

Note: results reflect the responses from Big Data Innovators only

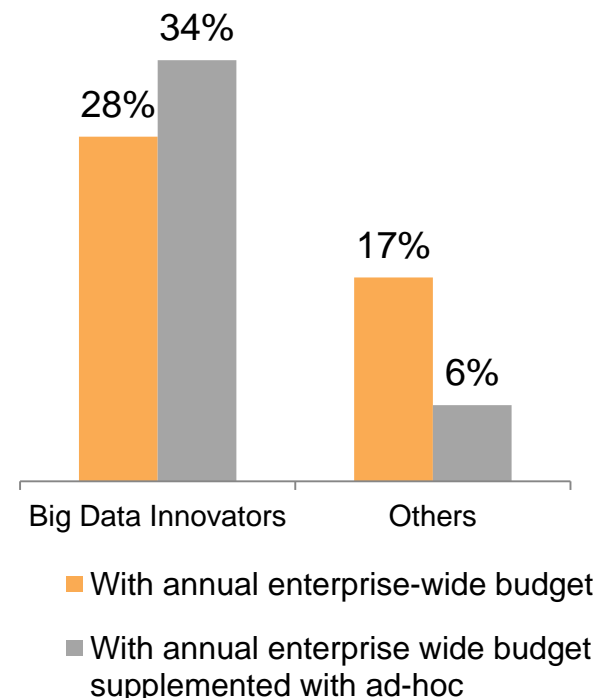*Source: IDC Big Data End-User Survey for SAP and Intel 2014 , n=531*

3. Big Data Innovators Have Executive Buy-In

How involved are the following managers in promoting and encouraging the use of your organization's Big Data Analytics solution?
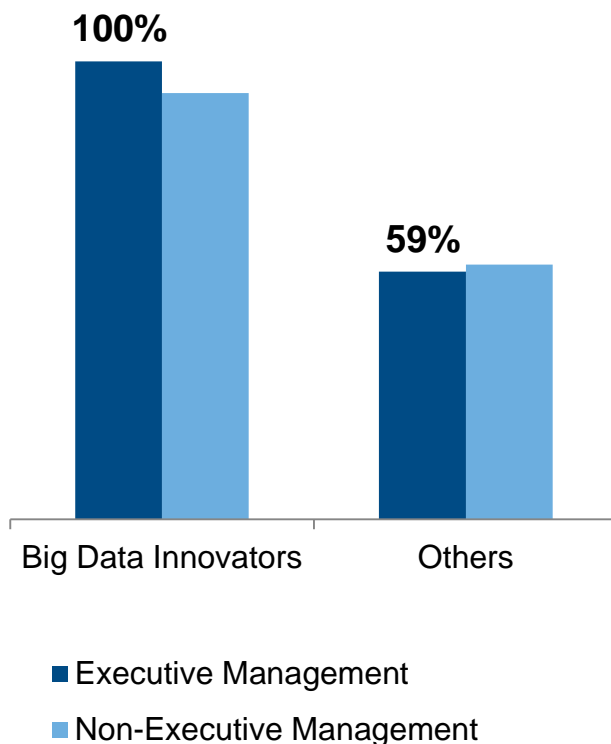
100%

59%

Big Data Innovators   Others

■ Executive Management
■ Non-Executive Management

34% of Big Data Innovators have an annual enterprise wide budget supplemented with ad-hoc funding for Big Data & Analytics projects, compared to only **16%** of other respondents.

34%

28%

17%

6%

Big Data Innovators   Others

■ With annual enterprise-wide budget

■ With annual enterprise wide budget supplemented with ad-hoc

Source: IDC Big Data End-User Survey for SAP and Intel 2014 , n=531

Essential Guidance

IDC Recommendations

5-D

Explore

Journey

Value beyond £/$/€

Snowball
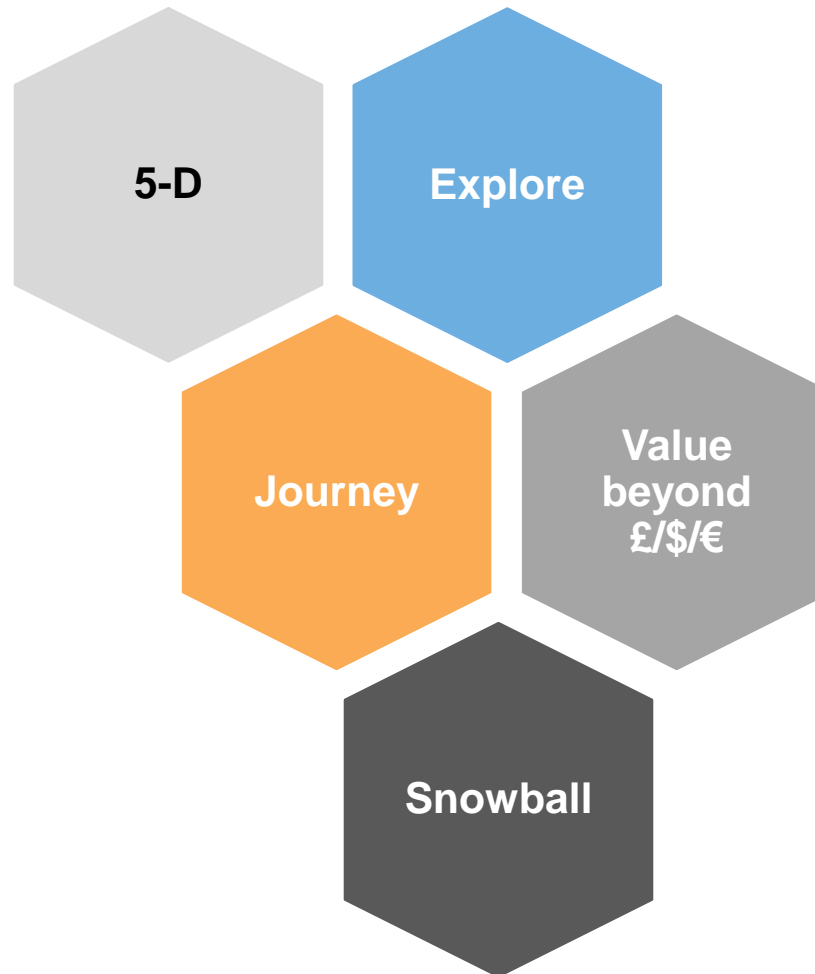
Appendix – study details
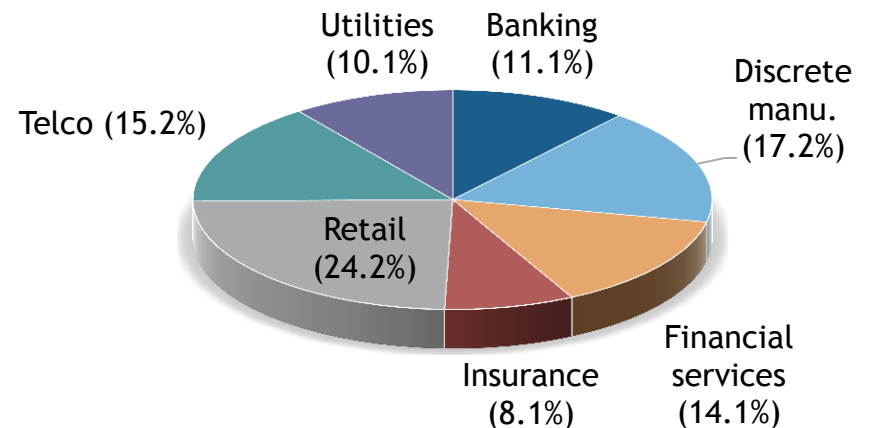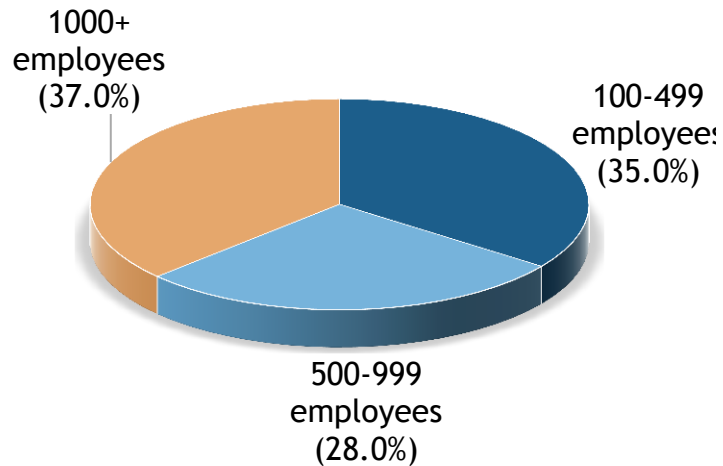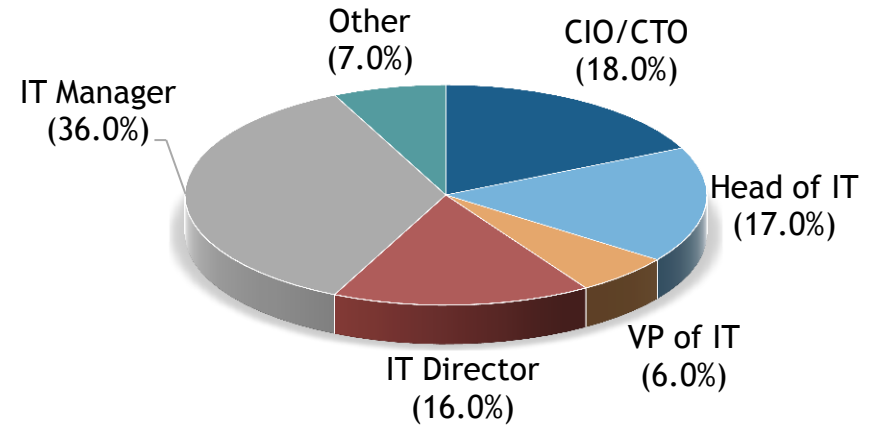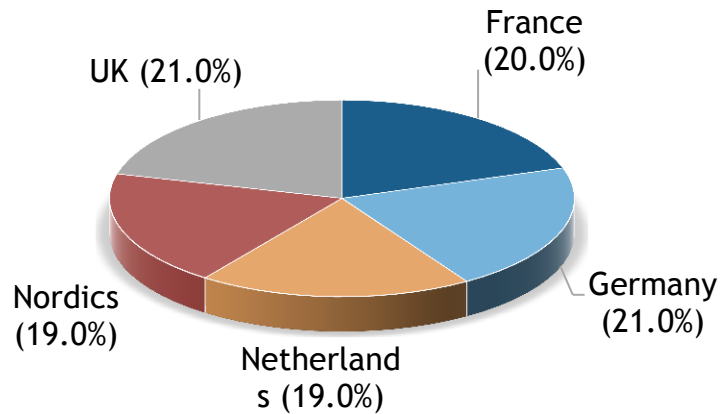
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STUDY Objectives, Methodology, AND PARTICIPANTS

Big Data & Analytics:
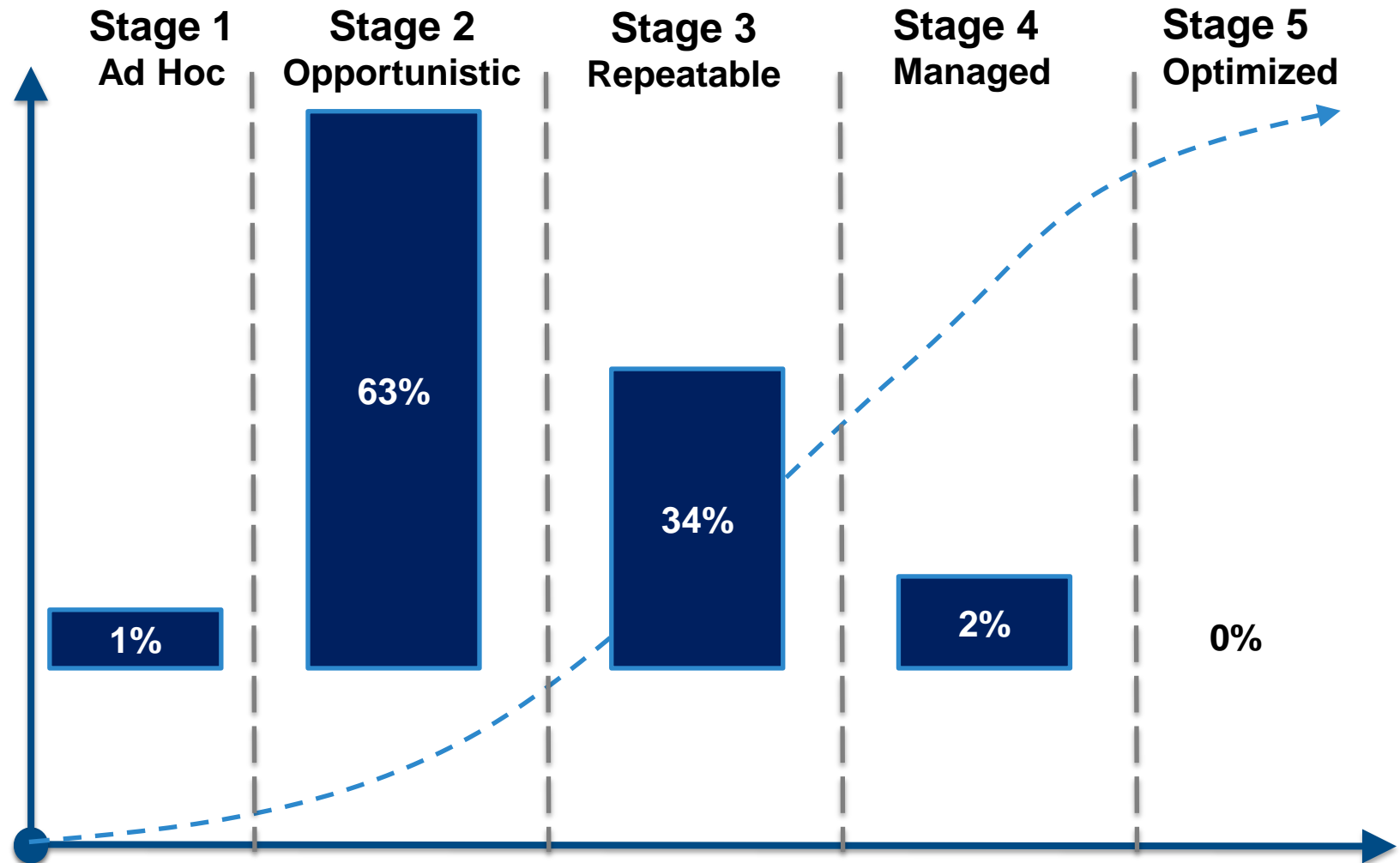
Maturity Driving Transformation

Survey Objectives and Methodology

- In July 2014, SAP and Intel commissioned IDC to study Big Data & Analytics adoption; its relevance to business transformation and innovation; and to identify best practices from the most competent organizations.

- IDC interviewed 531 organizations across Europe that have adopted or intend to adopt some form of Big Data & Analytics technology.

- IDC evaluated the results using IDC's Big Data Maturity model (see Slides 7 & 8), a methodology which benchmarks organizations' competence across five dimensions: people, process, technology, data, and intent.

- The geographical scope is five country/regional areas across Western Europe, various industries, various organization sizes, and various roles with an influence on Big Data & Analytics technology buying decisions (see slide 5).

End User Organizations Interviewed

Pie chart 1 — Countries:
- France (20.0%)
- Germany (21.0%)
- Netherlands (19.0%)
- Nordics (19.0%)
- UK (21.0%)

Pie chart 2 — Roles:
- CIO/CTO (18.0%)
- Head of IT (17.0%)
- VP of IT (6.0%)
- IT Director (16.0%)
- IT Manager (36.0%)
- Other (7.0%)

Pie chart 3 — Company size:
- 100-499 employees (35.0%)
- 500-999 employees (28.0%)
- 1000+ employees (37.0%)

Pie chart 4 — Industry:
- Banking (11.1%)
- Discrete manu. (17.2%)
- Financial services (14.1%)
- Insurance (8.1%)
- Retail (24.2%)
- Telco (15.2%)
- Utilities (10.1%)

Big Data Maturity across Western Europe

Respondent base by IDC Maturity Model Segments
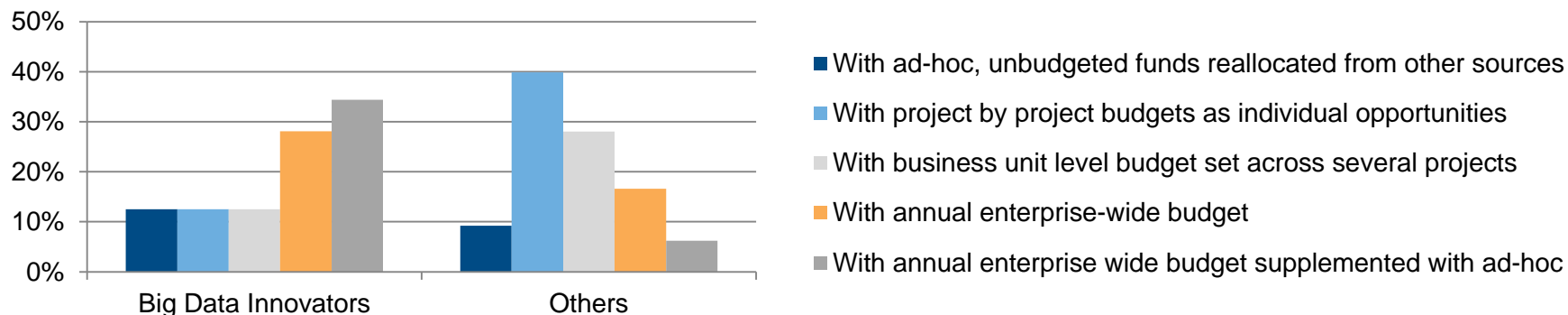
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$/€/£ Big Data Innovators
Are more likely to have an enterprise budget in place for
Big Data & Analytics

34% of Big Data Innovators have an annual enterprise wide budget supplemented with ad-hoc funding for Big Data & Analytics projects, compared to only **16%** of other respondents.

- With ad-hoc, unbudgeted funds reallocated from other sources
- With project by project budgets as individual opportunities
- With business unit level budget set across several projects
- With annual enterprise-wide budget
- With annual enterprise wide budget supplemented with ad-hoc

Source: IDC Big Data End-User Survey for SAP and Intel 2014 , n=531

Best Practice

IDC recommends that budget is set for Big Data & Analytics across the organization, but with the flexibility of ad hoc funding for additional projects where appropriate. This combination of enterprise-wide budget supplemented with ad hoc funding is the ideal, as it allows the organization to meet both strategic and tactical requirements.