

Big Data has arrived

About this research

We interviewed 601 development and IT professionals using a 15-minute online survey.

Profile of respondents

- Position: 401 professional developers and 200 IT professionals recruited from a panel of IT B2B employees
- Size of business: 32 percent SORG (10–99 employees), 31 percent MORG (100–999), and 37 percent LORG (1,000+)
- Age range: 24 to 65

Key topic areas

- Primary development methodology (for example, ALM software or any other application lifecycle management solution) used in organization and most recent project
- Time frame for Agile adoption (among those using Agile)
- Perceptions/beliefs about Agile development



The genesis of a term— and a movement

The origins of the term “Big Data” are a matter of debate, though many attribute it to the work of John Mashey, chief scientist at Silicon Graphics in the late 1990s.¹ Since this time, industry observers have marked the rise of the term and attempted to pin down what it means (collection, management, and analysis of data sets marked by their size, diversity, and complexity).

Based on research with 601 development and IT professionals, we assert that Big Data has moved through a phase of hype and anticipation and is now acknowledged widely as a mature and transformative (albeit still growing) technology movement, on par with developments like mobile applications and ALM software development tools.

Big Data: technology fad or transformation?

When asked to classify key technology trends today, 57 percent of respondents labeled Big Data applications as “transformative.” Notice

that this nearly reaches the same levels as “mobile apps,” a category that is without doubt already transformative.

Some technology trends are still in the early stages of hype.

Wearables, for example, receive a great deal of attention, but most developers are still hesitant to call this category “transformative.” SaaS line-of-business apps may be very important, but they likely have less reach across audiences and contexts than mobile apps. Big Data is the rare trend that seems both important and capable of widespread reach when implemented with ALM software.

Interest in Big Data today

Nearly half of the respondents we interviewed indicated that their organizations were interested in developing Big-Data-oriented applications. This nearly matched the levels of interest in mobile apps and significantly out-runs every other key trend we tracked.

Big Data combined with application lifecycle management is considered transformative, and developers today already have plans to develop apps for Big Data use cases.

¹ “The origins of “Big Data”: an etymological detective story,” Steve Lohr, New York Times Bits Blog, February 2013.

Where will Big Data have the most impact?

Some consensus already exists among developers on where Big Data currently has the most impact, and where it will go next.

Our respondents felt that Big Data today is having the biggest impact in areas related to marketing and customer analysis, as well as the financial sector. This reflects the idea that these industries not only have Big Data needs, but are most proximal to the key pieces necessary for implementation: technology investment, intellectual resources/ talent, and organizational attitudes that foster development of a modern information strategy.

In the near future, developers see healthcare and manufacturing as the next sectors to be transformed by Big Data applications. Further in the future, they see energy/utilities and transportation being impacted.

Learn more at hpe.com/software/ALM

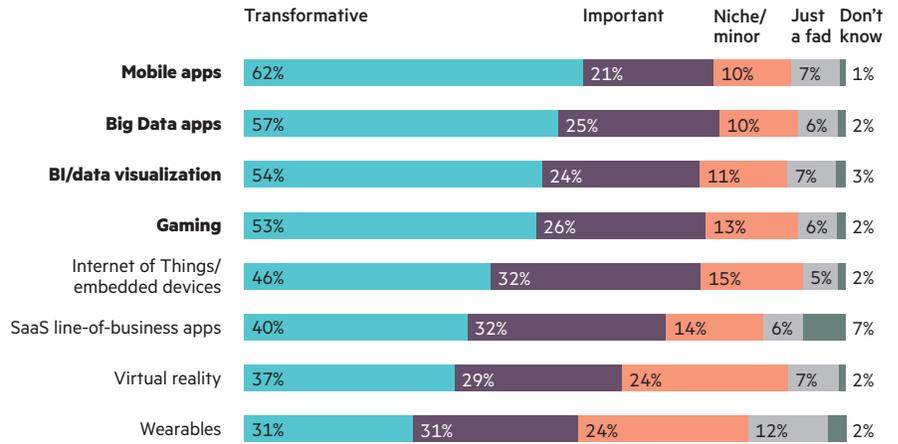


Figure 1. Classification of key technology trends as “transformative,” “important,” “niche/minor,” or “fad” (n=601)

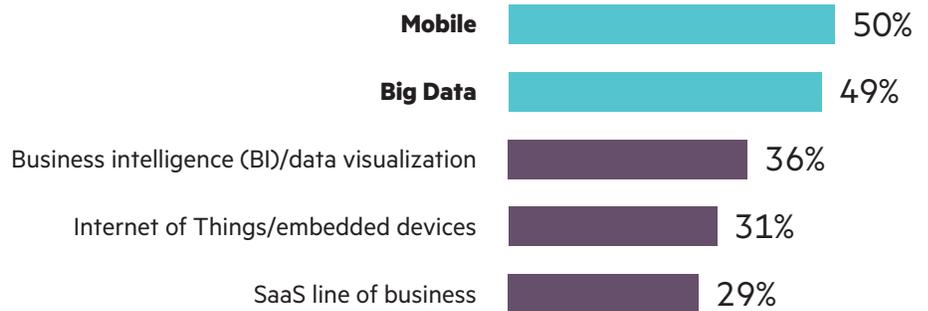


Figure 2. Proportion of organizations interested in developing applications in each category

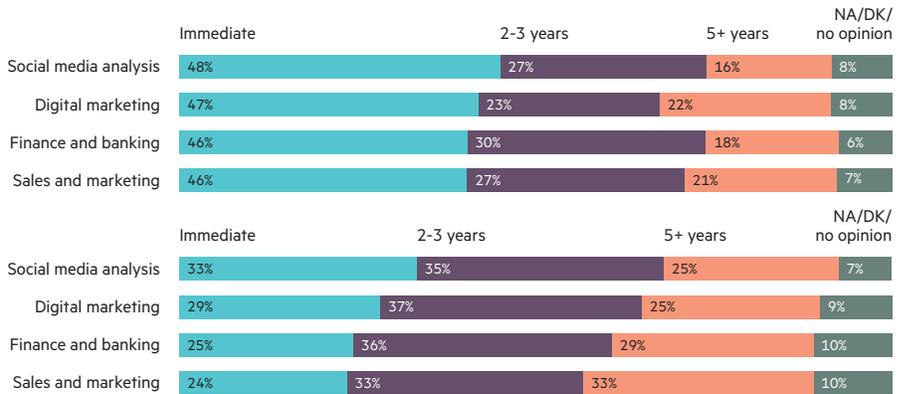


Figure 3. Predicted timeframe for the impact of Big Data on specific application categories



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