



InstaGraphic: How Will YOU Get Value from Big Data?

Enterprises cite a wide range of business outcomes as they evolve from data warehouses to Hadoop.



54%,

Faster tactical response to shifting customer requirements



54%,

Reduced risk around business decisions and strategy



50%

Better sales/marketing performance



50%

Improved ability to satisfy compliance requirements



49%

Deliver higher quality products/services

ESG Insight

The world of Hadoop is evolving quickly, and the stalwart data warehouse continues to have an important place for enterprises. The concept of the data warehouse integrating with Hadoop is efficient and practical, and may well become the best model for enterprise analytics in today's market. Companies looking for a joint solution would be well advised to add the HPE Converged System 300 for Microsoft Analytics Platform to their evaluation list for proof-of-concepts and see how it fits with their data warehouse and analytics needs.

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Original survey question:

In terms of business benefits, what are the most important objectives you expect to accomplish from your organization's investments in the area of business intelligence, analytics, and big data? Which is the single most important objective?

Survey respondents:

200 IT decision makers responsible for their enterprise's big data, business intelligence, and/or analytics strategy

This InstaGraphic was created by ESG on behalf of:

