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2013 Big Data in Business Study

WHITEPAPER

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Goals of the Study

The *Big Data in Business Study* aims to put in context the strides Big Data has made in 2013, and to make predictions about the future of Big Data's usage in business. The study is based on interviews with 158 U.S. executives across a range of industries. Highlights of the study include which industries will see the most success with Big Data, the factors keeping businesses from capitalizing on Big Data now, technology executives' views on the newly released Hadoop 2.0 and new insights on Big Data alternatives to Hadoop.

Study Participants

The participating 158 executives ranged from managers (36%), C-Levels (26%), directors (17%) and vice presidents (5%). The executives came from a range of company sizes, including: those under $50 million (17%), $50 million to $100 million (18%), $100 million to $500 million (29%), $500 million to $1 billion (21%), to over $1 billion (15%).

Industries that Benefit Most from Big Data

Technology executives were first asked about the present state of Big Data – specifically which vertical industries they believe will have benefitted the most from Big Data by the end 2013. Respondents indicated that Finance (49%) topped the list along with retail (42%), consumer packaged goods (39%) and manufacturing (37%) followed by healthcare (32%), telecommunications (26%), gaming (24%), and government (16%).

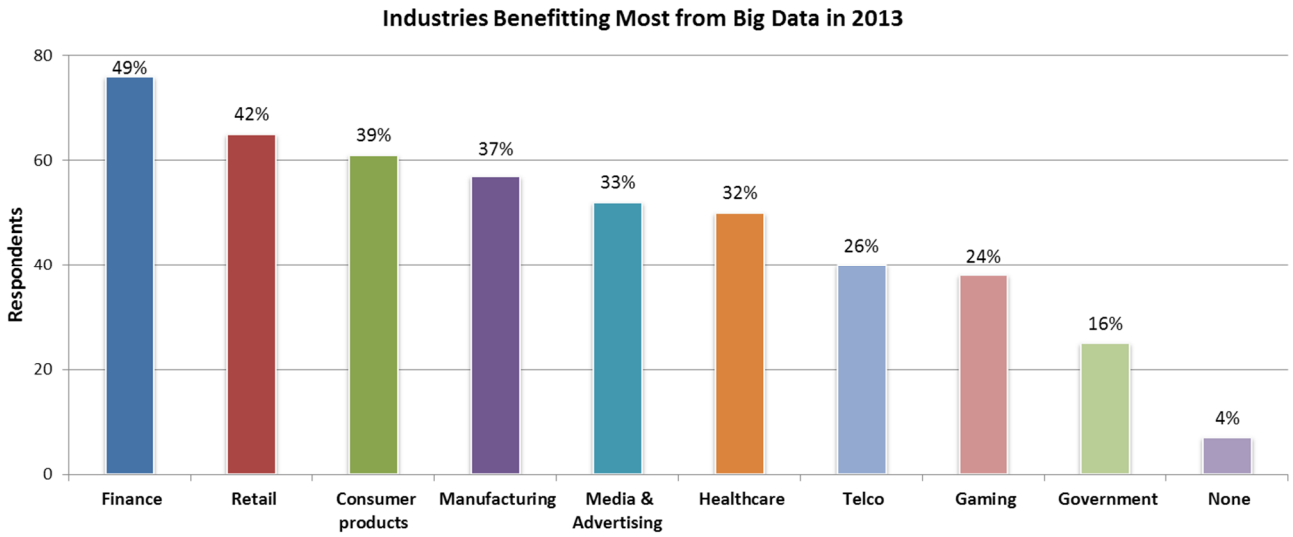

Figure 1. *Responses to the question "Which industries, if any, will see the most success with Big Data by the end of 2013?"*

The Future Potential of Big Data

The study then looked to the future potential of Big Data, asking executives to predict when Big Data will reach its full potential in the business world. An overwhelming majority of technology executives (79%) believe that Big Data will reach its potential in the next one to five years. A smaller proportion (12%) believe Big Data has already reached its full potential, while a handful (9%) feel that it will take 10 years or more for businesses to realize the full benefits of Big Data.

Executives' Predictions of When Big Data Will Reach its Potential

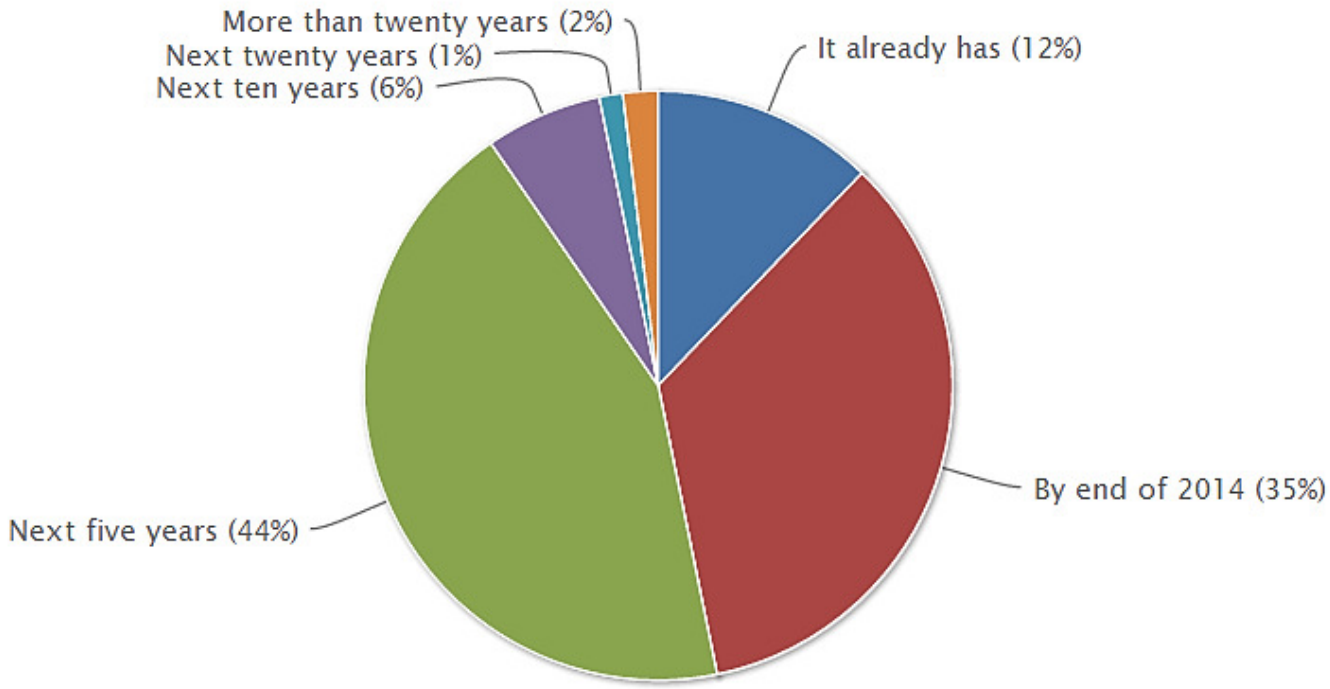

Figure 2. *Responses to the question "When, if at all, do you think Big Data will reach its potential in the business world?*

Big Data Challenges

While businesses leaders are optimistic about their near-term prospects of leveraging Big Data, they also revealed that there are compelling reasons why companies are holding out on using large and complex data sets as part of their business analytics solutions. The most popular reasons, echoed by approximately half of all executives include the need for more education about how Big Data solves business problems, the lack of solutions that meet the current needs of business users and the obstacles presented by Big Data systems that are too complex and take too long to deliver business value.

Why Companies Are Holding Out on Using Big Data	
“Need more education on how Big Data solves business problems”	62%
“Need Big Data solutions to better address the needs of business users”	53%
“Need better time to value for Big Data”	47%
“Need simplified solutions for Big Data with fewer moving parts”	49%
“Need prices for Big Data solutions to come down”	40%
“They aren’t”	1%
Other	1%

Figure 3. *Responses to “Why, if at all, do you think companies are holding out on using Big Data?”*

Concerns with Hadoop

Every executive in the study stated that they had familiarity with Hadoop, with about a third describing themselves as “very familiar” (33%), over a third describing themselves as “familiar” (36%) and the balance describing themselves as “somewhat familiar” (31%) with the Hadoop platform.

Executives familiar with Hadoop-based solutions expressed a range of concerns when it came to the suitability of the recently released Hadoop 2.0 for solving business challenges. Concerns about security and reliability (45%) topped the list, followed by expense of implementation and maintenance (42%), too much coding required (35%), lack of tools for business users (34%), and difficulty in conducting data mashups (31%).

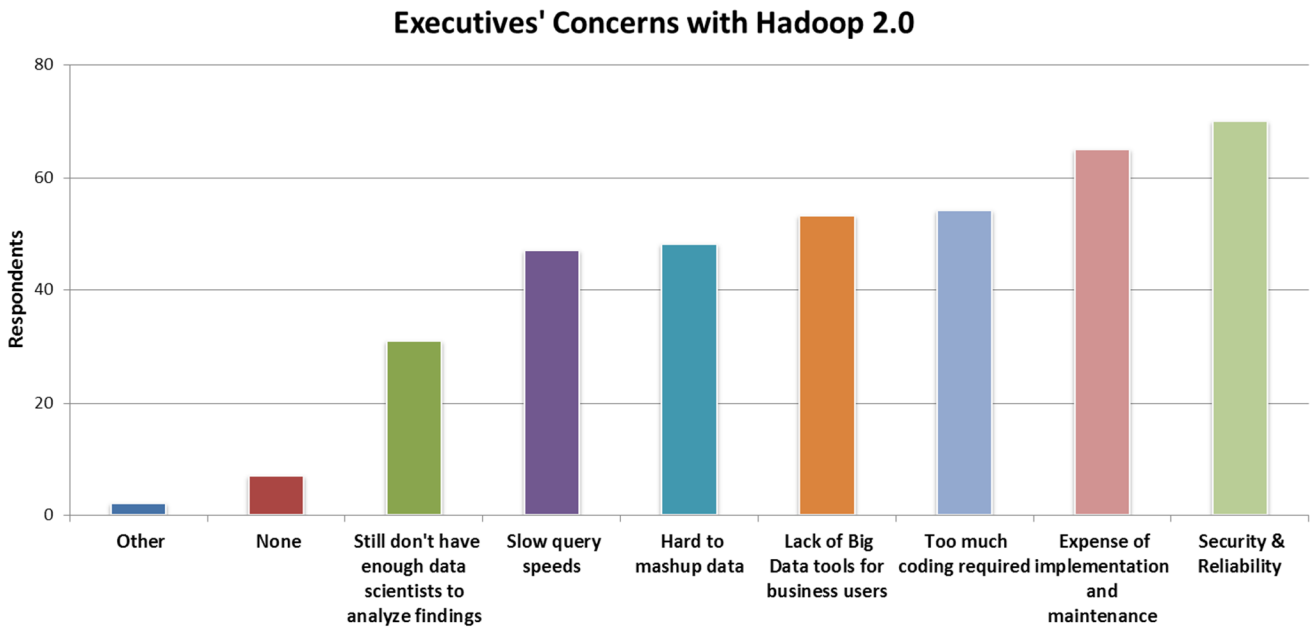

Figure 4. *Responses to "What concerns, if any, do you have about using Hadoop 2.0 for business projects?"*

When probed further, executives revealed that "Hadoop projects were more complex than other IT projects" with 43% admitting that it's "hard to find talent experienced with Hadoop" and 41% saying "Hadoop is very new and not as stable as other technologies." Other concerns included: "the Hadoop platform keeps changing rapidly, so it's hard to keep our environment current" (38%); "the Hadoop stack is very complex with a lot of moving parts" (38%); and "it's difficult to figure out the best architecture and best practices for leveraging Hadoop" (27%).

Turning to Hadoop Alternatives

Respondents to the survey believe that commercial alternatives to Hadoop – such as 1010data and MongoDB – may present a better opportunity for using Big Data to solve business problems. Executives cited a range of reasons for their interest in Hadoop alternatives including simplified data integration (42%), faster time to value (34%), and solutions that are better tailored for business needs (34%).

Benefits of Hadoop Alternatives Such as 1010data and MongoDB	
Simplified data integration	42%
More affordability	35%
Faster query speeds	34%
Generate faster time to results & value	34%
Better tailored for business needs	33%
More advanced analytics	26%
Greater scalability	21%
Give the ability to do data mashups	18%
No coding is required	15%

Figure 3. *Responses to "How, if at all, are alternatives to Hadoop (like that offered by 1010data and MongoDB) better for business than Hadoop?"*

Conclusion

The *2013 Big Data in Business Study* illustrates that today's business executives have a high familiarity with Big Data technologies and high expectations of the value that Big Data will deliver in the future across a range of industries. Executives' expectations, however, are tempered by real world limitations and challenges presented by the most popular Big Data technologies, namely Hadoop.

About the Big Data in Business Study

The *Big Data in Business Study* was commissioned by 1010data and fielded by uSamp. uSamp's online market research panel consists of 12 million highly responsive and diverse panelists worldwide, with 12,000 new registrants per day, including mobile survey panelists.

About 1010data

1010data provides a unique, cloud-based platform for big data discovery and data sharing. It is used by hundreds of the world's largest retail, manufacturing, telecom, and financial services enterprises because of its proven ability to deliver actionable insight from very large amounts of data more quickly, easily, and inexpensively than any other solution.

Please visit www.1010data.com for more information.