

BY 2025...

★ **163 zettabytes**

IDC predicts that the total amount of digital data created worldwide will rise to 163 zettabytes, ballooned by the growing number of devices and sensors. *

real-time data

More than a quarter of all data created will be real-time, with 95% of that data generated by the Internet of Things. *

5.0~5.2

The amount of the global datasphere subject to data analysis will grow by a factor of 5.0 to 5.2 zettabytes. *

enterprise organization

60% of the 163 zettabytes of existing data will be created and managed by enterprise organizations. *

business process

The IoT data analyzed and used to change business processes will be as much as all of the data created in 2020. *



In a survey of approximately 700 business professionals ...

...only 15% said their organization is currently very effective in delivering a relevant and reliable customer experience. In the same survey, only 3% of respondents said they are able to act on all of the customer data they collect; 21% say they can act on very little of it. *



Through 2019, 90% of large organizations will have hired a CDO, but only **50% will be considered a success.** *



90% of enterprise analytics and business professionals currently say data and analytics are key to their organization's digital transformation initiatives. *



Only 7% of marketers surveyed report that they are currently **effectively able to deliver real-time, data-driven marketing** engagements across both physical and digital touchpoints. *

DATA DRIVEN ORGANIZATIONS

23X⁺
to acquire customers

6X⁺
likely to retain customers

19X⁺
to be profitable *

Only 16% of organizations can currently say that **75% or more of their employees have access** to company data and analytics. *

by 2020, there will be **2.7 MILLION** job postings for data science and analytics roles *