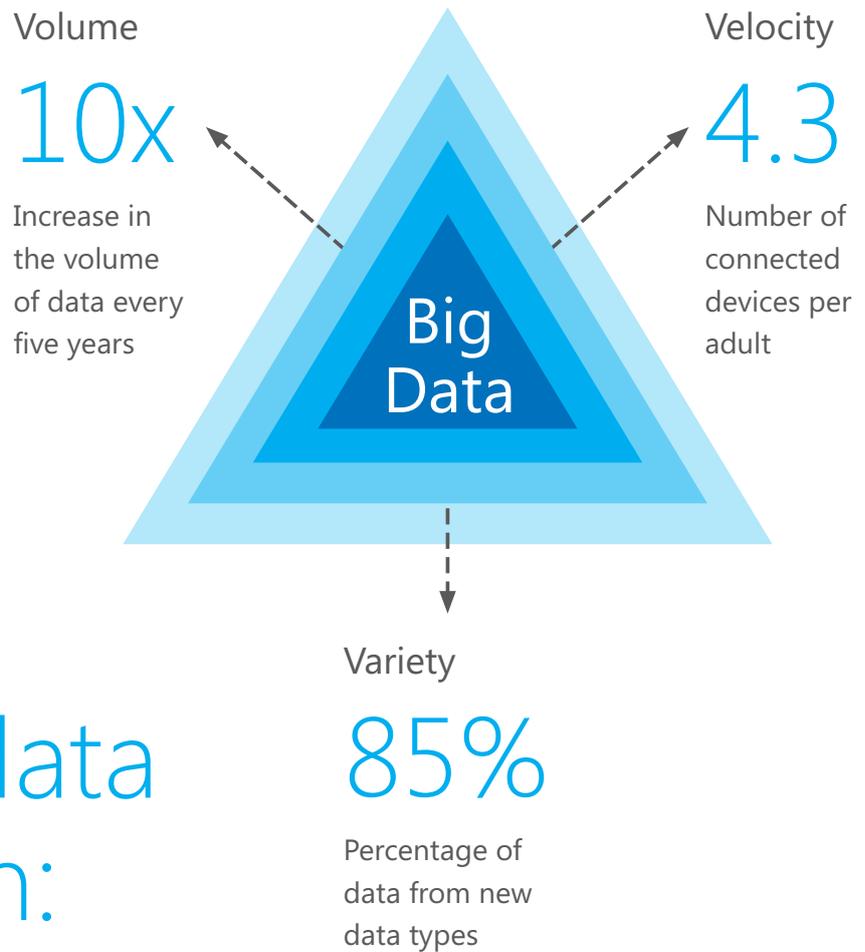


# Big Data:

what is it and why  
does it matter?





# The big data revolution: origins

One revolution is often born of another, and following the exponential rise of the Internet and communications technologies, we are seeing the amount of data existing in the world mushroom. There are now over 7 billion people on the planet, of whom 5.1 billion own a mobile phone and social networking has become a way of life.

Users aren't just consuming data, they're also creating it and sharing it through mobile devices, streaming services, GPS signals and social networks to the tune of 2.5 quintillion bytes of information every single day.

2,500,000,000,000,000,000 bytes.  
That's an awful lot of information.

# Why do I need to understand big data?

As with any latest buzz word in the world of technology, you need to approach big data in the context of your specific business needs. This allows you to focus on relevant information, perform analysis and identify patterns to provide usable information to drive sales and growth. We can see from the numbers, big data isn't just here to stay, it will continue to grow exponentially through users interacting with any trackable service, whether it's their online banking service, using GPS to find directions or tweets. Synthesizing the numerous data streams and data silos available to you gives a more comprehensive view of your customers and provides insight into wider markets and international trends, thus opening up future business opportunities with both current and potential customers.

## Why is big data important?

Big data is complex, and does require the right infrastructure to make it work, but the return is well worth the investment



Poor data management can cost businesses 20% – 35% of their operating revenue



The insights derived from big data make future strategic planning easier and more accurate



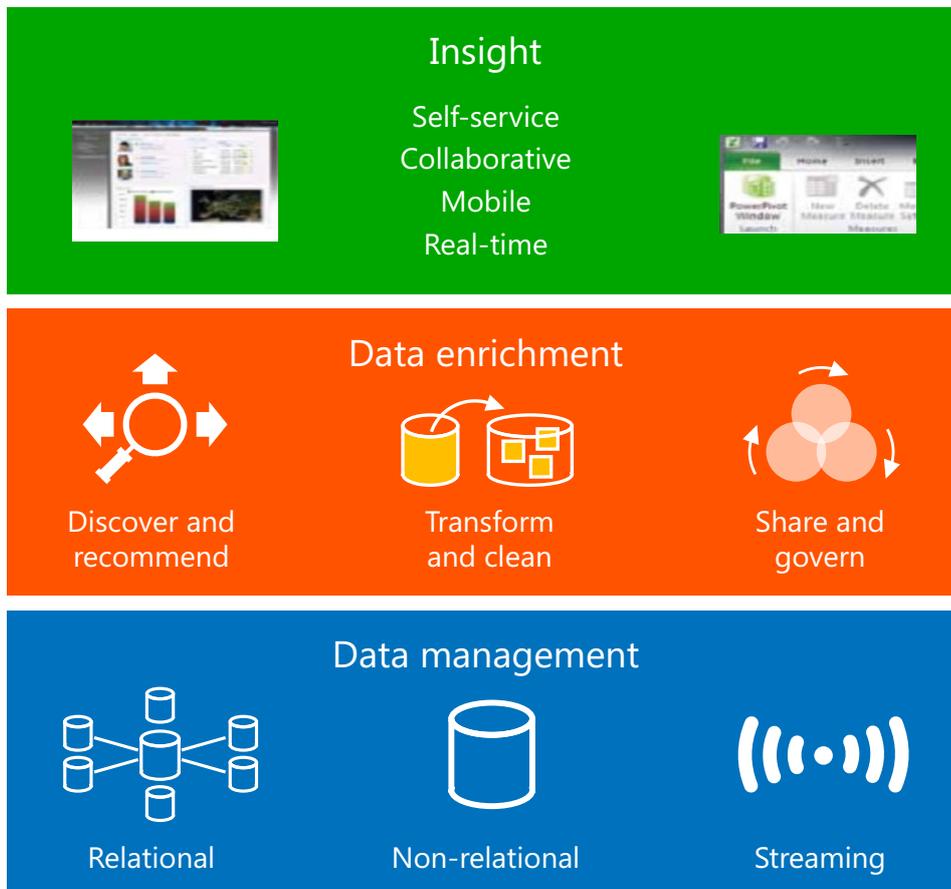
Business analysis of big data gives you a 360 degree picture of your current and potential clients – a whole new world of opportunity



Big data is the best foundation for marketing campaigns and customer service strategy

# Finding the value: data organization, mining and analysis

Over 85% of data captured is unstructured, so how do you transform this mass of information into tangible results for your business? As you begin to explore how to make big data work for your business, it's important to employ solutions which combine big data and business intelligence to create an effective business analytics strategy. Tools which reduce the complexity of the analysis process allow you to provide managers and decision makers with the information they need to inform key decisions.



Microsoft's Big Data Solution incorporates three layers to provide an end-to-end approach

- A modern data management layer – supporting all data types including structured, partially-structured and unstructured data, whether static or in motion
- An enrichment layer – combining your data with information from around the world and using advanced analytics to refine data
- An insights layer – allows all stakeholders to review and collaborate on data through familiar tools, such as Microsoft Office

By employing a flexible, enterprise-wide CRM system, you can harness big data to support and extend effective nurture marketing for potential customers and provide a customized experience for existing clients. Microsoft offers a number of intuitive and familiar products which build a fully integrated business analytics solution which is most suited to your current needs as well as scalable to accommodate future growth.

# Applying the data: Microsoft Dynamics CRM

A powerful yet flexible CRM is at the heart of effectively applying big data analysis within your marketing strategy. Dynamics CRM provides this straight out of the box, but with further customization has extensible data-integration capabilities which aggregate data from multiple applications and services.

Integration with products such as Microsoft BizTalk, Sharepoint and SQL Server creates a cost-effective system which pulls in data from numerous systems which can then be managed and implemented through Dynamics CRM to create a holistic marketing strategy which harnesses the real-time power of big data through familiar and intuitive tools.