



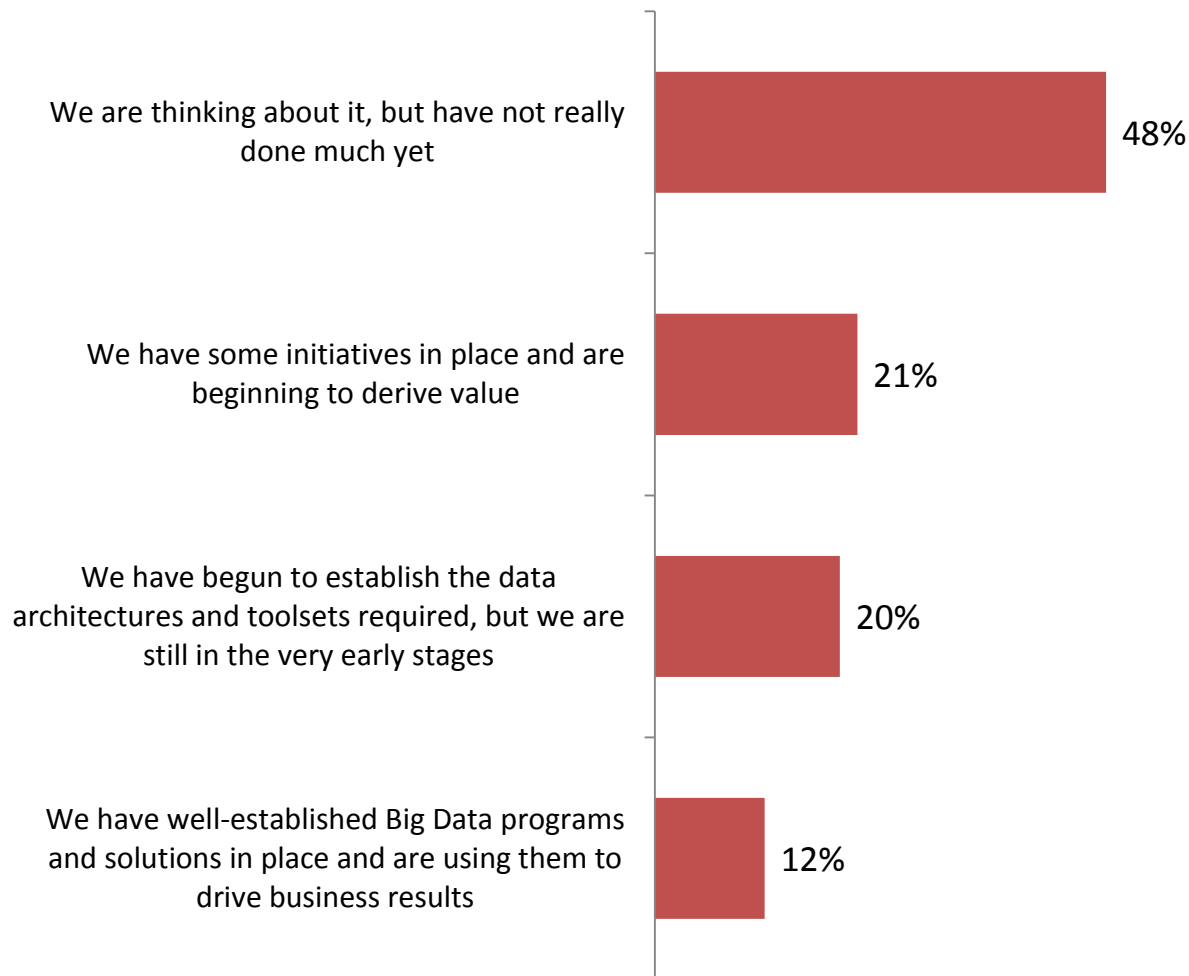
Big Data Priorities 2017 – EMEA Highlights

CBSi B2B Research

Big Data projects are gaining steam with over 50% in process

Which one of the following best describes how would you characterize your adoption of "big data" today?

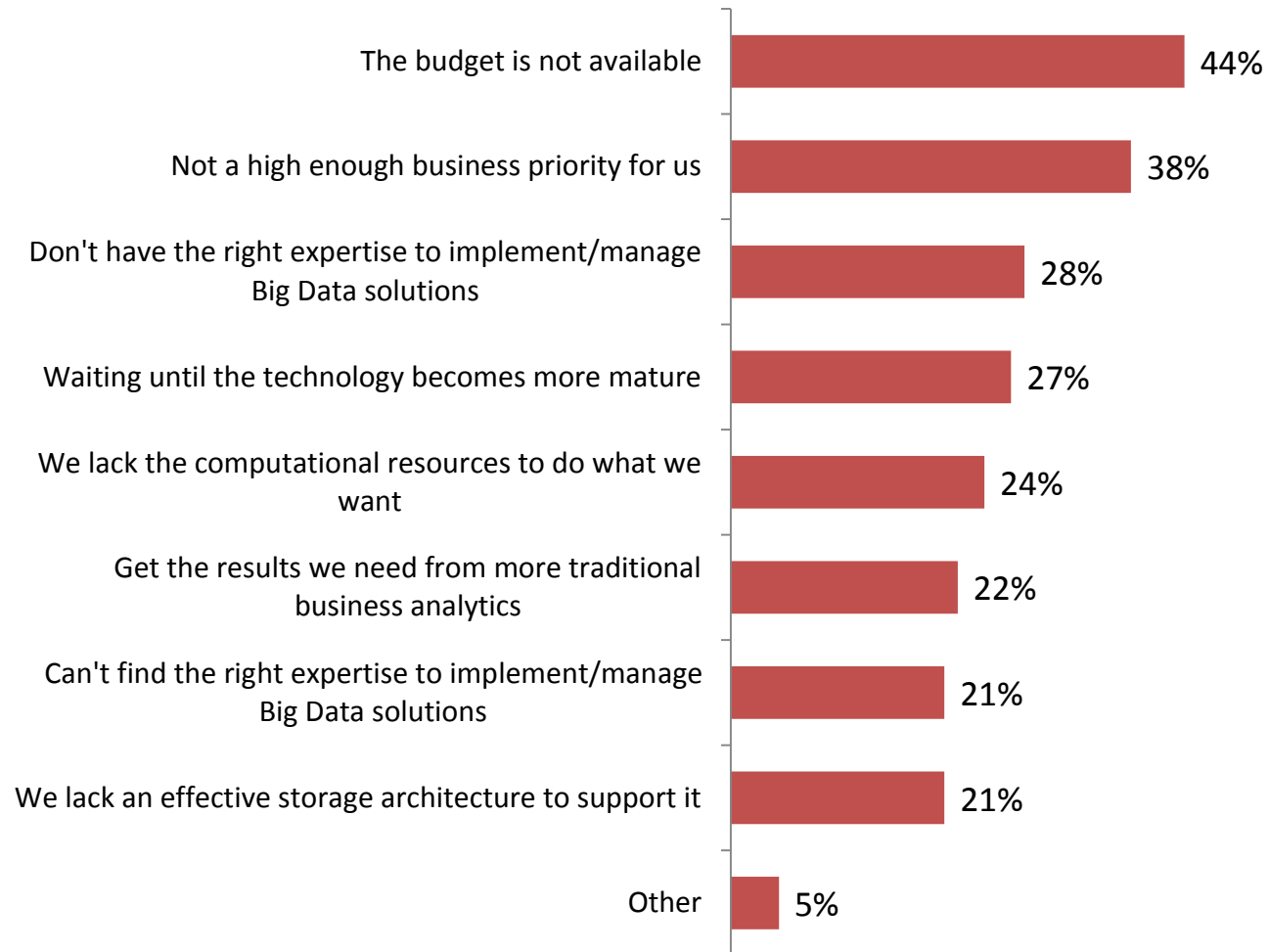
BASE: BIG DATA INVOLVED



Budget has been a stumbling block for those who show interest but have not moved forward with Big Data

Why have you not done much about adopting big data? Please select all that apply.

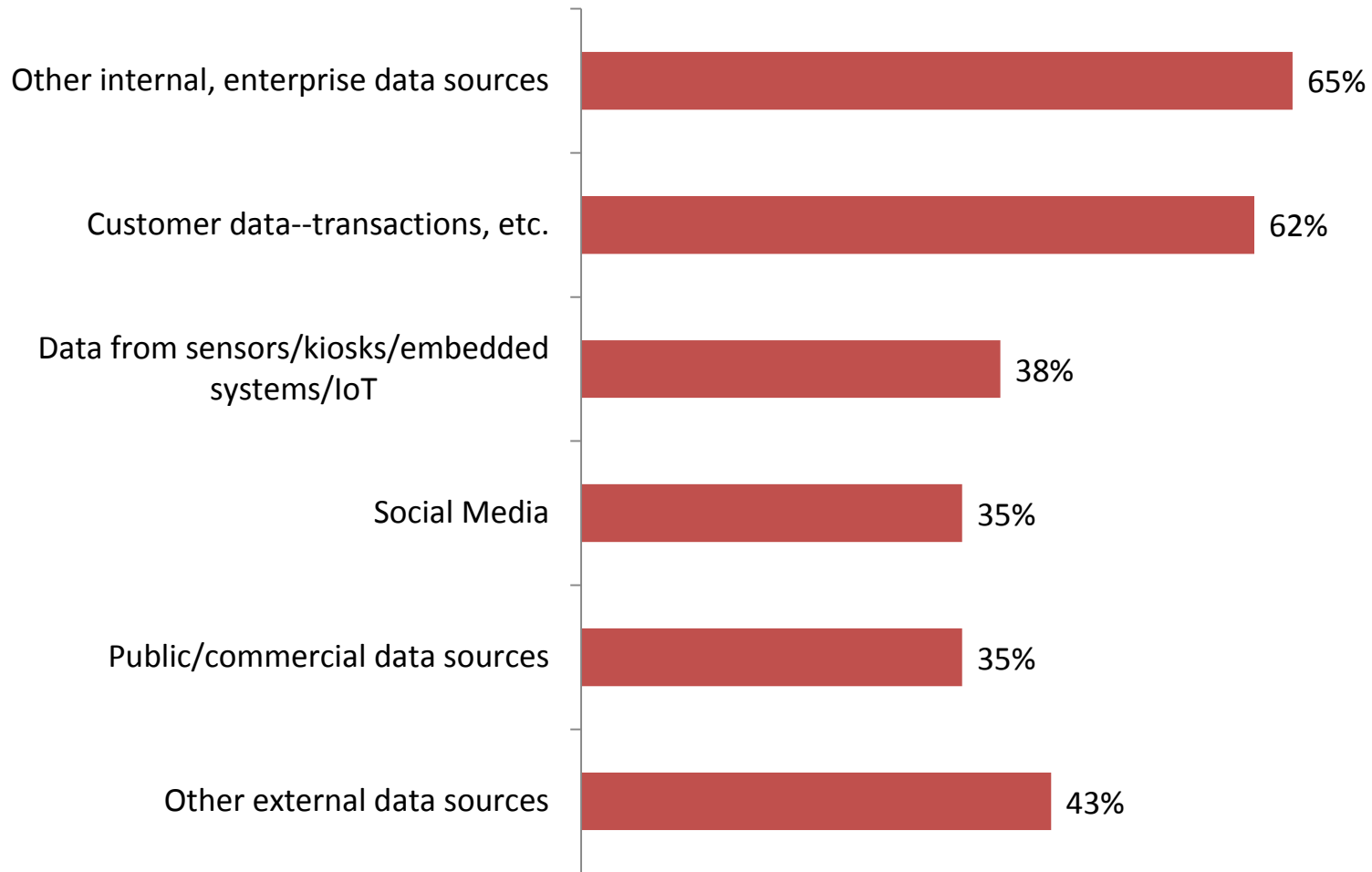
BASE: BIG DATA INVOLVED NOT ADOPTED YET



Enterprise and customer data are the primary data sources being incorporated into Big Data efforts

Which sources of data are you incorporating into your Big Data efforts? Select all that apply.

BASE: CURRENT ADOPTERS



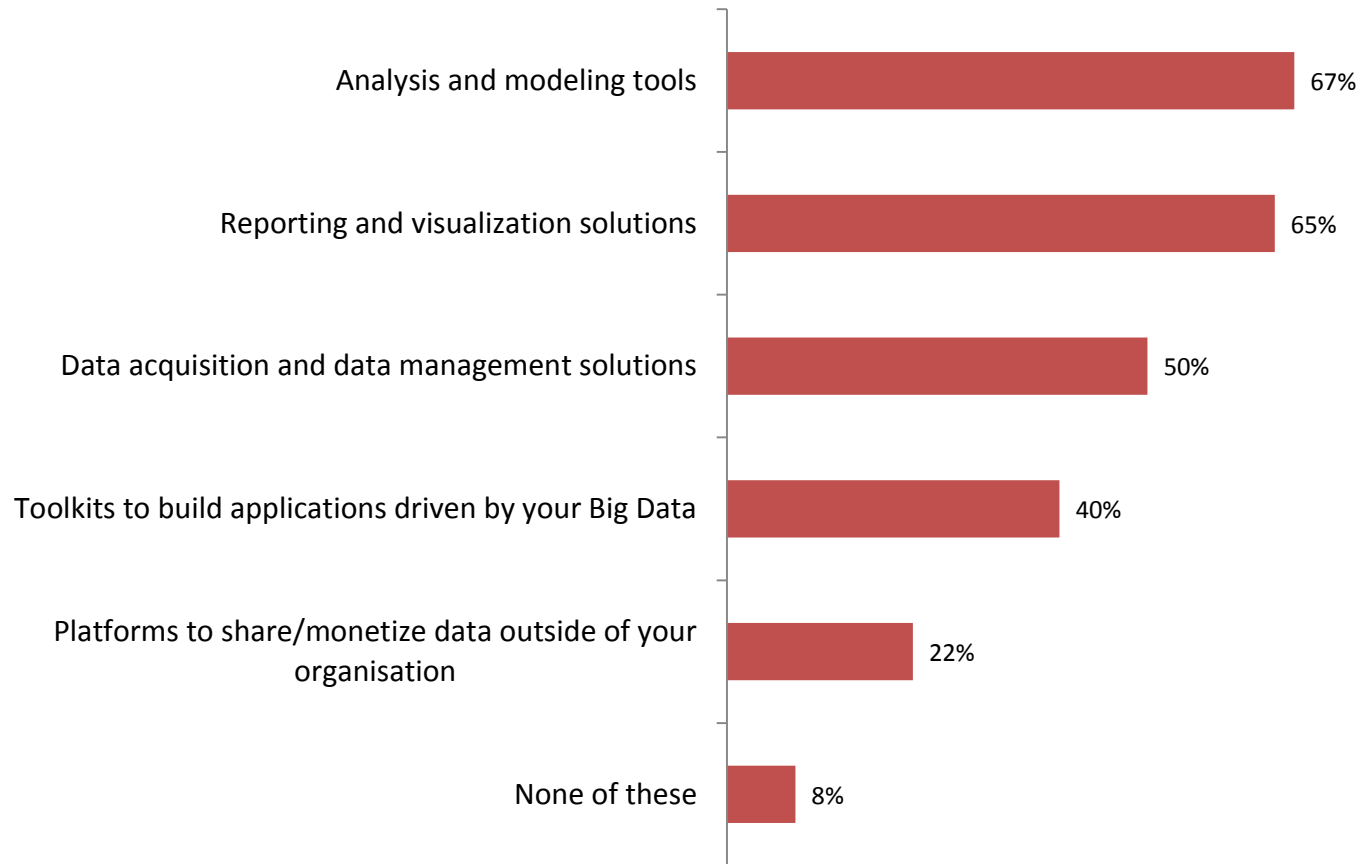
Adopters already are realizing product and service improvements due to Big Data

Which of the following are benefits you are realizing from your Big Data analytics? BASE: CURRENT ADOPTERS



Adopters are using third parties primarily for reporting, analysis, and data management solutions

Thinking about your Big Data ecosystem, which of the following are you using 3rd party solutions for? Select all that apply.
BASE: CURRENT ADOPTERS



Methodology

Methodology

- Random user intercept site survey fielded on ZDNet.com and TechRepublic.com
 - Respondents qualified as involved in the acquisition, implementation and management of Big Data solutions (products or services) for the company/organization where you work, including aggregation and visualization tools, data storage, database, and compute support
- Fielded March 1 – June 8, 2017 in EMEA
- Sample size = 164