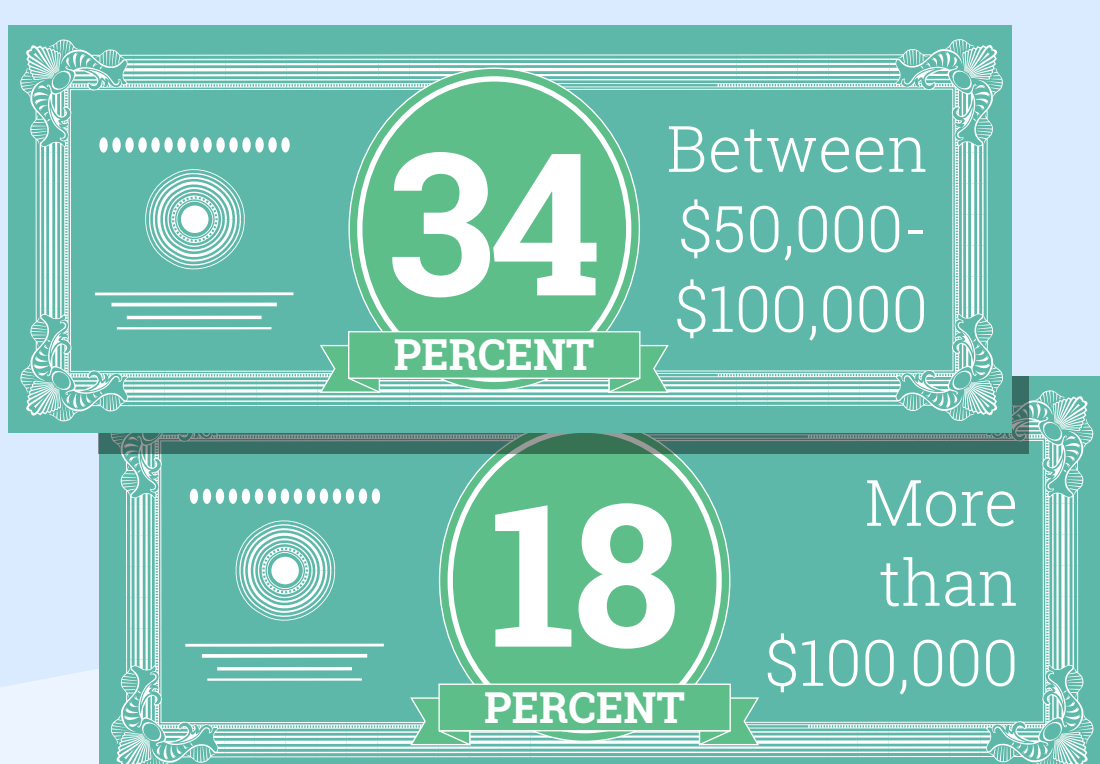
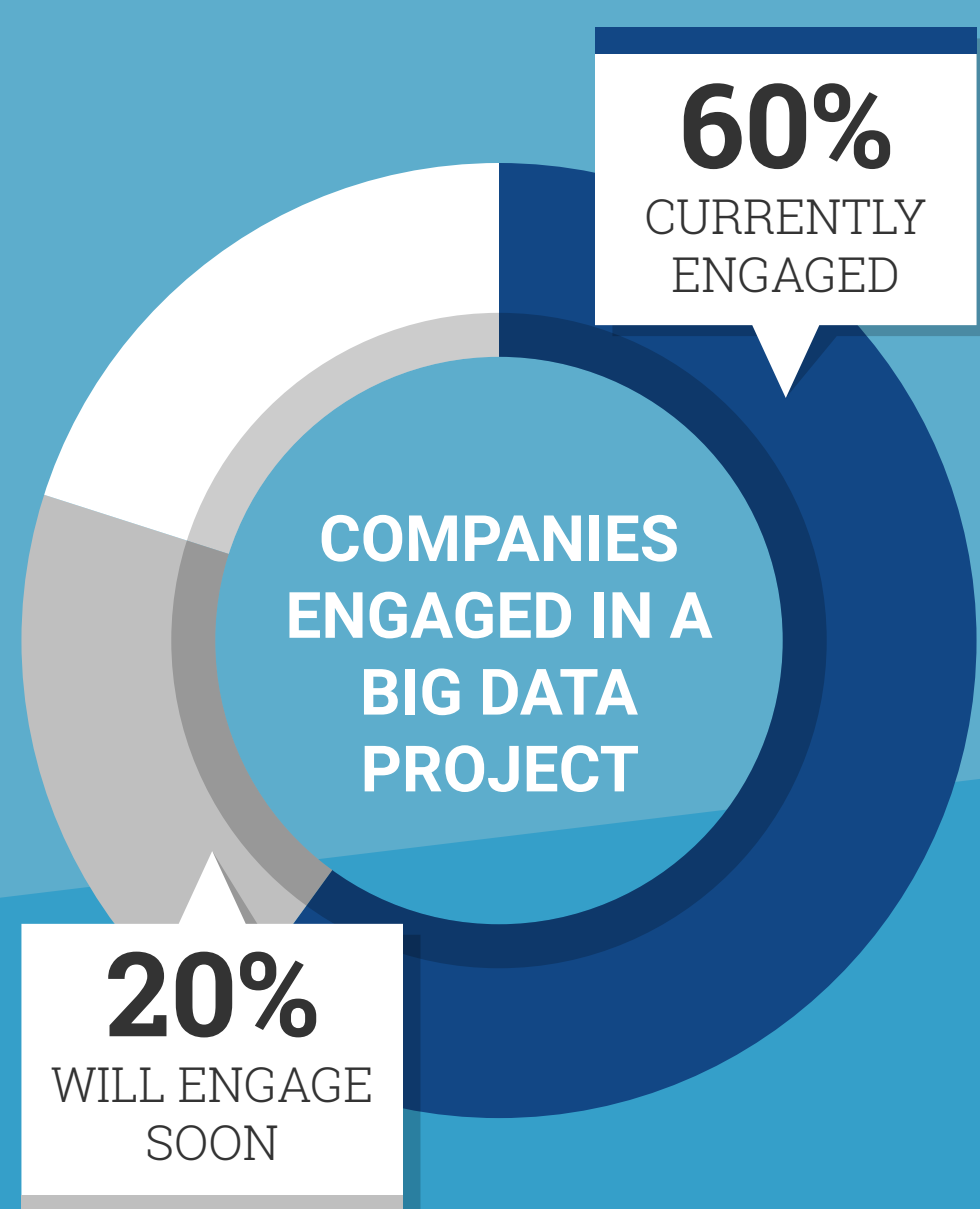


2015

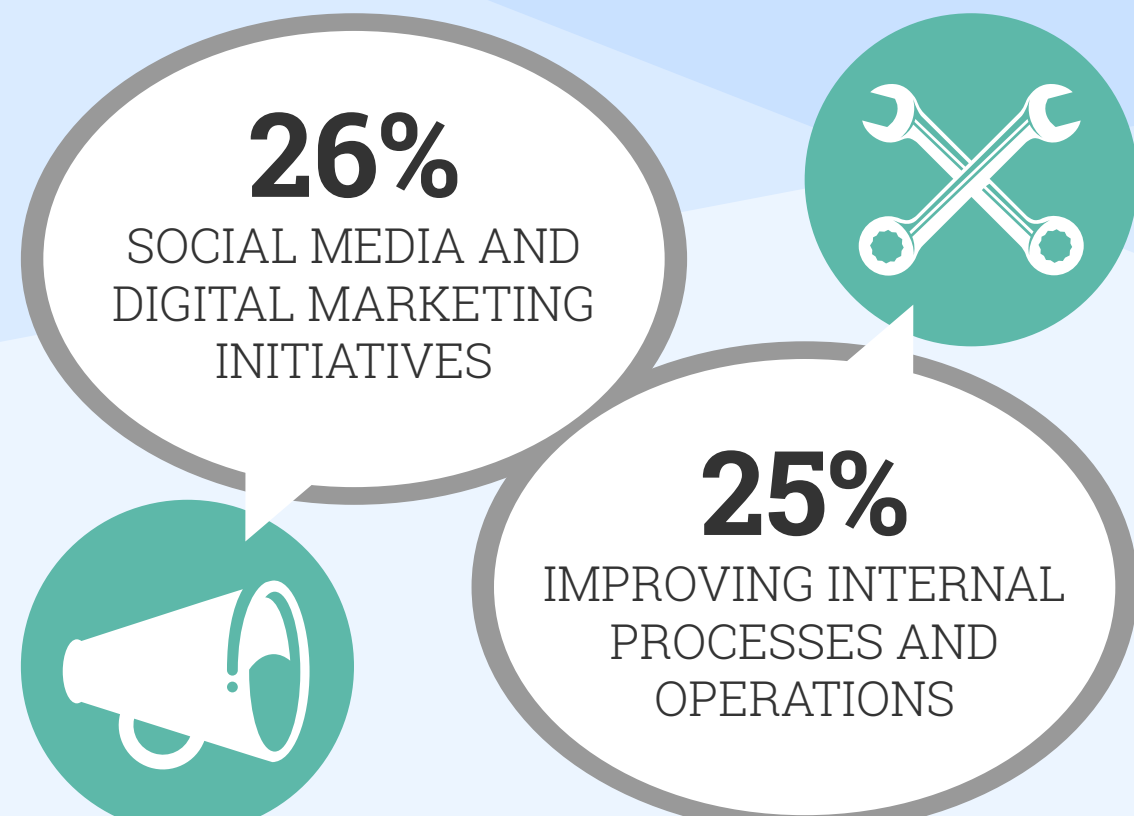
BIG DATA SURVEY

AWS Premier Partner polled companies on big data plans, discovering that 80% of companies are engaged in or will soon begin a project, with a large portion spending as much as \$100,000 this year.



SPENDING ON BIG DATA INITIATIVES

TOP AREAS FOR SPENDING & RESEARCH



TOP DRIVERS FOR BIG DATA PLANS

Identify new areas for business growth or product strategy



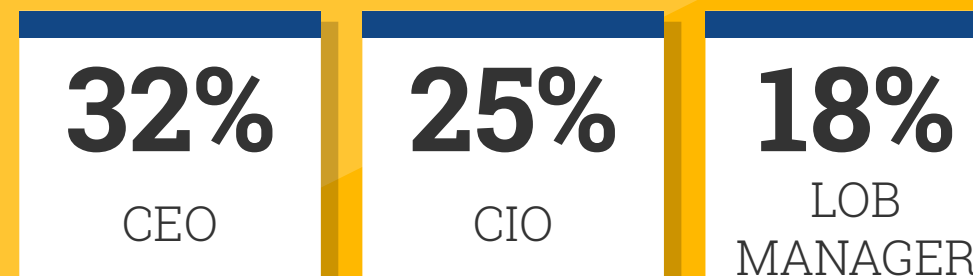
28% Identify areas for operational efficiency and cost savings

Better understand customers and improve customer experience

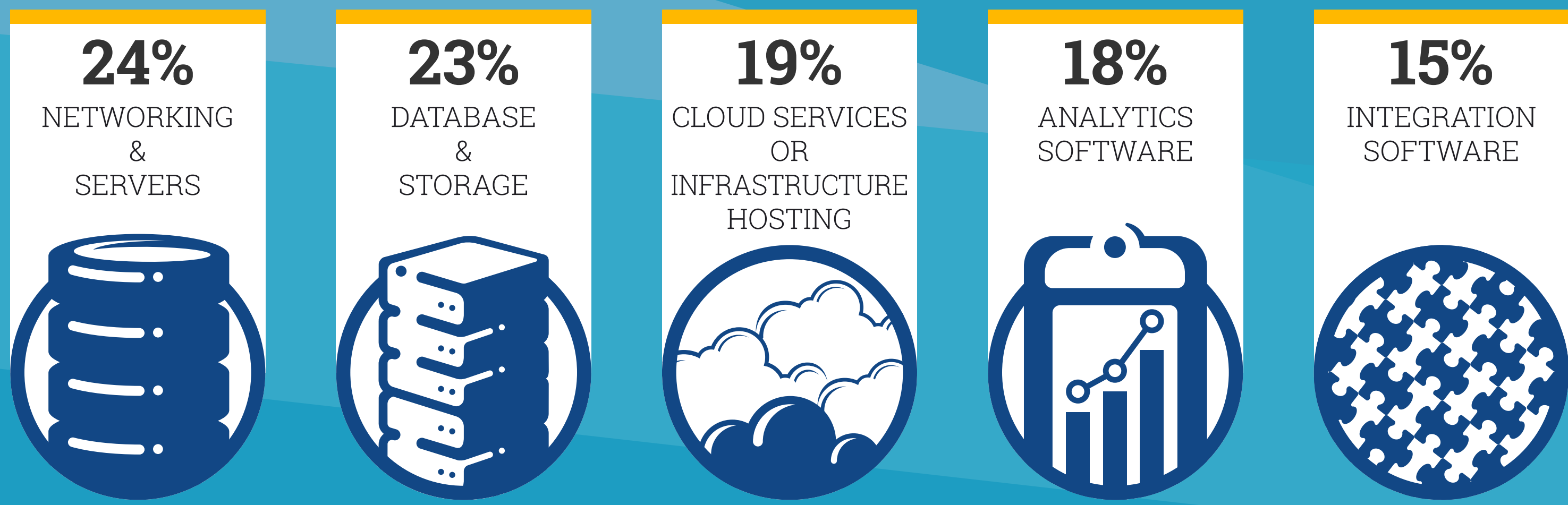


13% Pressure from business executives to mine data

THE BUSINESS LEADER DRIVING THESE PROJECTS



LEADING TECHNOLOGIES COMPANIES WILL INVEST IN TO PREPARE FOR BIG DATA



TOP BUSINESS HURDLES TO IMPLEMENTING BIG DATA

- 21% ORGANIZATIONAL SILOS
- 21% LACK OF MONEY
- 16% LACK OF CONSENSUS ON GOALS
- 16% LACK OF EXECUTIVE SUPPORT



TOP TECHNICAL HURDLES TO IMPLEMENTING BIG DATA

- 21% DATA QUALITY ISSUES
- 20% OUTDATED INFRASTRUCTURE
- 18% LACK OF INTERNAL EXPERTISE
- 17% GOVERNANCE & SECURITY CHALLENGES
- 12% SILOS OF DATA & LEGACY APPS
- 10% TOO MUCH DATA

LIMITATIONS WITH THEIR CURRENT RELATIONAL DATABASE SYSTEMS

