

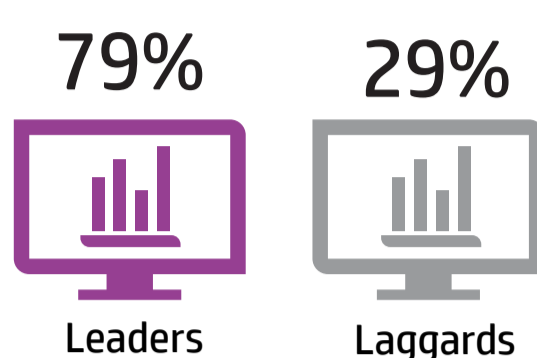
Count the ways to make your data more valuable

Did you know?

Embracing change

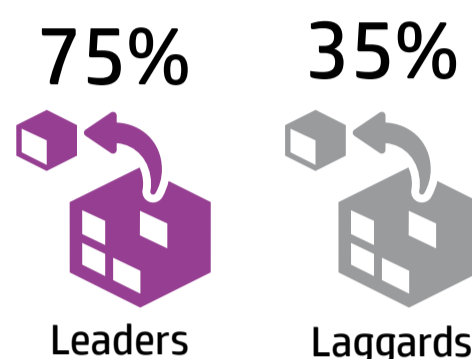
Leaders are embracing change with widespread adoption of Big Data and analytics technology. Are you?¹

Use of Big Data & analytics

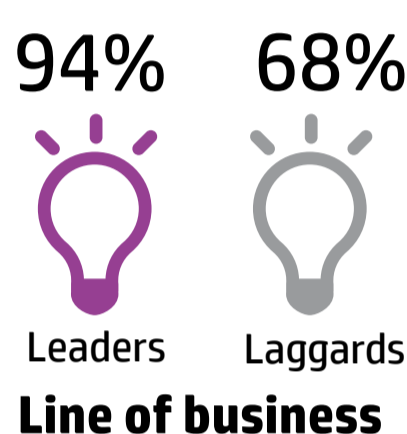
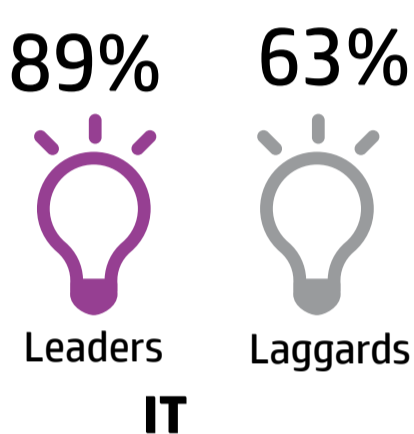


Realizing the Big Data advantage

Leaders are taking advantage of Big Data technologies to know their customers better and drive business outcomes.²



And a greater percentage of them believe their existing IT function provides access to data necessary to generate insights for the business.³



Top use cases that are making a difference

1. Enabling data-driven customer intelligence and tailored marketing campaigns

A U.S. sports franchise designs tailored marketing campaigns by using Big Data analytics to track real-time fan sentiment on social media, resulting in higher fan engagement.



2. Using Big Data for security analysis

A telecommunications firm integrates multiple security products into a single global security operations center to unify security incident management, drastically reducing security events.

3. Enhance existing data warehouses

A leading department store replaced its legacy systems with a better-performing platform for EDW, analytics, and reporting and reduced the time it takes to generate reports, making it possible for critical retail reports to be ready at 7 a.m. for business-day decision making.



"First you need to decide what decisions do you really need to make and what's the value of those decisions. And then how quickly do you make those decisions. Not all decisions have to be made in real time. But some are critical."

—Peter Moser, Director and Account Chief Technologist, HP

For more information, read *Best Practices: Data-driven enterprise infrastructure*, or visit us online at www.hp.com/go/InfrastructureInsights/BigData



^{1,2,3} HP Research, 2015 Report: Profiling infrastructure leaders, February 2015

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