The Rise of Data Capital

Data Creates Value

$78 trillion
Global gross domestic product 2012

$4 trillion
Projected annual spending for data in 2015

$6 trillion
Expected growth in the global market value of big data analytics investment annually between 2014 and 2020

4.4 zettabytes
Estimated size of all data in the digital universe. (What’s a zettabyte?)

84% of the market value in big data
Expected to be derived from unstructured data

Data Capital Defined

Data capital is the measured information necessary to produce a good or service. It encompasses any and all captured data, including:

Audio
Video
Mobile
Social
Enterprise

Why It Matters:
Data capital has big implications for competitive strategy.

3 Principles of Data Capital

1. Data comes from activity

Data is not a precious resource. Instead, it’s the byproduct of activity. How we produce data is rapidly changing.

2. Platforms tend to win

The creators and users of data capital will be driven by innovation in the platforms and services that make sense of that data.

3. Data trends to make more data

Algorithms that make sense of and gain insight from data can create more data.

How Oracle Can Help

Data driven tailoring

62%
Percentage of companies that are using data to learn about consumer behavior.

Data services

Cloud services are now easier and available for use through APIs.

Data nudges

6x
Number of data-driven applications that use nudges to predict people’s desired actions.

Internal data markets

50%
Percentage of organizations that have internal data markets.

To learn more about how to take advantage of your data capital, visit: oracle.com/bigdata