FINDING NEW WEALTH IN YOUR DATA

Companies everywhere now draw on insights from their data to work smarter, increase revenues and better serve their customers. But to uncover the wealth in your data, you need to ensure it can be collected, prepared and analyzed with ease.

Analytics in action

Big data analytics is helping organizations across various industries extract value from their data. Using Oracle’s Big Data and Analytics technology:

- £100m in potential savings
- 90% reduction in online ticketing fraud
- 30% of Spain’s digital advertising market
- Increased sales by 50% through more targeted advertising

Prepare your data

Data preparation solutions help companies consolidate data in multiple formats to be able to extract value.

- 66% of organizations now work with more data sources than ever
- 56% are using cloud to manage a growing volume of data

Have you started your data journey?

Most businesses have mapped out their analytics strategy.

- 58% plan to use more cloud-based analytics
- 59% plan to increase their predictive analytics capabilities
- 64% are already innovating their approach with data

Data is the real gold for modern business. Don’t get left behind.

Read our ebook at www.oracle.com/goto/transform-with-big-data to learn how Oracle’s Cloud Platform for Big Data helps organizations succeed in the information age.

All data taken from three Forrester Consulting reports, commissioned by Oracle: Data Preparation Accelerates Self Service, August 2016; Going Big Data? You Need A Cloud Strategy, January 2017; The Big Data Imperative, January 2017. Copyright © 2017, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.