

# Why Being Data Driven Isn't Enough



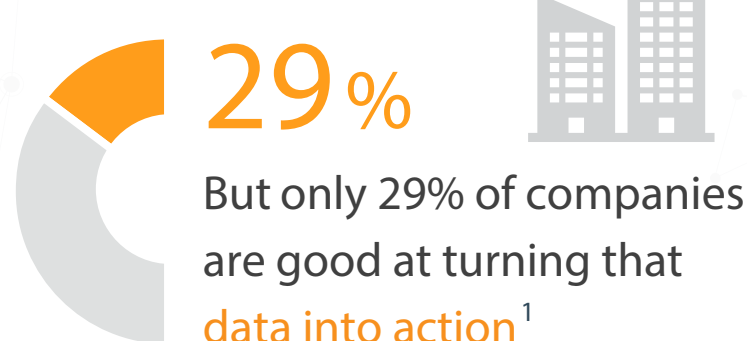
We live in a **data-rich world**. From visitor behavior on websites and social media interactions to mobile app usage and device communications across the Internet of Things, brands are inundated with data.

## SO MUCH DATA

# 163 ZB

IDC estimates that by 2025 we will generate 163 zettabytes\* of data a year!

\* There are 1 BILLION terabytes in a zettabyte



## MORE DATA DOES NOT EQUAL MORE INSIGHT



A data-driven approach to customer engagement is no longer good enough. Leading brands will adopt an insights-driven model that applies data at every opportunity to differentiate their brand and optimize the entire customer experience.

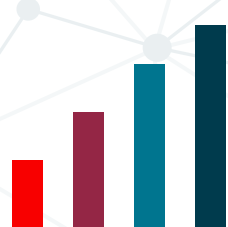
## INSIGHTS CREATE OPPORTUNITY



According to Forrester Research, insights-driven businesses are customer-obsessed firms that systematically harness insights across their organization and implement them to create competitive advantage through software.<sup>2</sup>

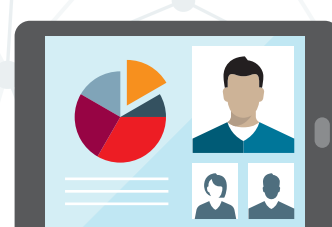
### INSIGHTS-DRIVEN BUSINESS REPORT<sup>2</sup>

#### HIGHER GROWTH



Insights-driven businesses are predicted to grow at an average of more than **30%** annually and on track to earn **\$1.8 trillion** by 2021<sup>3</sup>

#### BETTER CUSTOMER VIEW



**72%** of insights-driven businesses have implemented a single view of the customer vs. only **47%** of non-insights-driven businesses

INTERESTED IN A NEW TECHNOLOGY THAT  
CAN HELP YOUR COMPANY BECOME  
INSIGHTS-DRIVEN?



Click [here](#) to learn more about Oracle Infinity

Source:  
[1] Forrester's Q3 2015 Global State Of Strategic Planning, Enterprise Architecture, and PMO Online Survey  
[2] Forrester Research "Insights-Driven Businesses See Better Results"; Leganza, G., March, 2016  
[3] Forrester Research "Insights Driven Businesses Set The Pace For Global Growth"; Brian Hopkins, James McCormick, Ted Schadler, October 2017