

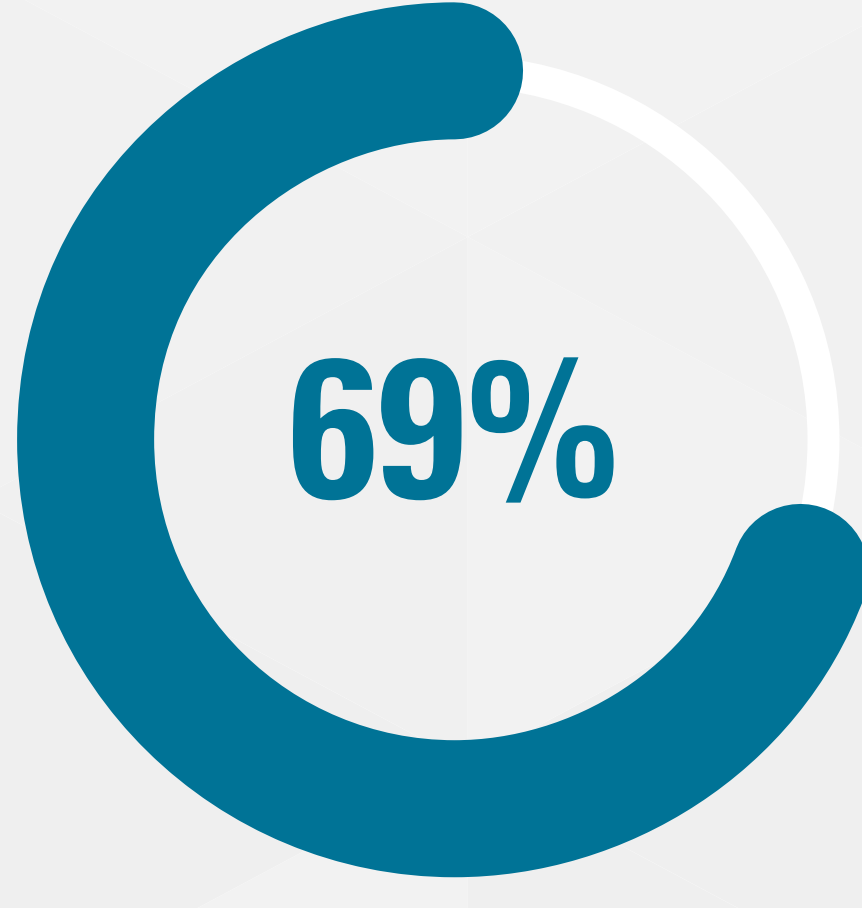
FINDING NEW WEALTH IN YOUR DATA

Companies everywhere now draw on insights from their data to work smarter, increase revenues and better serve their customers.

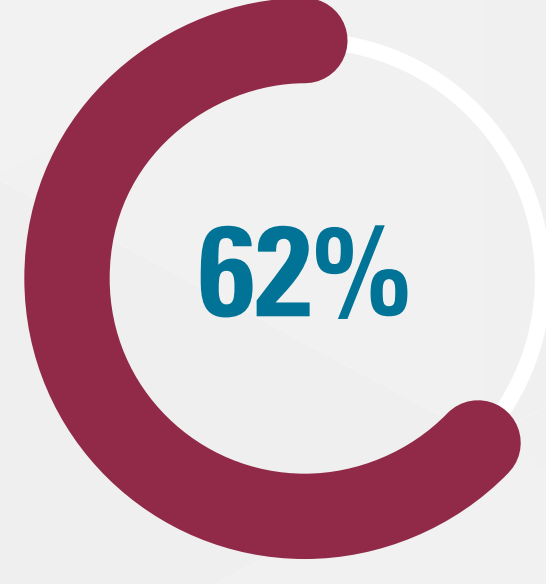
But to uncover the wealth in your data, you need to ensure it can be collected, prepared and analyzed with ease.



of businesses benefit from investment in big data analytics



have grown their top-line revenue



have improved their performance and efficiency

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:



uncovered

£100m

in potential savings

[Learn more](#)

StubHub

saw a

90%

reduction in online ticketing fraud

[Learn more](#)

Telefonica

captured

30%

of Spain's digital advertising market

[Learn more](#)

CaixaBank

increased sales by

50%

through more targeted advertising

[Learn more](#)

Prepare your data

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

66%

use them to manage a growing volume of data

56%

use them to handle more data sources

Organizations now work with more data sources than ever

61%

Spreadsheets

60%

NoSQL Database

58%

Application Database

48%

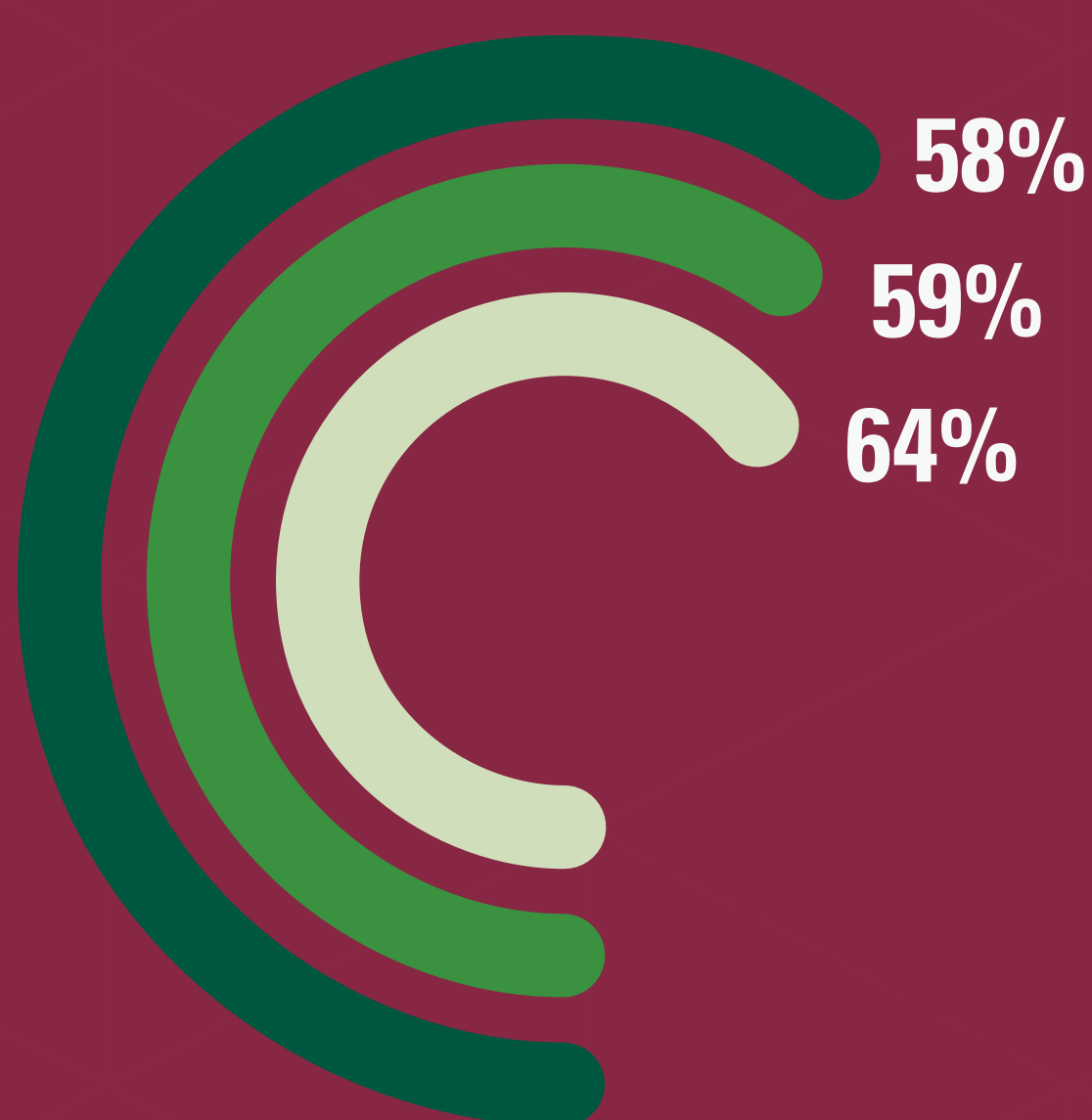
Content Management Systems

40%

Social Media

Have you started your data journey?

Most businesses have mapped out their analytics strategy



plan to use more cloud-based analytics

plan to increase their predictive analytics capabilities

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.