

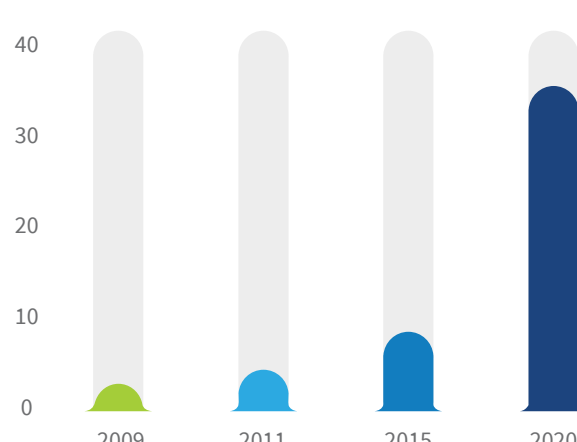
WHY

BIG DATA

IS A TOP PRIORITY FOR ENTERPRISES?

Big data is a large volume of data which is complex and the traditional data processing applications is insufficient to process it. This massive data has influence over several parameters in the enterprise, such as security in data access and sharing, quicker analysis, easier data capture and curation, faster look-up, dedicated storage space, and seamless transactions.

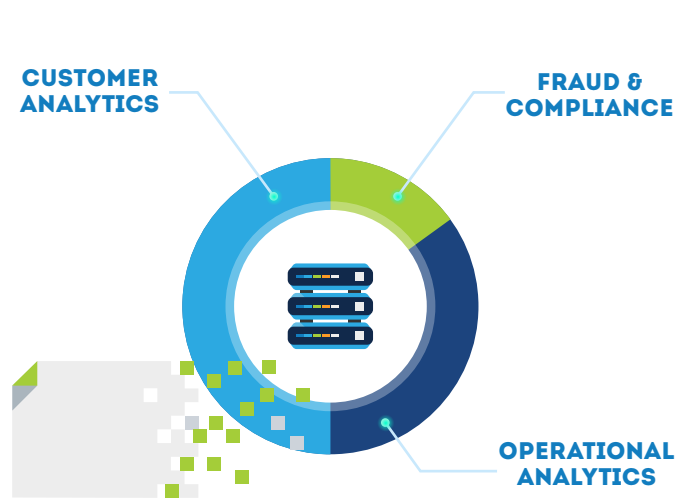
CONTINUOUS INCREASE IN GLOBAL DATA



GROWTH OF GLOBAL DATA IN ZETTABYTES
Zettabyte = One million petabytes

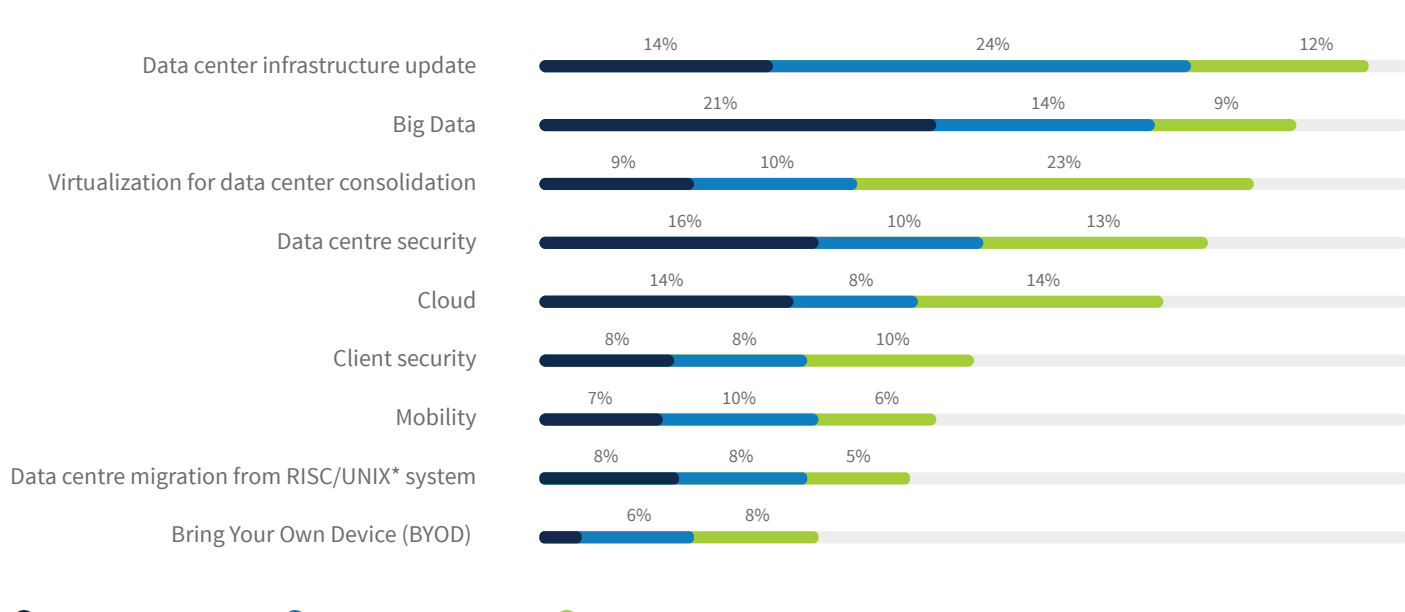
Source: Nasscom

TOP 3 AREAS OF BIG DATA USAGE



BIG DATA AS ENTERPRISES' PRIORITY - REASONS

BIG DATA MANAGEMENT IS THE SECOND MOST IMPORTANT FOCUS ACTIVITY FOR IT DEPARTMENTS



● Number 1 priority ● Number 2 priority ● Number 3 priority

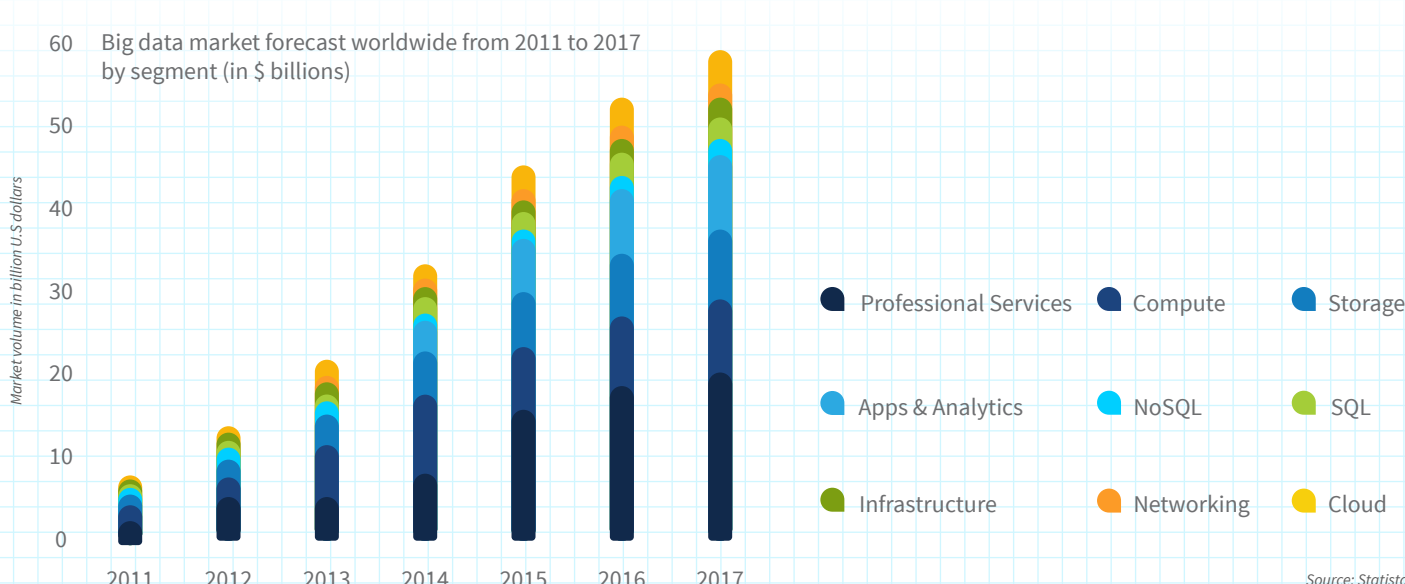
Source: Intel

2.5 quintillion bytes of data are created daily and requires huge amount of data storage.

This data has the potential to generate high value information providing organizations the opportunity to transform their products, services, customer experience models, etc.

THE GROWING BIG DATA ADOPTION

BY 2017 THE GLOBAL BIG DATA INDUSTRY WILL BE WORTH AS MUCH AS US \$50 BILLION

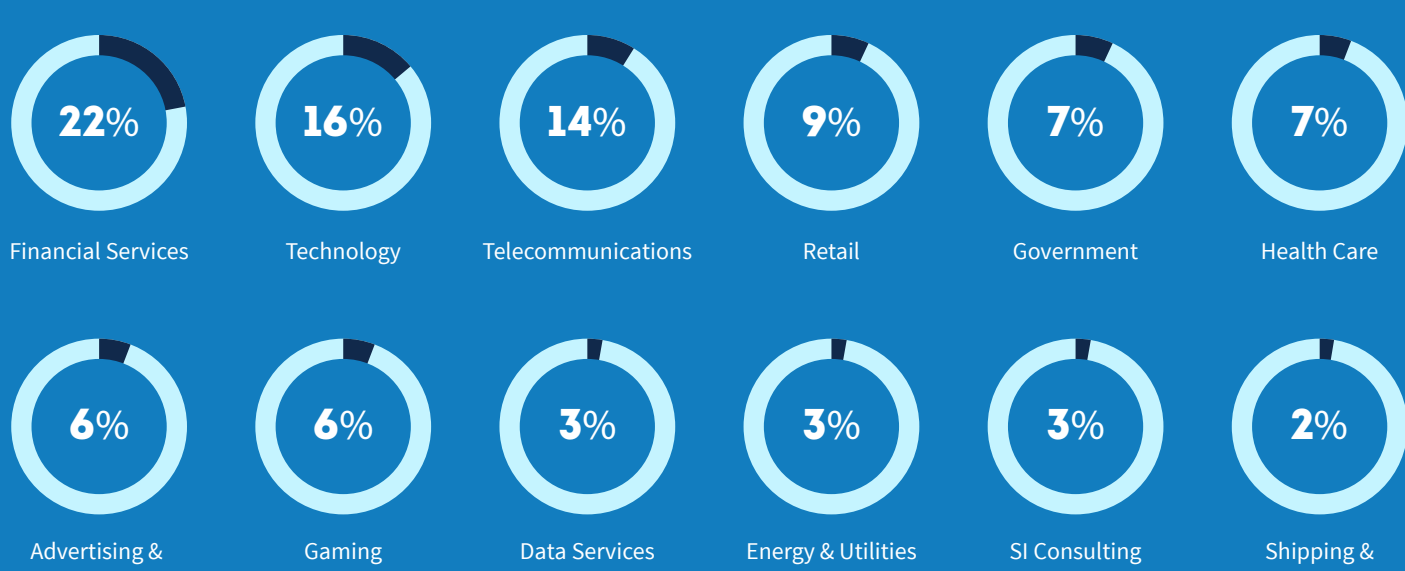


Source: Statista

BIG DATA TOP TRENDS IN 2015



BIG DATA USAGE BY INDUSTRY



Source: Datameer



ABOUT RAPIDVALUE

RapidValue is a leading provider of end-to-end mobility and cloud solutions to enterprises worldwide. Armed with a large team of experts in mobility consulting and application development, along with experience delivering global mobility and cloud projects, we offer a range of services across various industry verticals. RapidValue delivers its services to the world's top brands and Fortune 1000 companies, and has offices in the United States and India.

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