# Key Challenges of Big Data Faced by Companies (2013)
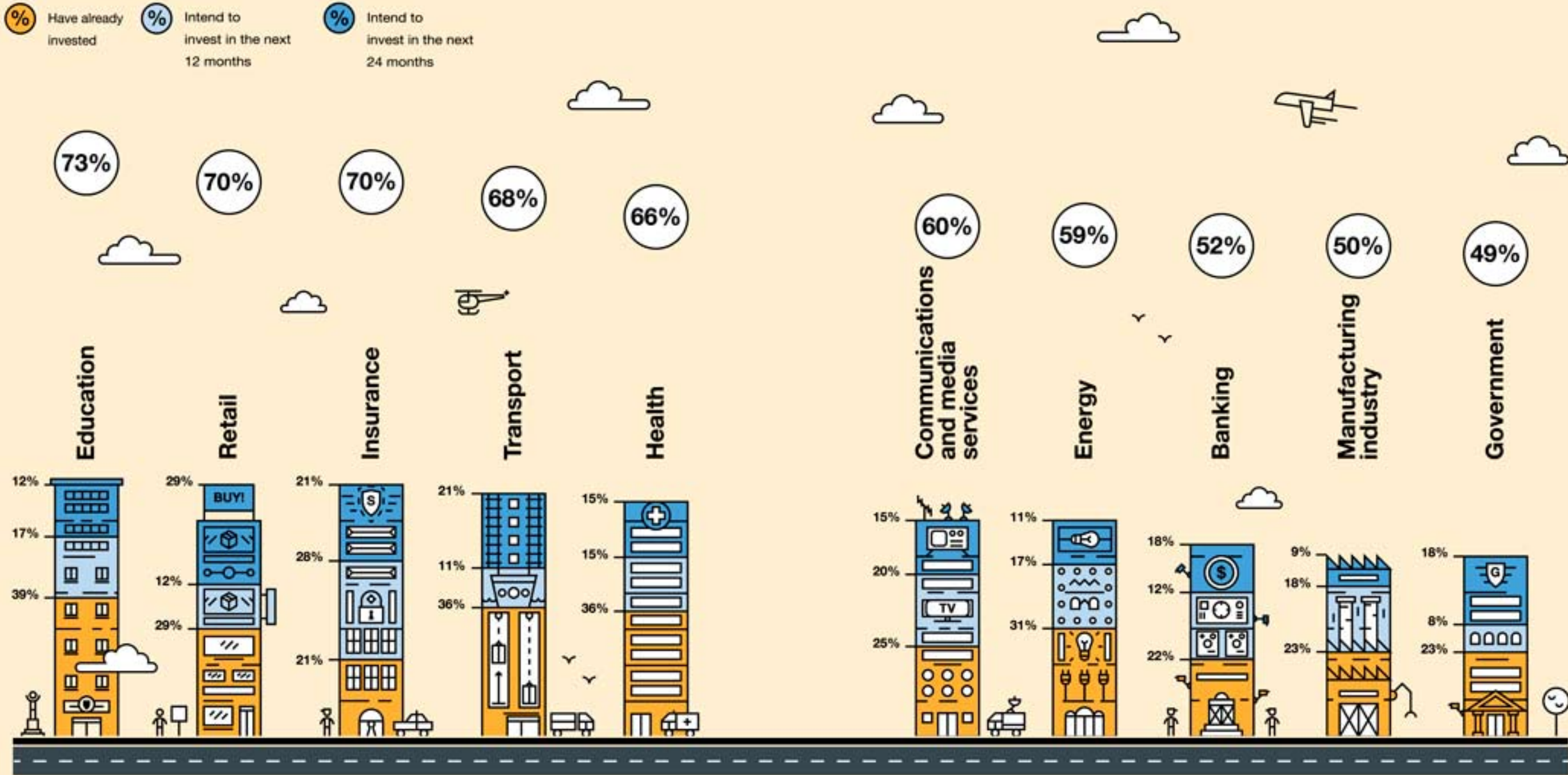
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Challenges:

① Finding out how to create value using Big Data
② Framing a strategy
③ Acquiring the necessary skills
④ Integrating multiple information sources
⑤ Infrastructure/architecture

⑥ Governance risks and issues
⑦ Financing initiatives
⑧ Understanding what Big Data means to us
⑨ Internal or leadership issues
⑩ Other challenges

Podium
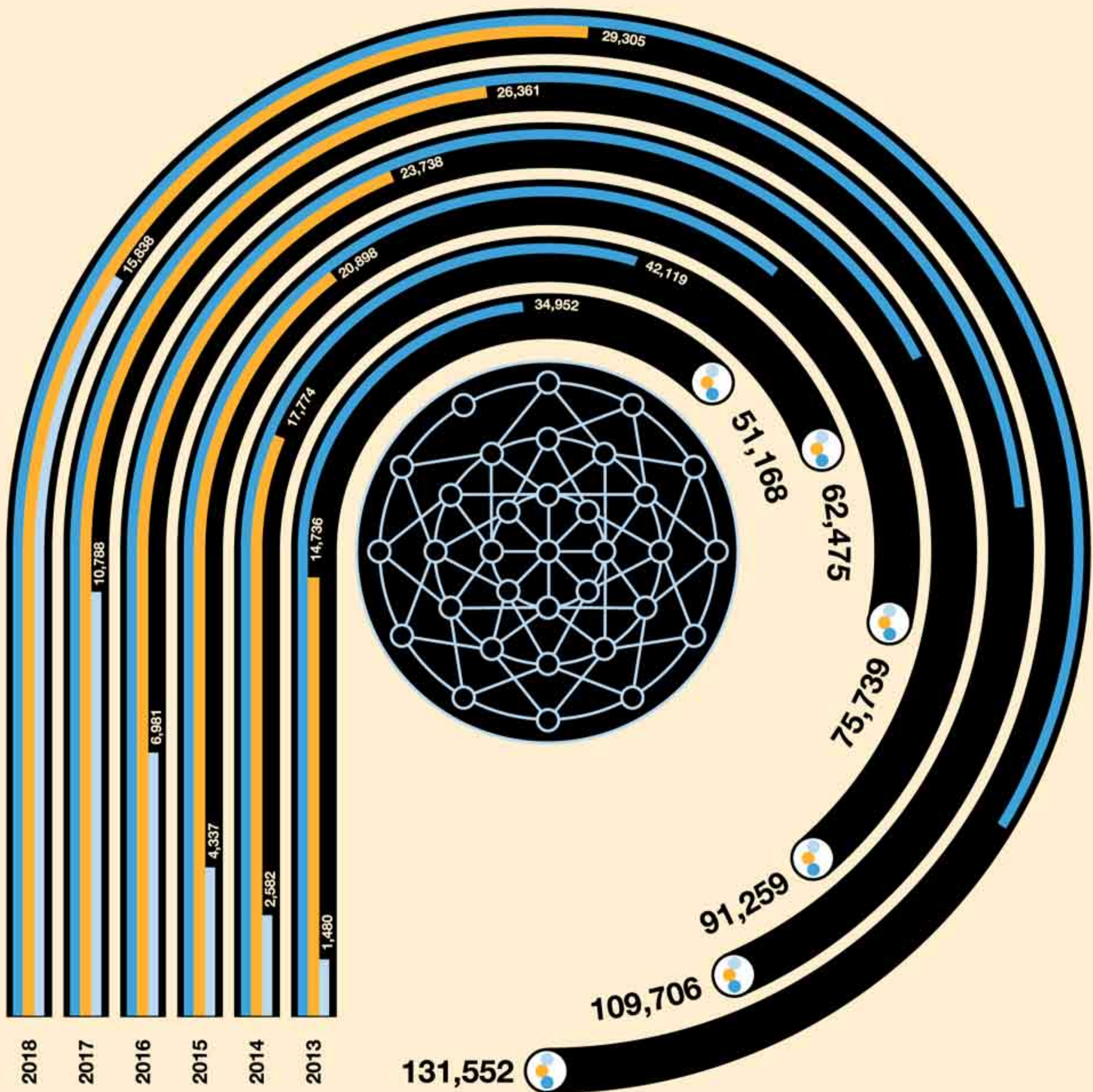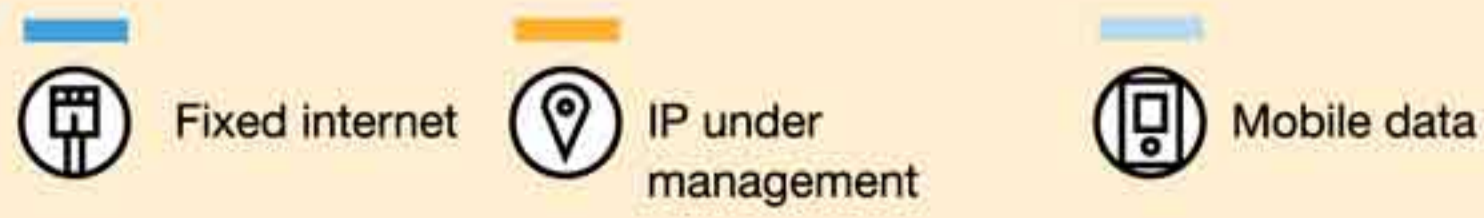
First   Second   Third

START

① 57%
② 41%
③ 33%
④ 33%
⑤ 29%
⑥ 28%
⑦ 27%
⑧ 23%
⑨ 21%
⑩ 7%

FINISH
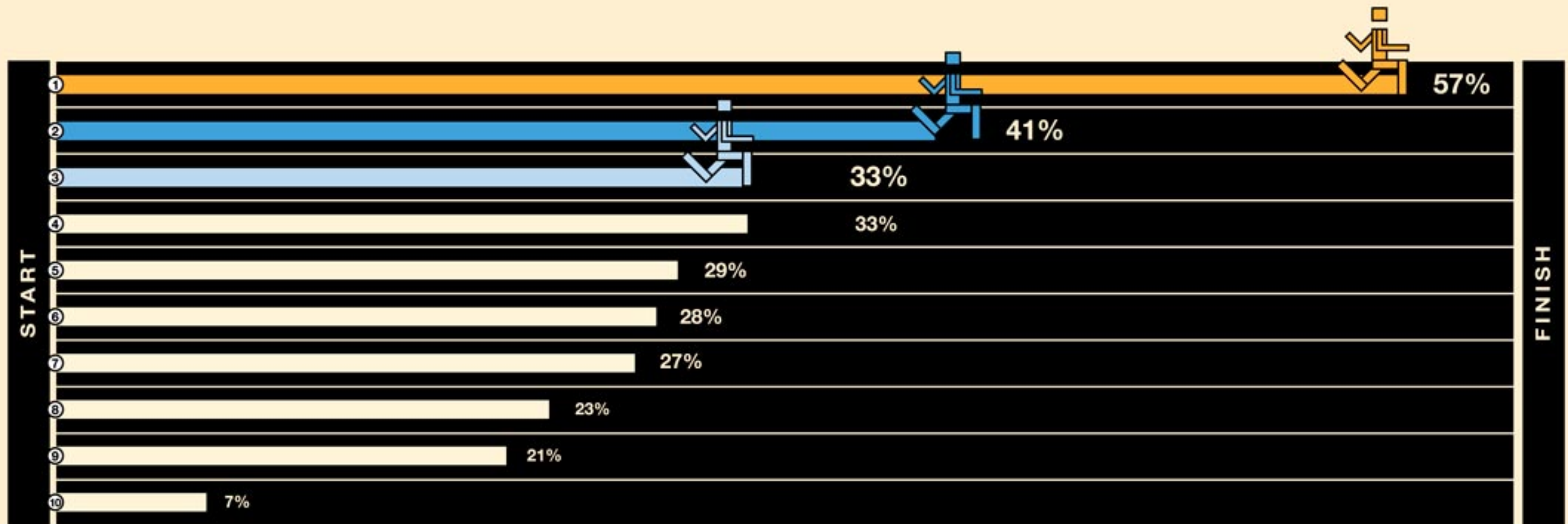
Organizations Which Have Invested, or Intend to Do So in the Next 24 Months, in Facing the Challenge of Big Data (2013)

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Legend:
- % Have already invested
- % Intend to invest in the next 12 months
- % Intend to invest in the next 24 months

Sector	Total	Have already invested	Intend to invest (12 months)	Intend to invest (24 months)
Education	73%	39%	17%	12%
Retail	70%	29%	12%	29% / 21%
Insurance	70%	21%	28%	21%
Transport	68%	36%	11%	21%
Health	66%	36%	15%	15%
Communications and media services	60%	25%	20%	15%
Energy	59%	31%	17%	11%
Banking	52%	22%	12%	18%
Manufacturing industry	50%	23%	18%	9%
Government	49%	23%	8%	18%

Source: Gartner

Global IP Traffic Forecast (2014)

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Fixed internet   IP under management   Mobile data

29,305
26,361
23,738
15,838
20,898
42,119
34,952
17,774
10,788
6,981
4,337
2,582
14,736
1,480

51,168
62,475
75,739
91,259
109,706
131,552

2018 2017 2016 2015 2014 2013
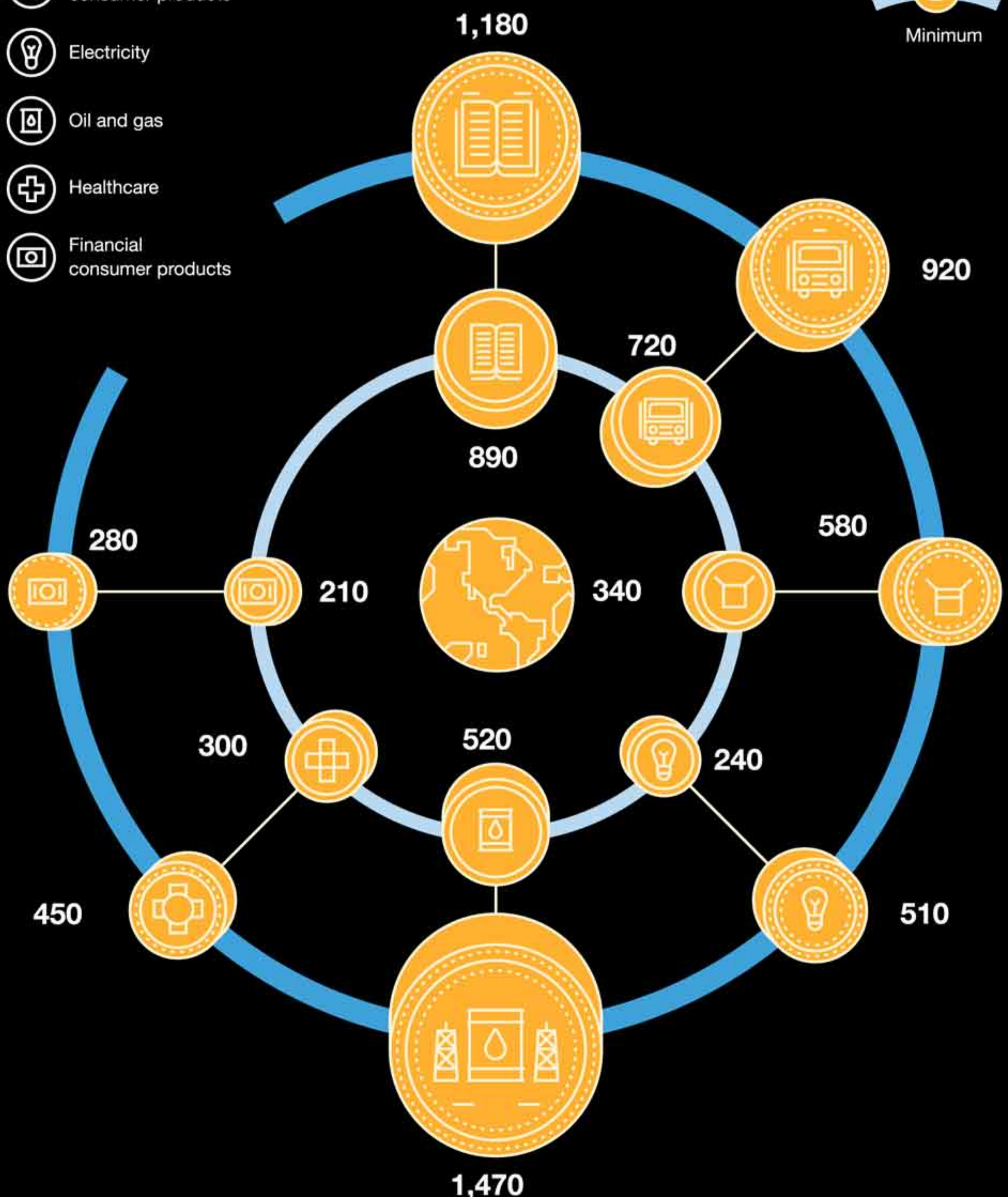
Amounts in millions of petabytes

Source: Cisco, VNI

Potential Benefits for the Global Economy of Using Open Data (2013)

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Strategic sectors:

- Education
- Transport
- Non-financial consumer products
- Electricity
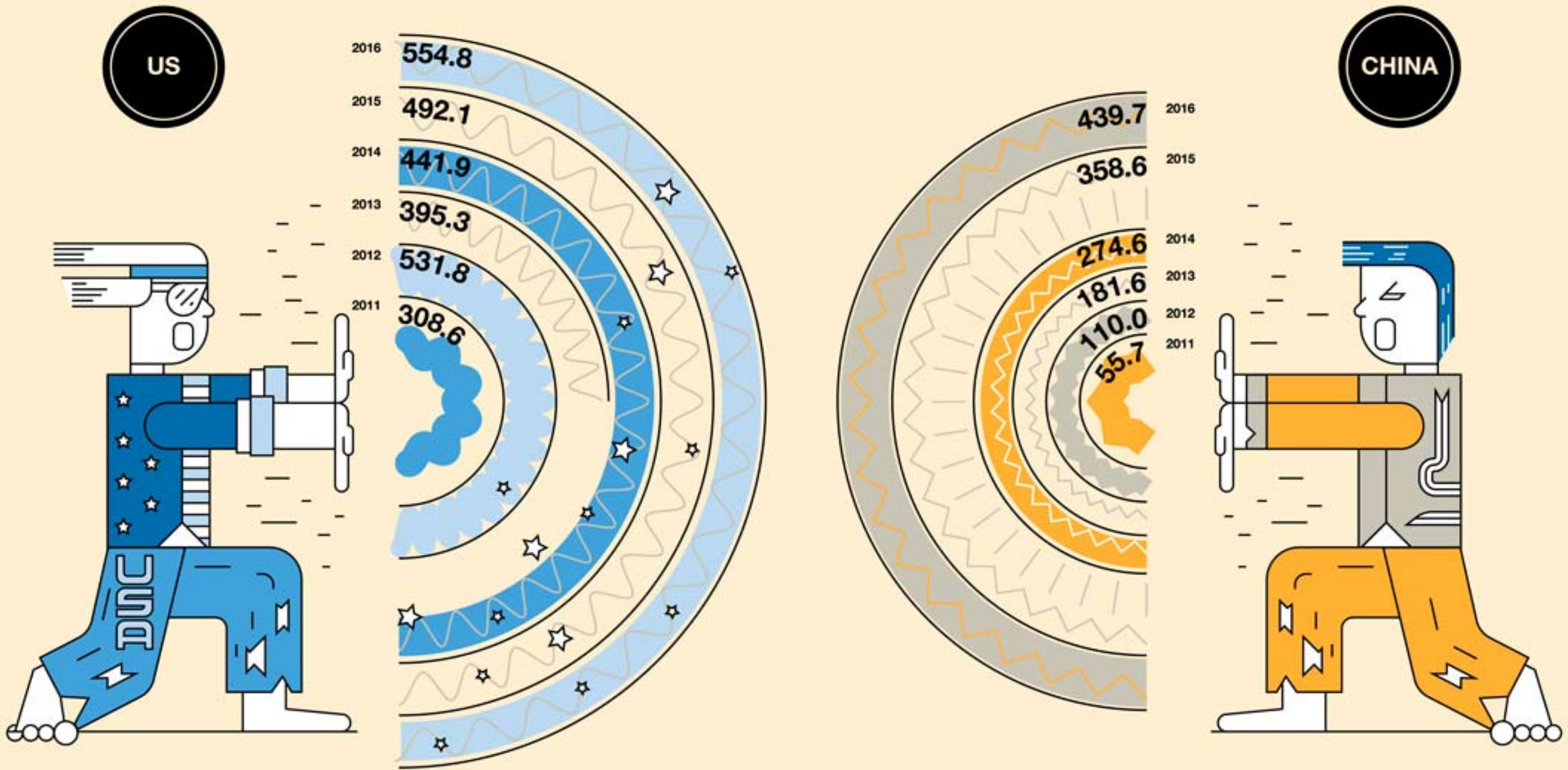- Oil and gas
- Healthcare
- Financial consumer products

Values:

Maximum

Minimum

1,180

920

720

890

580

280

210

340

300

520

240

450

510

1,470

Amounts in billions of US dollars

Source: McKinsey Global Institute

Forecast B2C Sales Growth in China and the US (2011-2016)

US

CHINA

	US		CHINA	
2016	554.8		439.7	2016
2015	492.1		358.6	2015
2014	441.9		274.6	2014
2013	395.3		181.6	2013
2012	531.8		110.0	2012
2011	308.6		55.7	2011

Amounts in billions of US dollars

Source: Statista