

BIG DATA – MAIN FACTS & FIGURES¹



¹ <https://www.statista.com/topics/1464/big-data/>

The data volumes are exponentially increasing. The massive growth is also boosted by the development of Internet of Things, a network connecting people and objects around them.

The term 'Big Data' has become the norm.

What is Big Data?

'Big Data' describes massive data sets that are considered as inadequate for traditional data processing applications due to their size and complexity.

Major Big Data services providers are:

- IBM
- SAP
- Oracle
- Hewlett Packard
- Accenture

Big Data is generally used in the following areas:

- Marketing
- Sales
- IT
- Finance

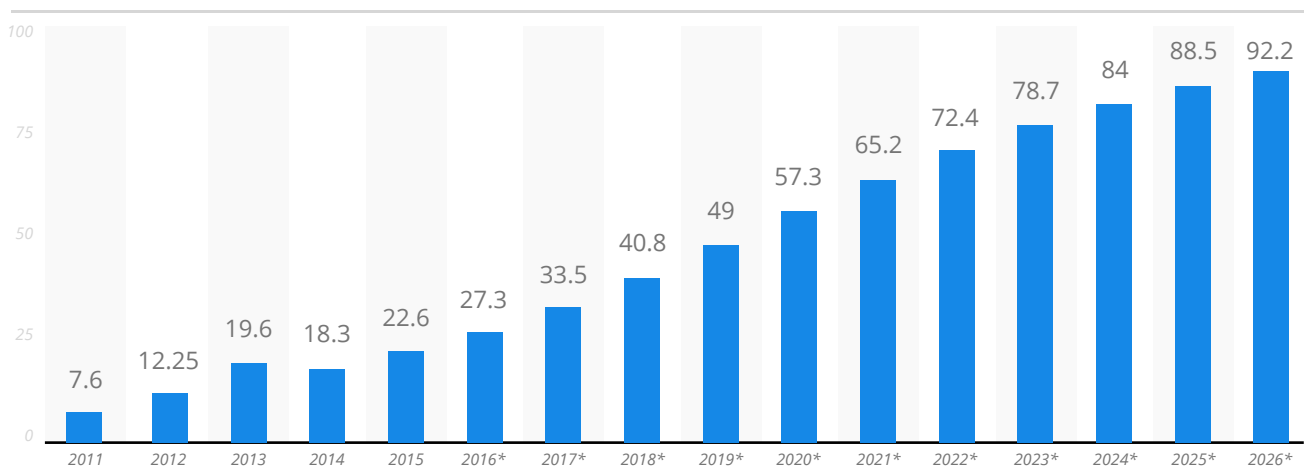
In a long-term perspective, Big Data is expected to be used in the areas of risk management and logistics.

1

Global Big Data market

In 2018, the revenue for the global big data industry is forecasted to reach 40.8 billion U.S. dollars.

Forecast of Big Data market size, based on revenue, from 2011 to 2026
(in billion U.S. dollars)



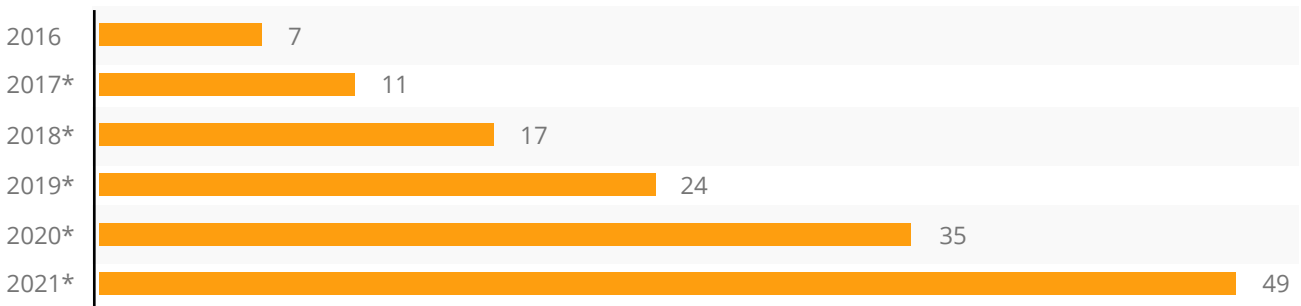
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2

Global mobile data traffic²

Mobile data traffic is expected to reach 17 exabytes per month in 2018, significantly increasing every year.

Global mobile data traffic from 2016 to 2021
(in exabytes per month)

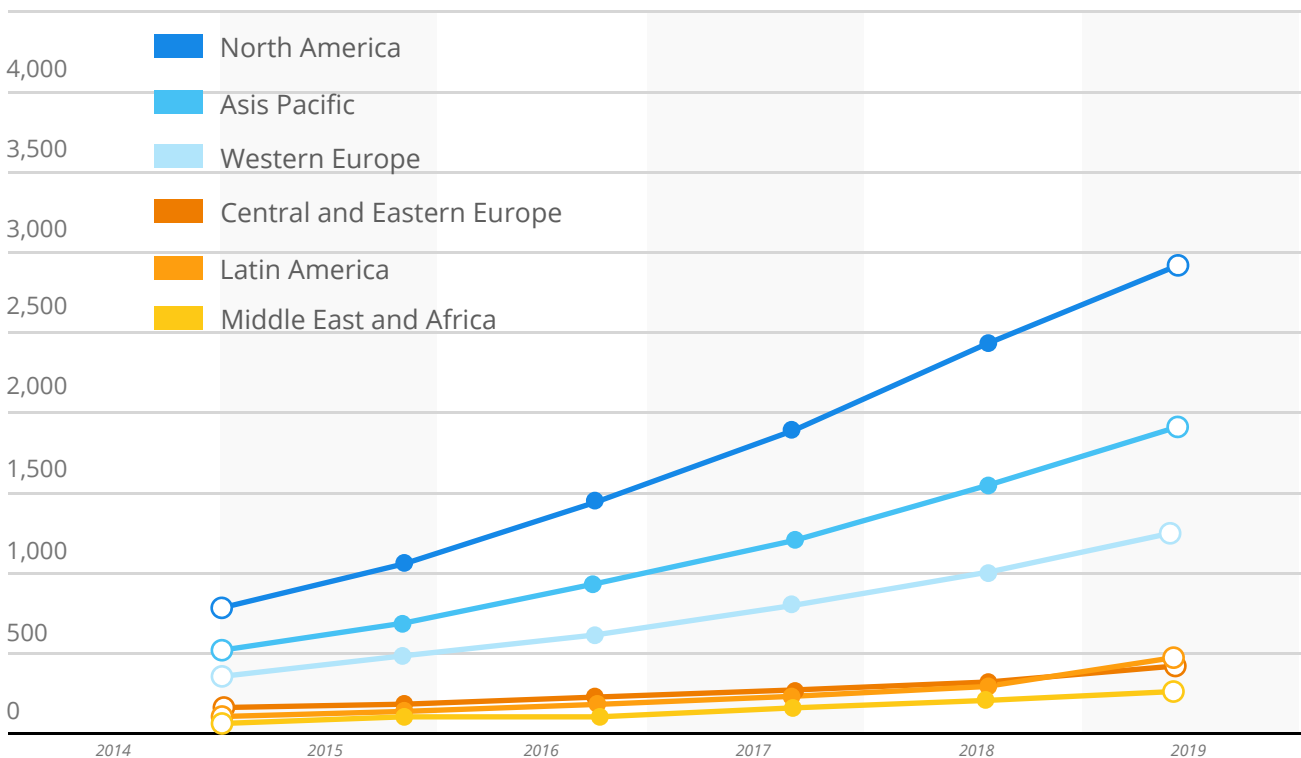


3

Global cloud traffic set for future growth

As predicted by Cisco's Global Cloud Index, North America will be the biggest driver of the global cloud traffic through 2019. Asia Pacific is expected to be the second in the future growth.

Cloud traffic growth by region, in exabytes



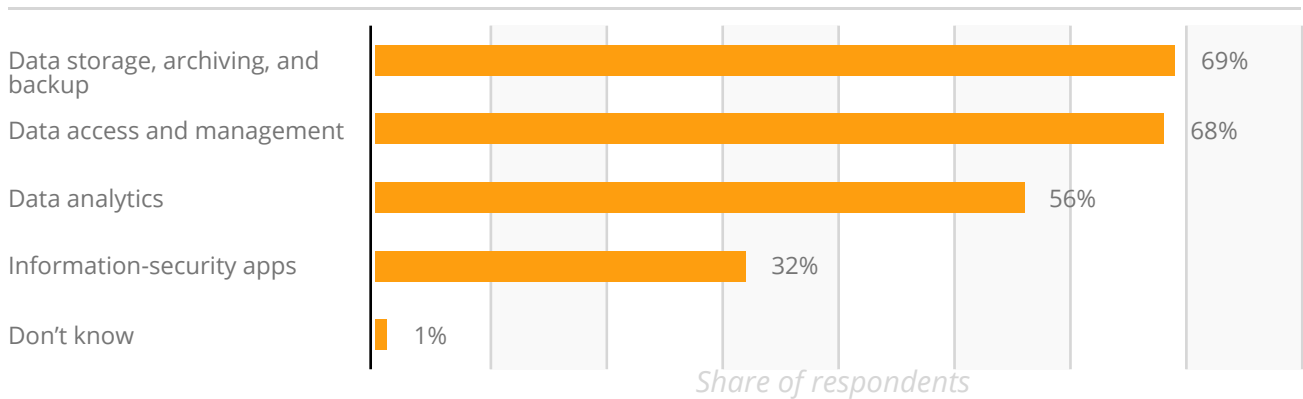
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4

Cloud utilization in Big Data efforts³

Cloud Computing is benefiting from the Big Data growth. According to Statista, in 2015, 69 percent of questioned organizations used cloud technologies for data storage, archiving, and backup, while 68 percent utilized it for data access and management.

How does your organization utilize cloud technologies in its big data efforts?

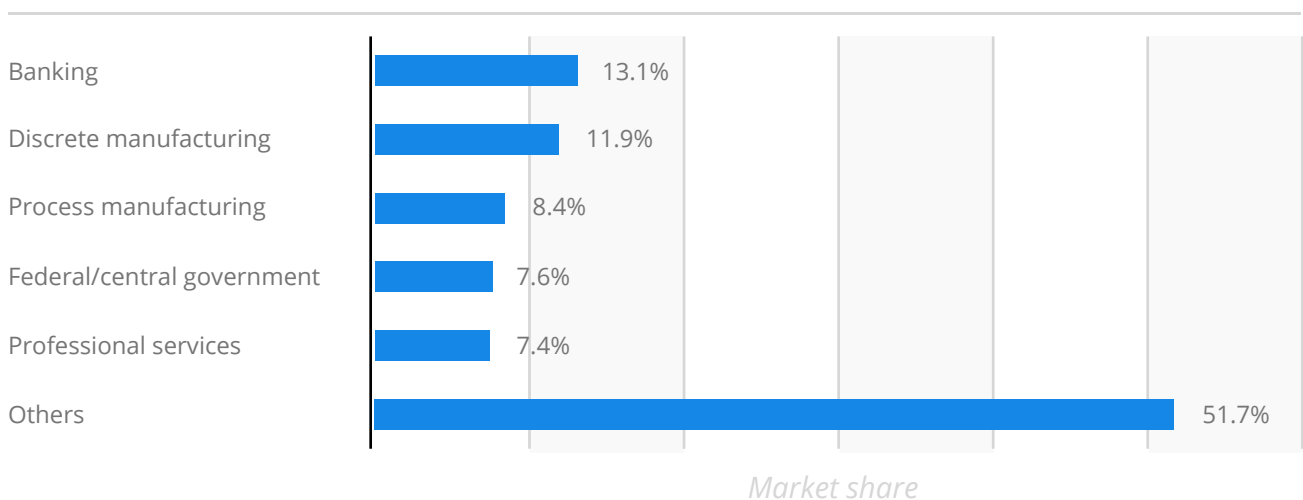


5

Share of big data and business analytics revenues⁴

Banking industry was expected to produce 13.1 percent of Big Data and business analytics revenues in 2016. In total, the market was valued at 130.1 billion U.S. dollars in the same year.

Share of Big Data and business analytics revenues worldwide in 2016, by industry



³ <https://www.statista.com/statistics/491207/big-data-and-cloud-technologies/>

⁴ <https://www.statista.com/statistics/616225/worldwide-big-data-business-analytics-revenue/>

About Qulix

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