



Cisco Connected World Technology Report



The Potential and Challenge of Data

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Methodology & Overview

THE THIRD ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT



Based on a survey of

1800

INFORMATION TECHNOLOGY
PROFESSIONALS

The data in this presentation is based on a survey of 1800 Information Technology professionals.

The online survey was translated into local languages and conducted in August 2012 across 18 countries to gain at least 100 completes for each subgroup in each country

18 Countries: United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia

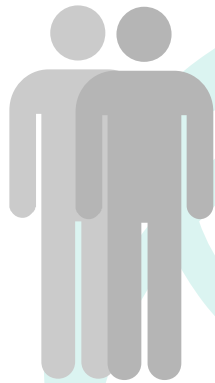
The Potential of Data: Global Economic Impact

Improve decision-making, increase discoveries



3 in 5 (60%)

IT managers believe
Big Data will increase
global competitiveness



2 in 3 (68%)

say **Big Data** will be a
strategic priority for my
company in 2013 and for
the next 5 years

Big Data Spurs Investment

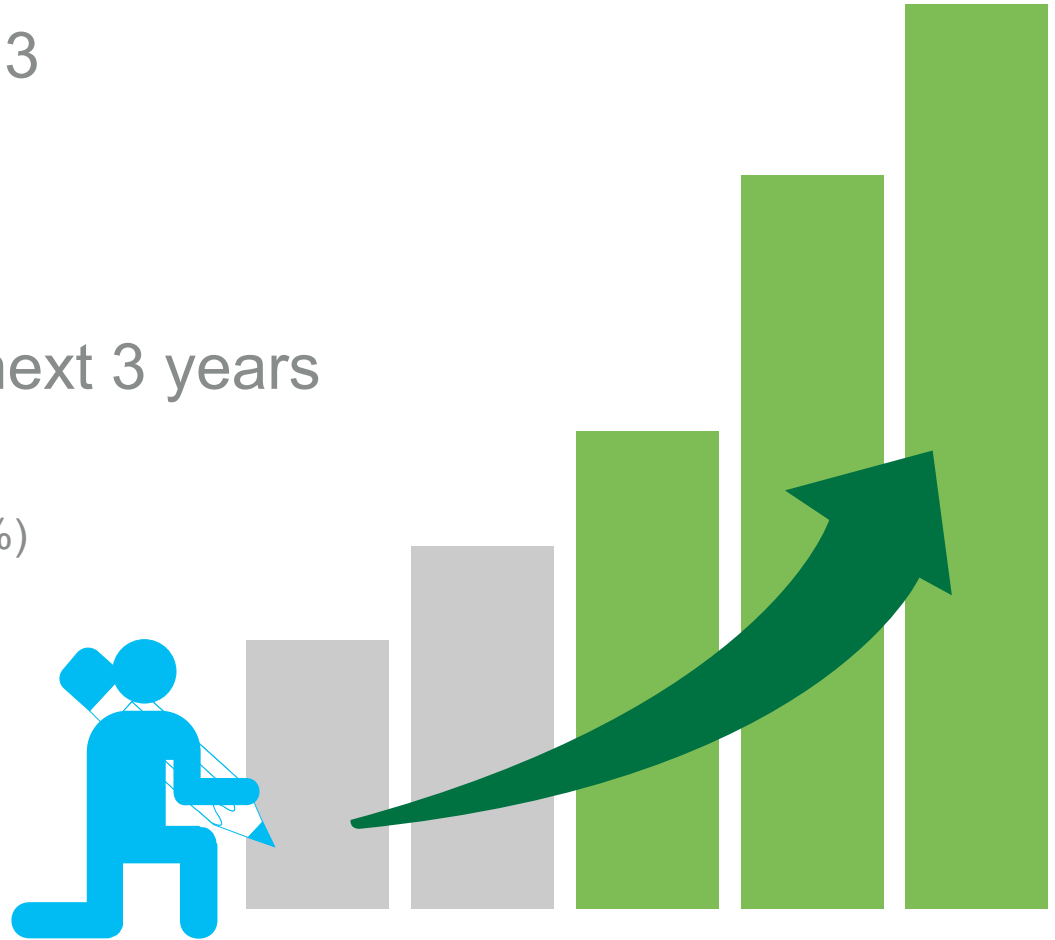
How will Big Data affect your IT budget?

Budget increase in 2013

3 in 5 (60%)

Budget increase over next 3 years

Nearly **3 in 5** (57%)



Big Data Also Impacts IT Staffing

Big Data creates new job roles: special skill sets are needed

1 in 4 (22%)

predict significant impact

over **Half** (56%)

predict some impact

The data scientist

combines creative imagination with
IT skills to unlock the power of data



Who Will Drive Big Data?

IT becomes more of a strategic business partner

Globally, 3 out of 4 ^(73%)
say **IT** will drive **Big Data**
... in partnership with other groups

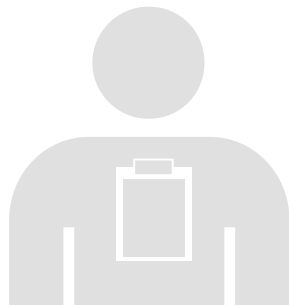
Research &
Development



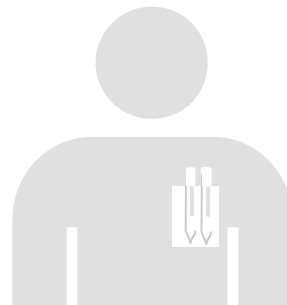
Finance



Operations



Engineering



Sales &
Marketing



But Big Data Has Challenges

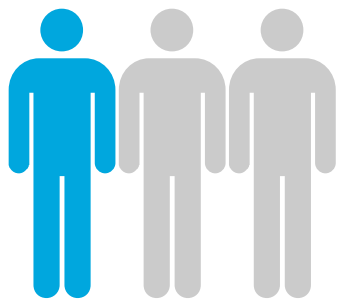
Security is the biggest concern globally



Sources of Data Security Concerns

IT staffing and budget can't keep up with the data load

Obstacles to Securing Data



32%

Lack of trained
IT staff or expertise
to monitor data
security



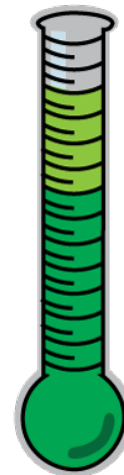
21%

Too much data



20%

Too many ways
to access data



20%

Lack of budget
to implement
security solutions

Network Traffic Is Growing: Double, Triple over the Next Two Years

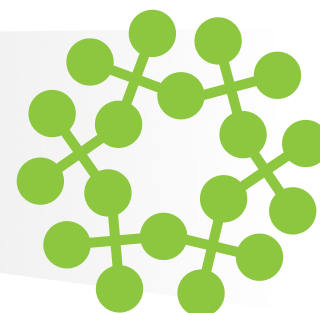
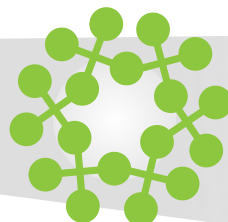
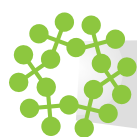
Driven by trends such as mobile communications, video, Big Data

48%

say network loads will **double**

23%

say network loads will **triple**

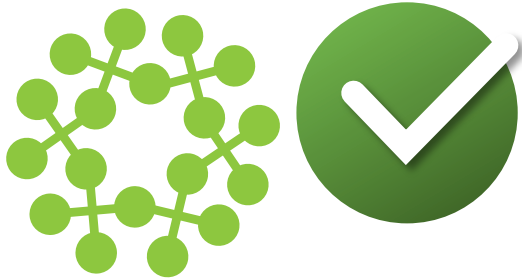


53%

say **video** will make up **20-60%**
of their network traffic

But Corporate Networks Aren't Ready Yet

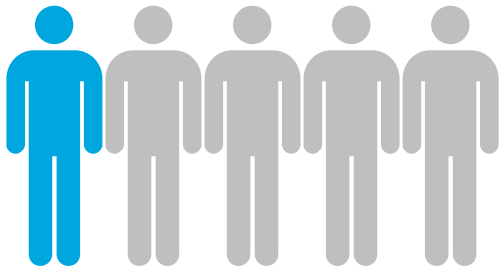
Projected data growth requires investment



Only 2 in 5 (41%)
say their network is ready



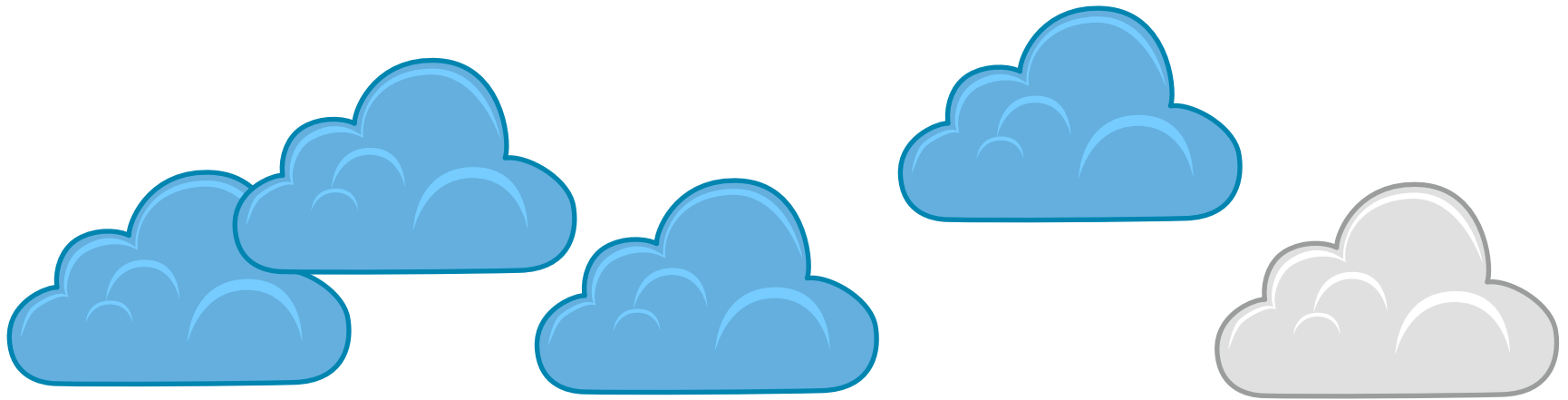
1 in 4 (27%)
need better policies, improved security



1 in 5 (21%)
need more bandwidth

Big Data Adoption Is Dependent on Cloud

Secure access to public clouds can help corporate clouds with peak loads



4 out of 5 say
(81%)

Cloud computing will be necessary for all
or some of our Big Data projects

Big Data Is Just Beginning

Lots of potential, but strategic value is elusive

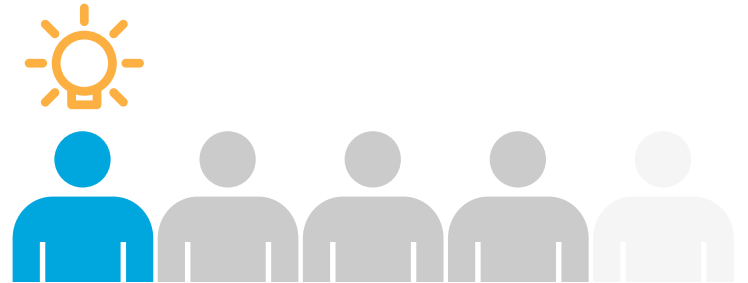
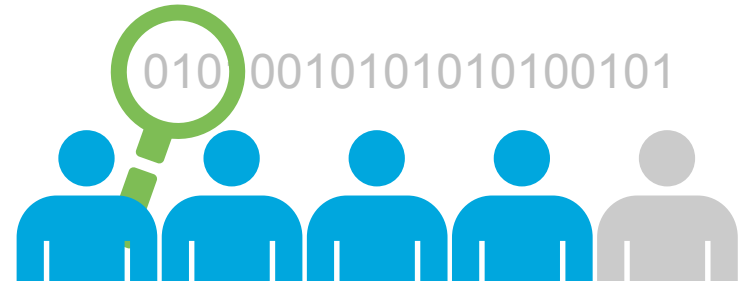
4 in 5 (86%) analyze data today

But only

1 in 4 (28%) get strategic value from it

Over

1 in 3 (38%) say **they need a strategic plan**



Entering a New Era: The Internet of Everything

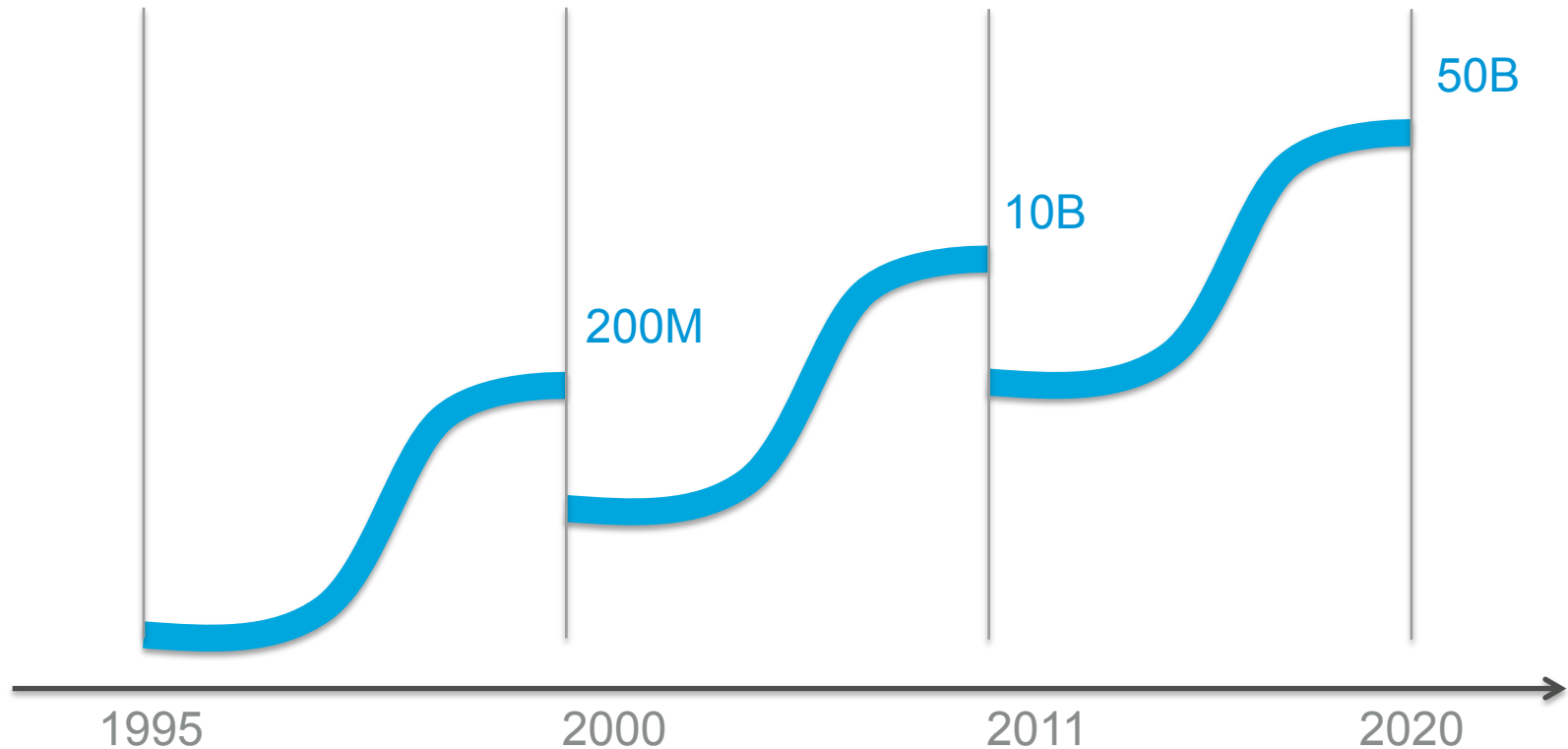
Dramatic Internet growth will come through new connections

“Fixed” computing
(you go to
the device)

Mobility/BYOD
(the device
goes with you)

Internet of Things
(age of devices)

Internet of Everything
(people, process,
data, things)



Sources of Big Data

40% are already using data in motion: real-time data

Global survey respondents cited these data sources for their companies:

74% current data

55% historical data

48% data from monitors and sensors

40% real-time data that is used and then discarded

32% unstructured data, such as video



Fueling Big Data


New data sources for Big Data: Are we ready?

3 out of 4 (73%)



Say: our Big Data strategy will include data from digital sensors, meters, cars, video monitors, “smart devices”



1/3 (33%) 

have a plan today to use these new data sources

For example: Data in Motion

Data interacts in real time to provide value



Another type of new data is delivered by devices, sensors, video and monitors. This data provides the most value while it's interacting in real-time: we call this **“data in motion.”**



For example: **machine-to-machine communication used in factory automation**

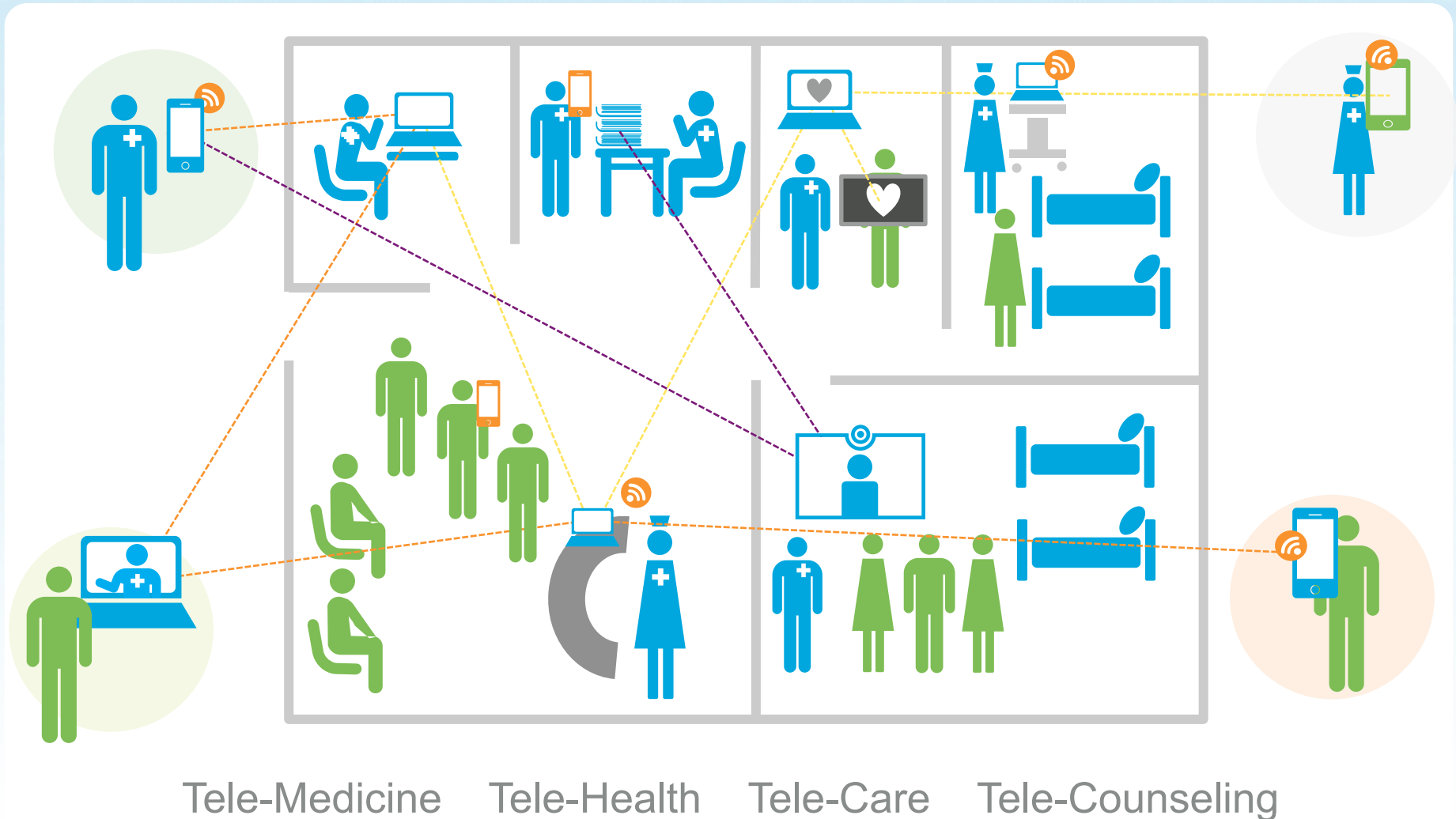
Cisco estimates there will be more than **1.7 billion** machine-to-machine connections by 2017*

Industries leading the way:



Data in Motion Can Improve Healthcare

Real-time data supports real time events and decisions



Thank you.



Many Companies Engage in Big Data Discussions

But the path forward is not clear

Do Big Data discussions at your company result in strategic plans/solutions?

↑ 2 in 5 (44%) **YES**

→ 2 in 5 (39%) **Still evaluating**

↓ 1 in 5 (21%) **Confusion and uncertainty**