

IBM Midsize Insider Blog

Title: Unstructured Data Offers Big Benefits

The business value of today's data can lead to increased profits and productivity. However, according to a new study, firms need to use best practices and specific strategies to get to that point.

Unstructured Majority

In a recent survey by IDC featured in Information Management, unstructured data makes up a whopping majority of all digital data – 90 percent. It's locked in various formats but when a firm can use that data properly the benefits are great. Those benefits include increased revenue, reduced costs, quicker time to market and better customer service

The study interviewed firms from the United States and Europe and chose firms that have good strategies in place to disassemble their unstructured data to analyze it and make better business decisions. IDC revealed that when they made better business decisions they are five times more likely to see additional benefits like better information access. Interestingly, IDC found that these firms at one point faced roadblocks because the wrong processes and IT were in place.

Midsize Data Deluge

There's a data deluge that midsize firms are not exempt from. This is a result of the rise of third platform technologies like cloud computing, social business and increased mobility. Big data, another third platform technology, is a solution to make sense of all that data. It's a sensible way to gain business value and gain an edge over the competition as a result. As the IDC survey notes, getting to that point can be a challenge. Not all solutions make sense especially for growing firms that have specific needs, price point concerns and targeted business goals.

By working with experienced big data analytics vendors, IT professionals at midsize firms can learn to take on an integrated approach to analytics that enables them to find fact-based insights which glean valuable insight about their customers, operations and markets. Midsize firms that take the steps to understand the kind of data they have and how it is being used is a start. The key is to get that data organized, build a strategy and integrate analytics properly. In today's growing big data market there are more solutions than ever created and priced toward the midmarket.

Tapping the Opportunities

Studies are proving that firms that make the effort to invest in big data solutions can capitalize on so many business opportunities. With a wealth of knowledge and solutions available from



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experienced vendors, midsize firms can truly optimize their unstructured data correctly from the start. They have the opportunity through big data analytics to be more competitive and reach new heights.

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