

# BIG DATA

## STORAGE AND ANALYTICS

BUILDING A FOUNDATION FOR BETTER DECISION-MAKING



The big data challenge shows no signs of abating for IT organizations. Pressure to corral a rising tide of data – and make it accessible to business users – requires a rethinking of core storage and analysis architecture. Here's how IT and business leaders are addressing their big data storage and analytics needs.

### BUSINESS NEEDS DRIVING BIG DATA STORAGE PROJECTS

**70%**

of organizations plan to deploy big data storage and analytics projects within the next 12 months

#### TOP 3 BUSINESS DRIVERS:



**39%**

Creating executive dashboards for more informed, faster decision-making



**29%**

predicting and responding to customer needs in real-time



**29%**

real-time tracking of financial data

**53%**

see improved decision-making as the most important outcome of big data storage/analytics projects

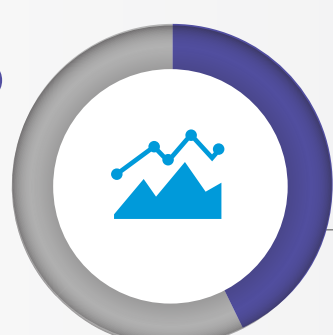
### COMPLEX ARCHITECTURES

#### TOP 3 ARCHITECTURES REQUIRING SUPPORT FOR BIG DATA STORAGE/ANALYTICS:



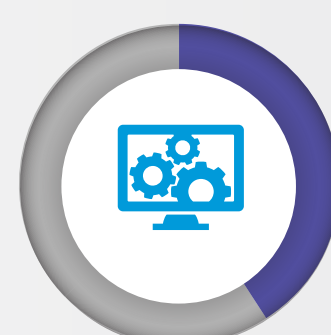
**46%**

Centralized data warehouses



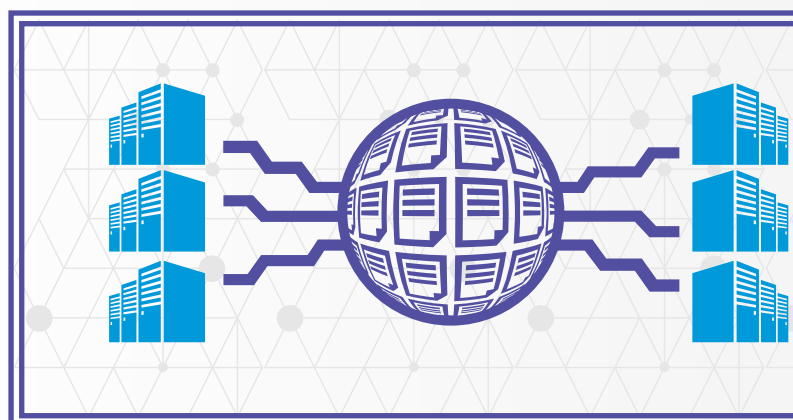
**43%**

In-database analytics



**41%**

High-performance computing



**35%**

of larger companies (1,000+ employees) support or plan to support Hadoop as part of a multifaceted big data storage and analytics architecture.

### ROLE OF CONVERGED SYSTEMS

**29%**

use converged systems in existing IT architectures

**10%**

are using converged systems for big data storage/analytics, and another

**66%**

say they are likely to use them.

#### TOP BENEFITS OF CONVERGED SYSTEMS:



IMPROVED I.T. STAFF EFFICIENCY

**58%**



IMPROVED UTILIZATION OF I.T. RESOURCES

**54%**



IMPROVED DISASTER RECOVERY

**46%**



Big data complexity can quickly overwhelm an IT organization. Converged systems are emerging as one way to reduce that complexity and improve the pace of business decision-making.

To learn more about using converged systems for big data storage and analytics visit:  
[hp.com/go/convergedsystem](http://hp.com/go/convergedsystem)



Source: IDG Research Services Market Pulse Survey, December 2014

4AA5-7897ENW, April 2015