



Building a Bridge between Technical and Business Benchmarking

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Building a bridge between technical and business benchmarking

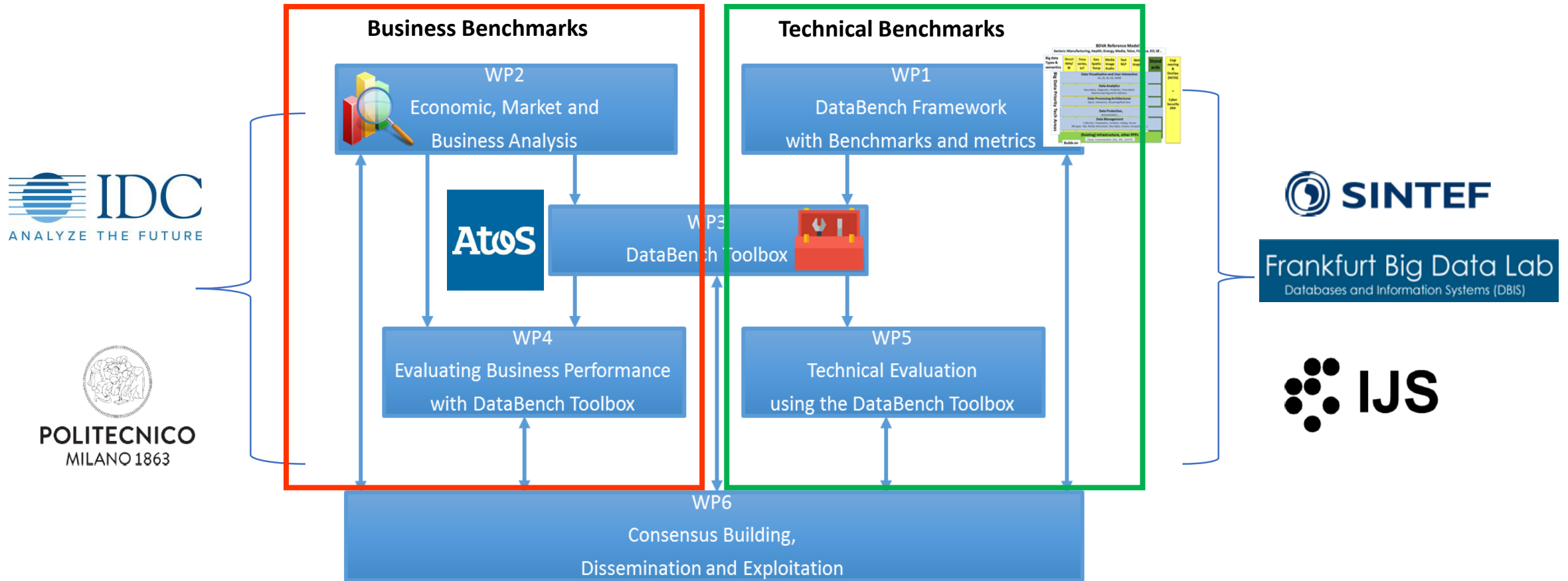
Main Activities

- Classify the main use cases of BDT by industry
- Compile and assess technical benchmarks
- Perform economic and market analysis to assess industrial needs
- Evaluate business performance in selected use cases

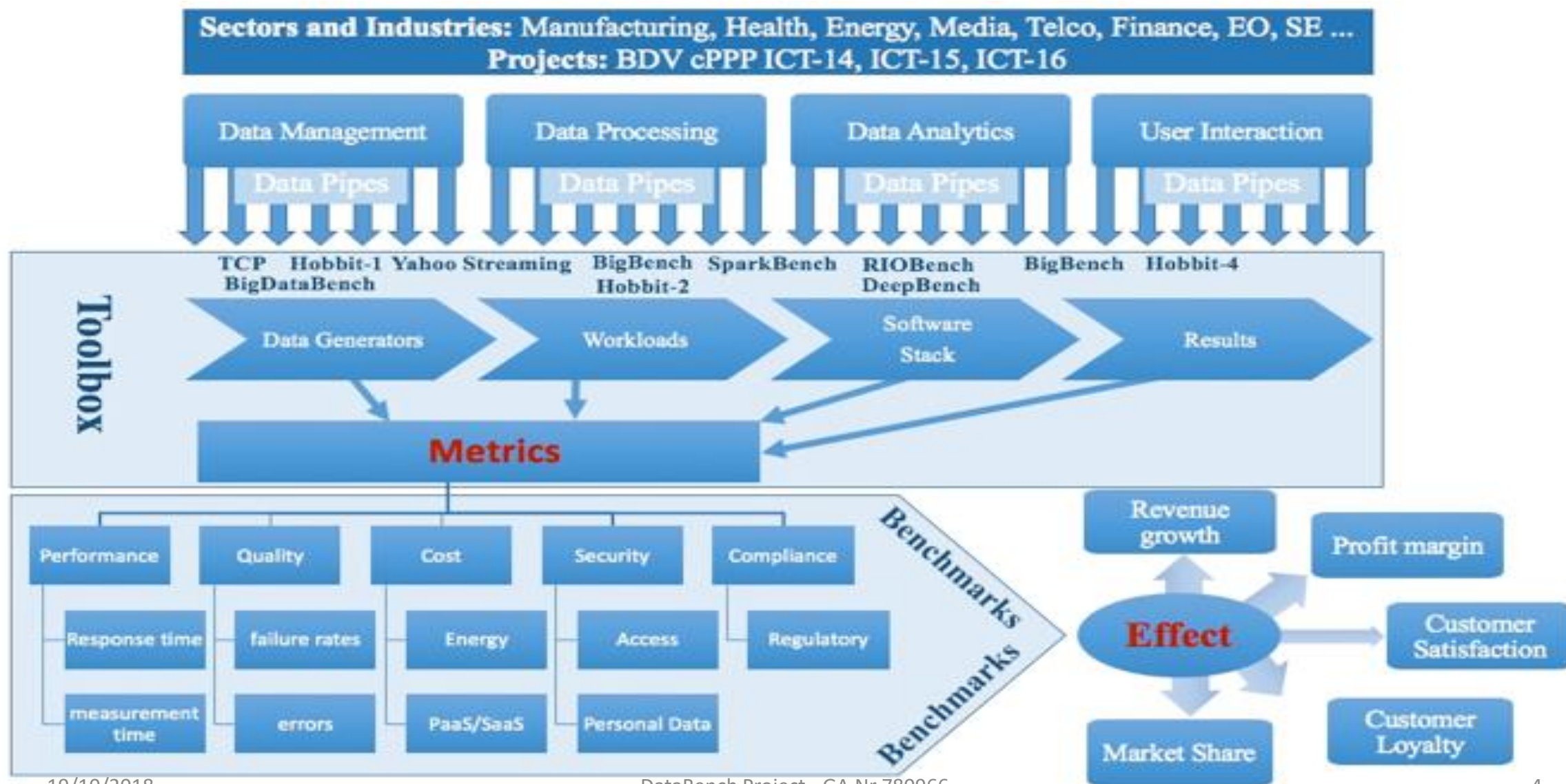
Expected Results

- A conceptual framework linking technical and business benchmarks
- European industrial and performance benchmarks
- A toolbox measuring optimal benchmarking approaches
- A handbook to guide the use of benchmarks

WP2's role in Databench Workflow

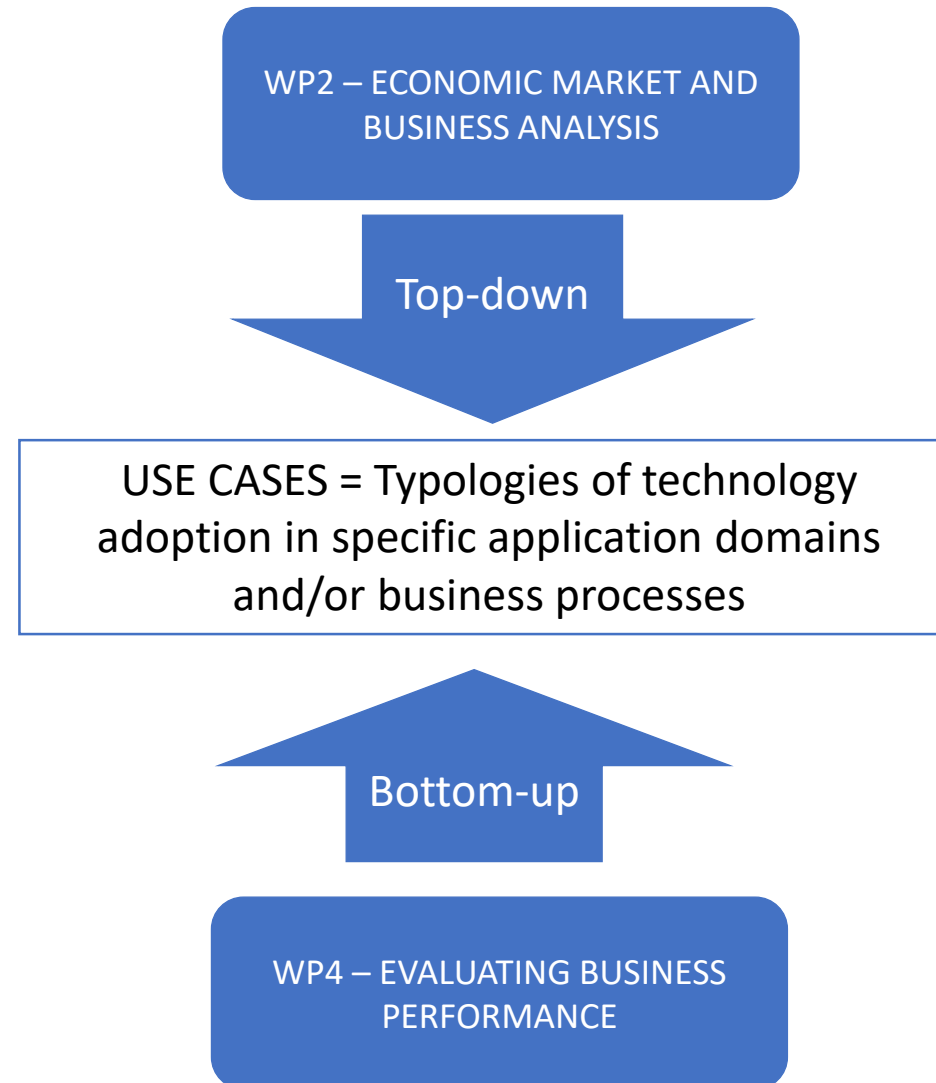


Where Magic Happens



How to link technical and business benchmarking

- Focus on economic and industry analysis and the EU Big Data market
- Classify leading Big Data technologies use cases by industry
- Analyse industrial users benchmarking needs and assess their relative importance for EU economy and the main industries
- Demonstrate the scalability, European significance (high potential economic impact) and industrial relevance (responding to primary needs of users) of the benchmarks



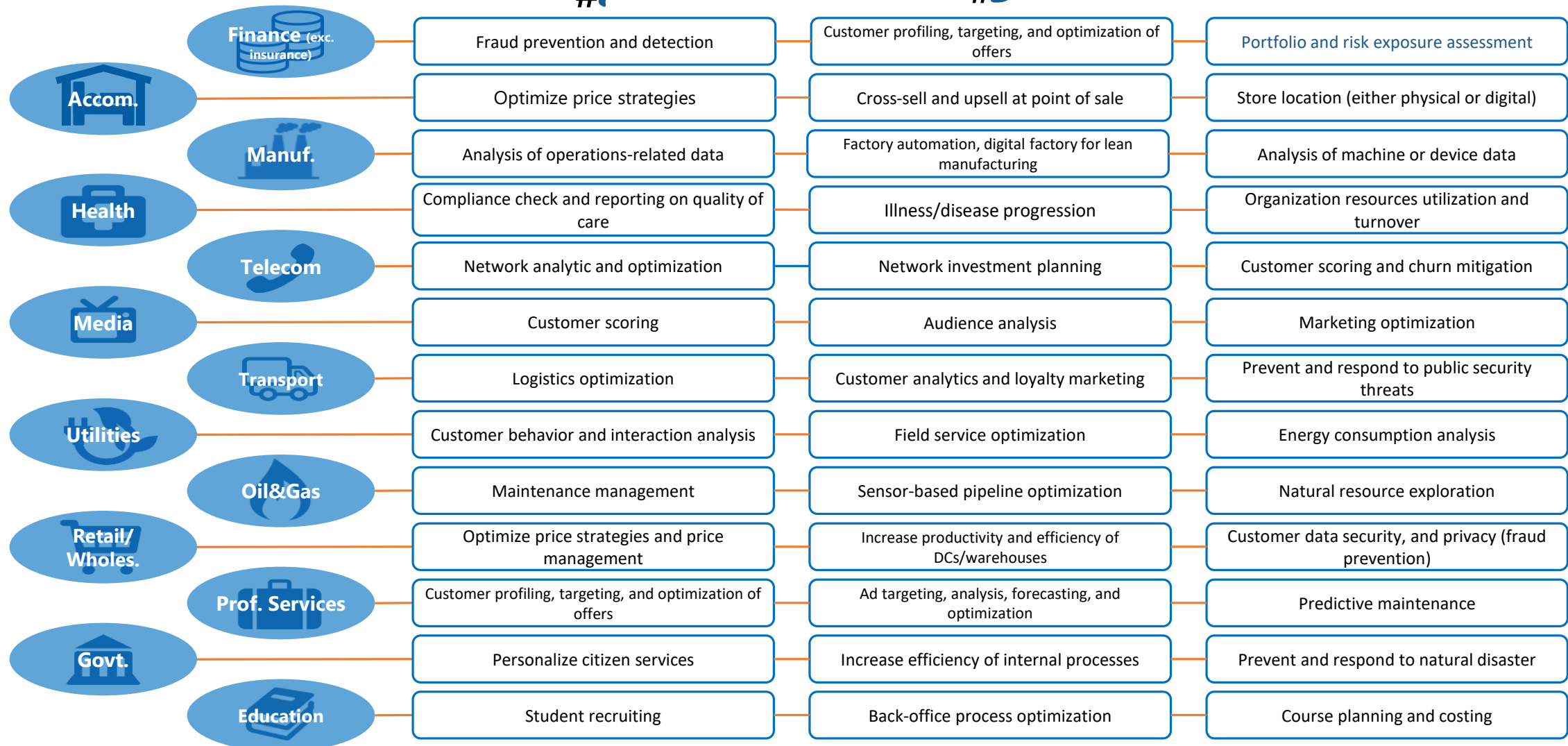
- Focus on data collection and identification of use cases to be monitored and measured
- Evaluation of business performance of specific Big Data initiatives
- Leverage Databench toolbox
- Provide the specific industrial benchmarks to WP"
- Produce the Databench Handbook, a manual supporting the application of the Databench toolbox

Leading Business Use Cases by Industry

#1

#2

#3



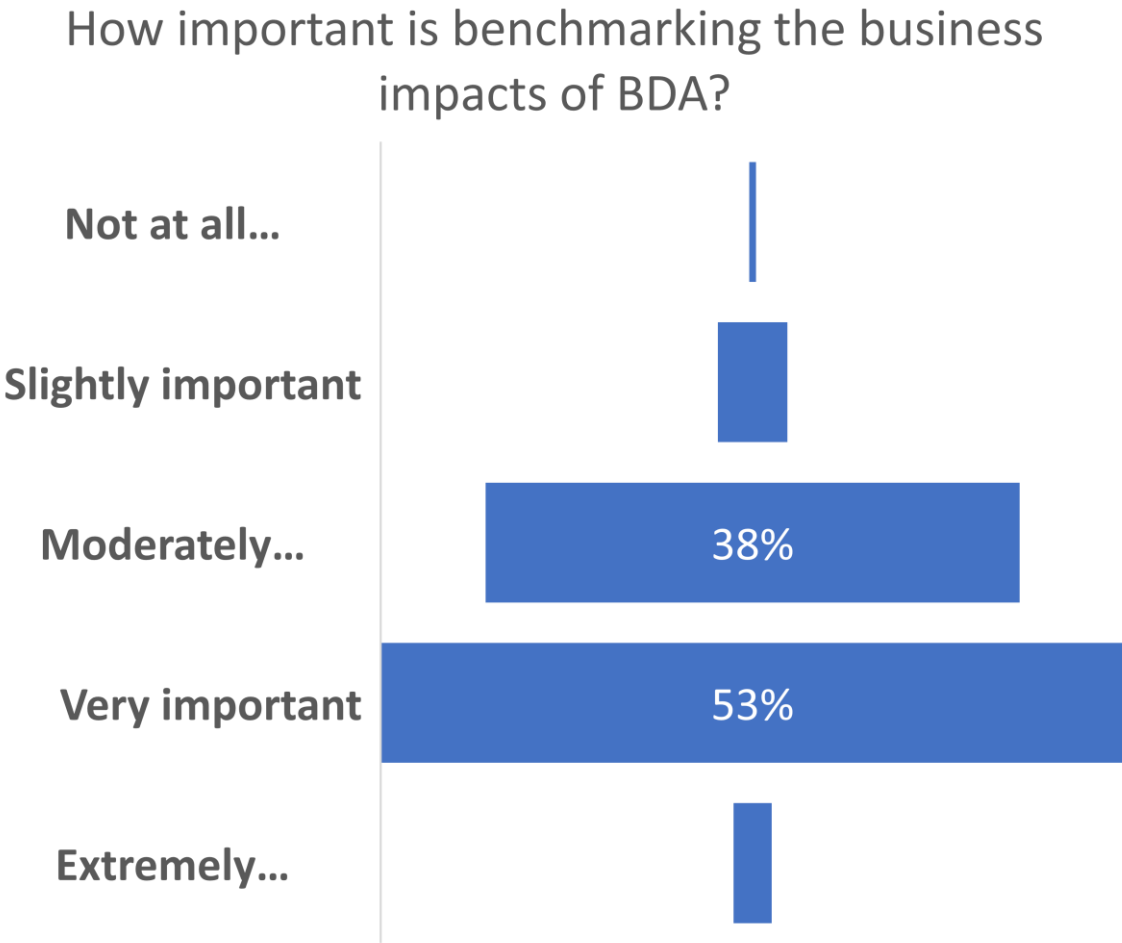
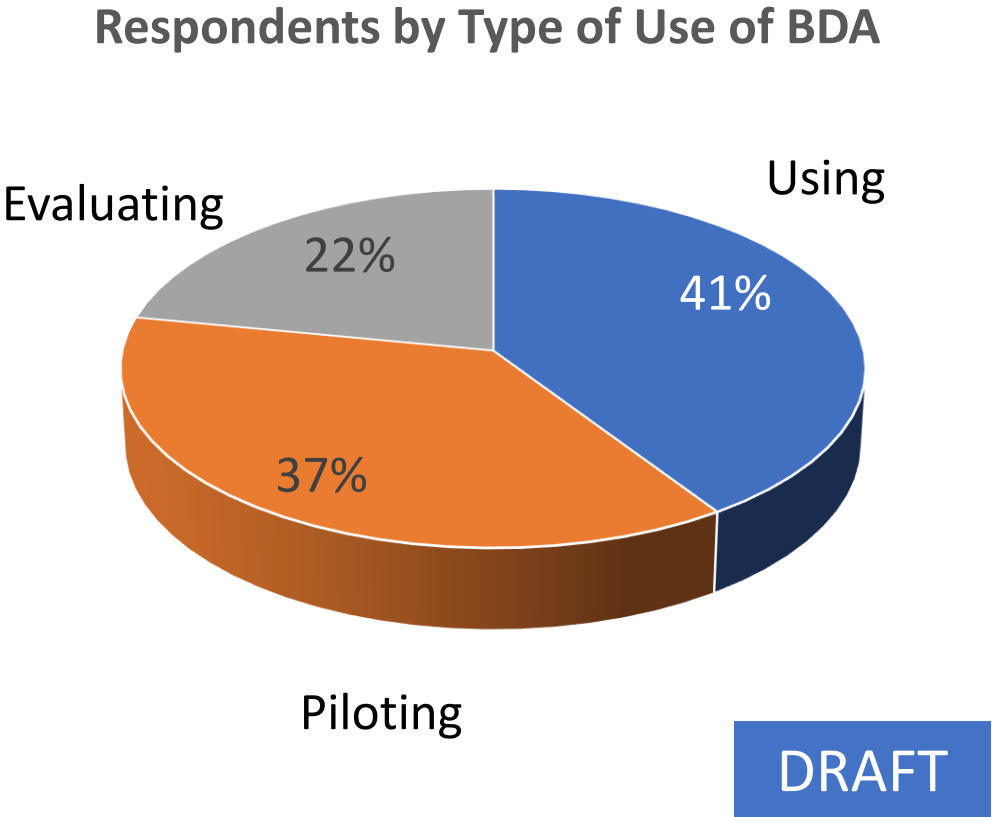
Preliminary Analysis of KPIs and Benchmarks

INDUSTRY	USE CASE	BUSINESS KPI	TYPE OF DATA	TECHNICAL BENCHMARKING AREA
Agriculture	Yield monitoring and prediction	Revenue Growth	Image (satellite) data	Limited time to process Very big data Quality of data (missing values, outliers ...)
Banking	Fraud prevention and detection	Cost Reduction	Transactional Data	Near real time processing paradigm
Business or Professional Services, excluding IT Services	Automated customer service	Revenue Growth Time Efficiency	Text Data	Natural Language Processing (NLP) quality benchmarking
Energy	Energy consumption analysis and prediction	Cost Reduction	IoT Data	Real time streaming data processing
Healthcare	Quality of care optimization	Product/Service Quality	IoT Data	Real time streaming data processing
Manufacturing	Inventory and service parts optimization	Time Efficiency	IoT Data	Real time streaming data processing
Media	Social media analytics	Customer Satisfaction	Linked Data	Graph-processing platforms benchmarking (linked data).
Retail Trade	Targeting	Revenue Growth	Transactional Data Text Data	IT architectural cost optimization
Transport and Logistics	Connected vehicles optimization	Product/Service Quality	IoT Data	Real time streaming data processing
Utilities	Field service optimization	Cost Reduction	IoT Data	Real time streaming data processing

Early Results from the Databench Business users Survey

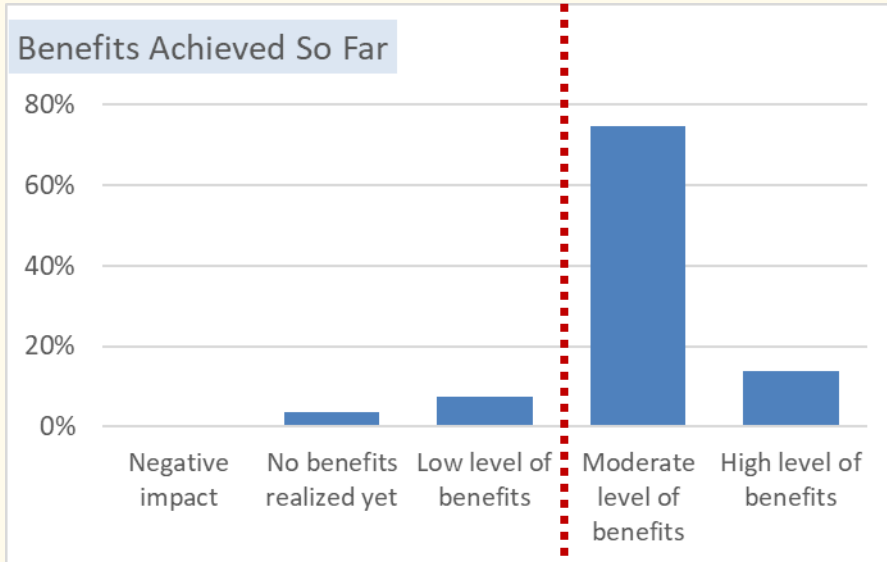


Users recognize the relevance of business benchmarking...



Source: Databench Survey, IDC, Interim results, 401 interviews, October 2018

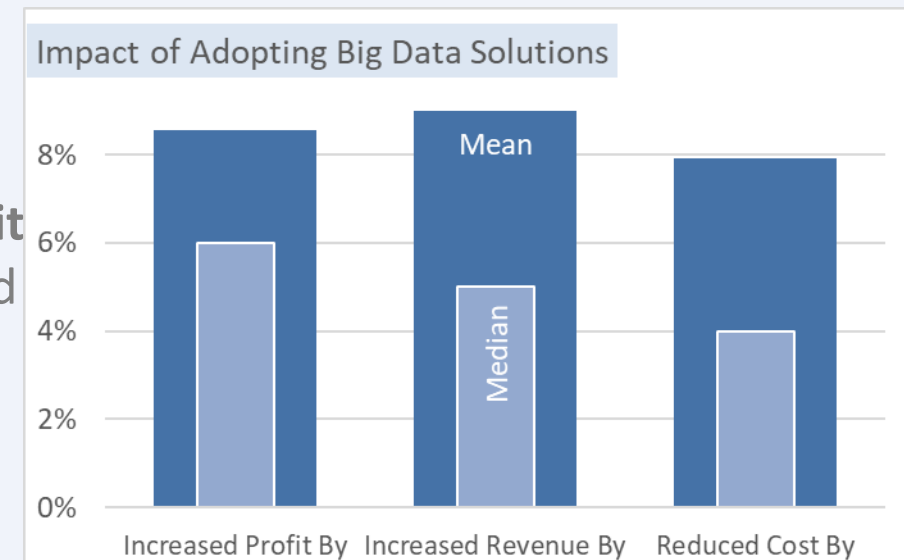
Big Data is Worth the Investment



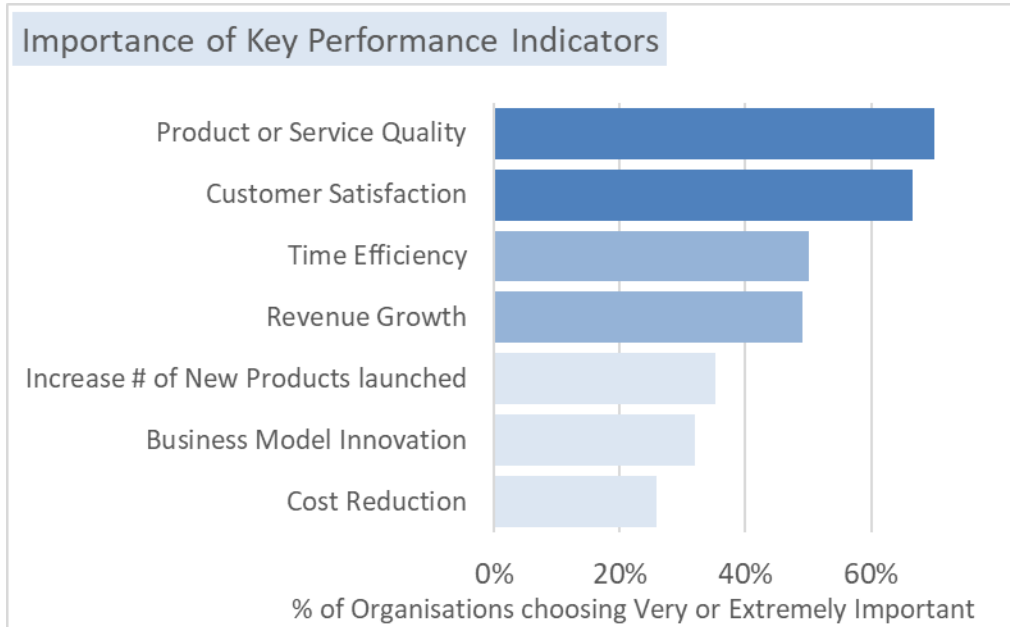
Nearly **90%** of businesses saw **moderate** or **high** levels of benefit in their Big Data implementation

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Adopting Big Data Solutions increased **profit** and **revenue** by more than 8%, and reduced **cost** by nearly 8%



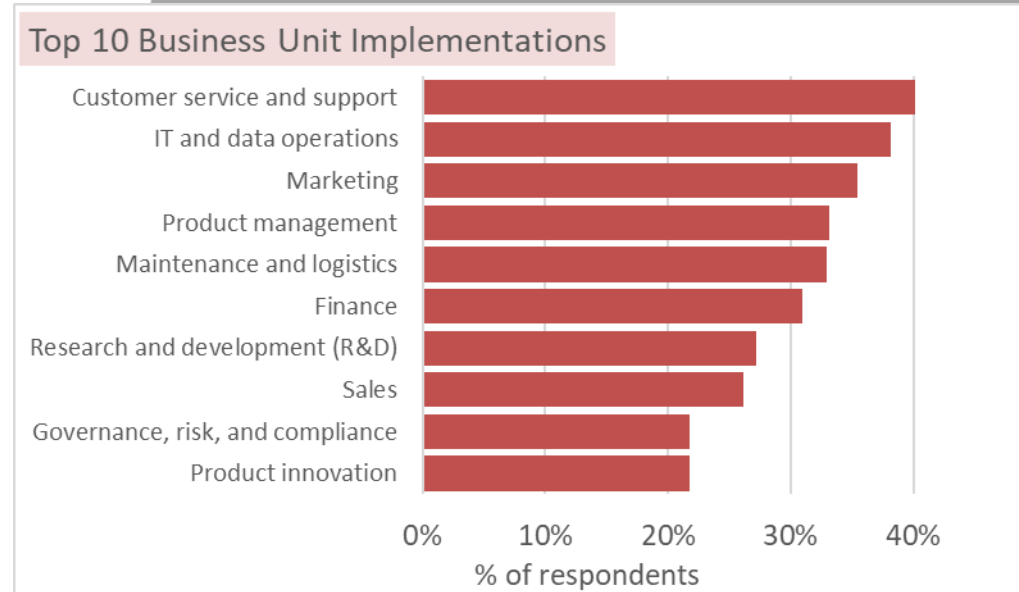
Big Data implementation focus



Quality and Customers are the two most important KPI's

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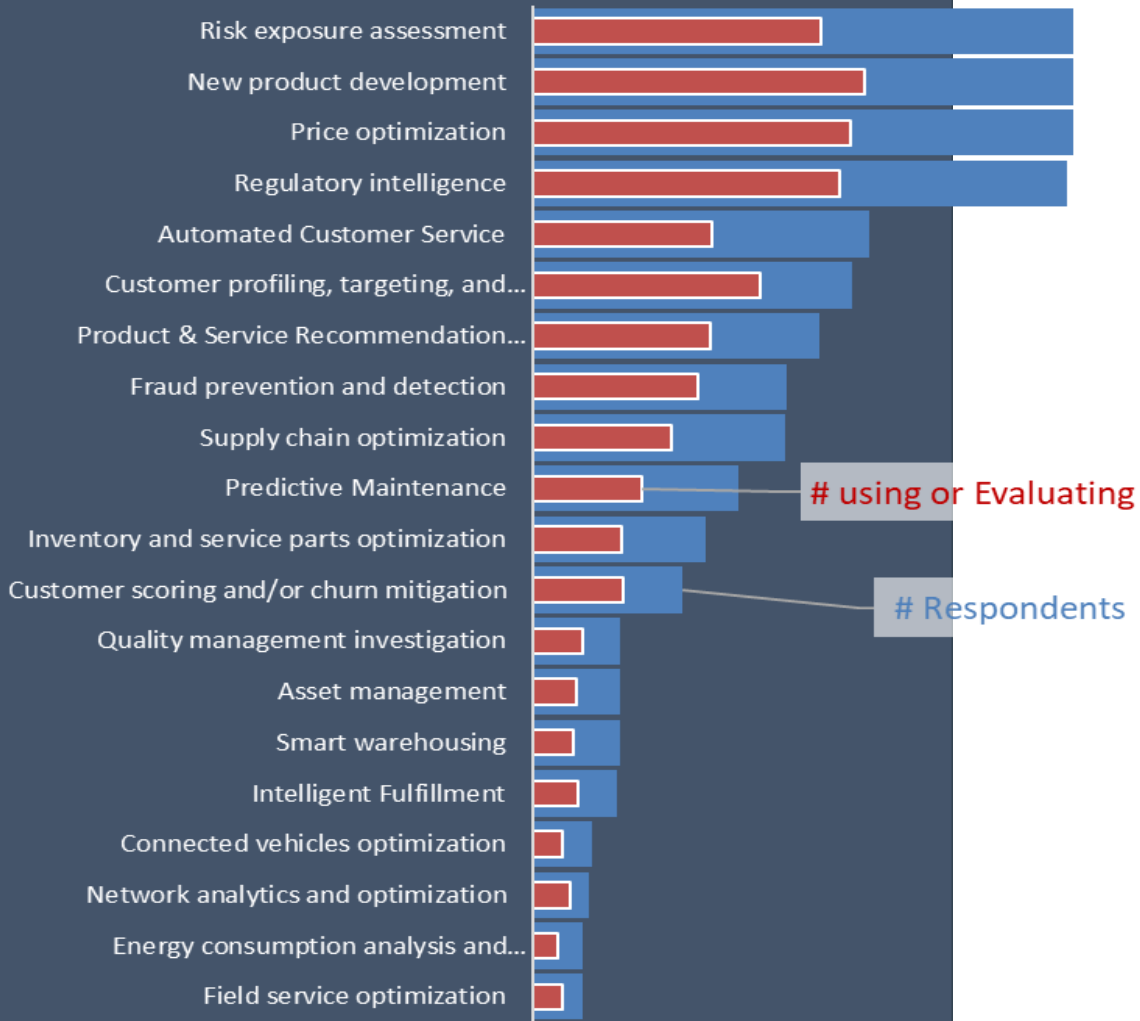
But implementation is balanced across **all** business units



Overall, Big Data preference is for **growth** – with **new products and markets** – rather than improve efficiency and save cost

Big Data – Key Use Cases

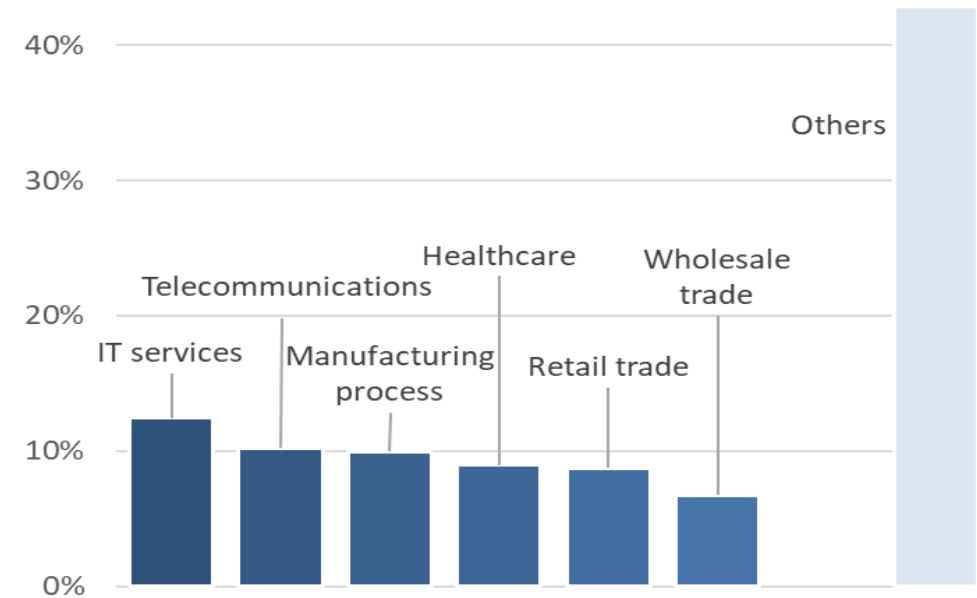
Top 20 Use Cases by # Respondents



Final results to be presented at the European Big Data Value Forum and in the Databench report due in December 2018

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Respondent share by industry



What can DataBench do for you?

- Provide methodologies and tools to help assess and maximise the business benefits of BDT adoption
- Provide criteria for the selection of the most appropriate BDTs solutions
- Provide benchmarks of European and industrial significance
- Provide a questionnaire tool comparing your choices and your KPIs with your peers

What we want from you?

- Expression of interest to become a case study and monitoring your Big Data KPIs
- Answer a survey on your Big Data experiences



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Evidence Based Big Data Benchmarking to
Improve Business Performance

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