DataBench

Building a Bridge between Technical and Business Benchmarking

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Building a bridge between technical and business benchmarking

DataBench

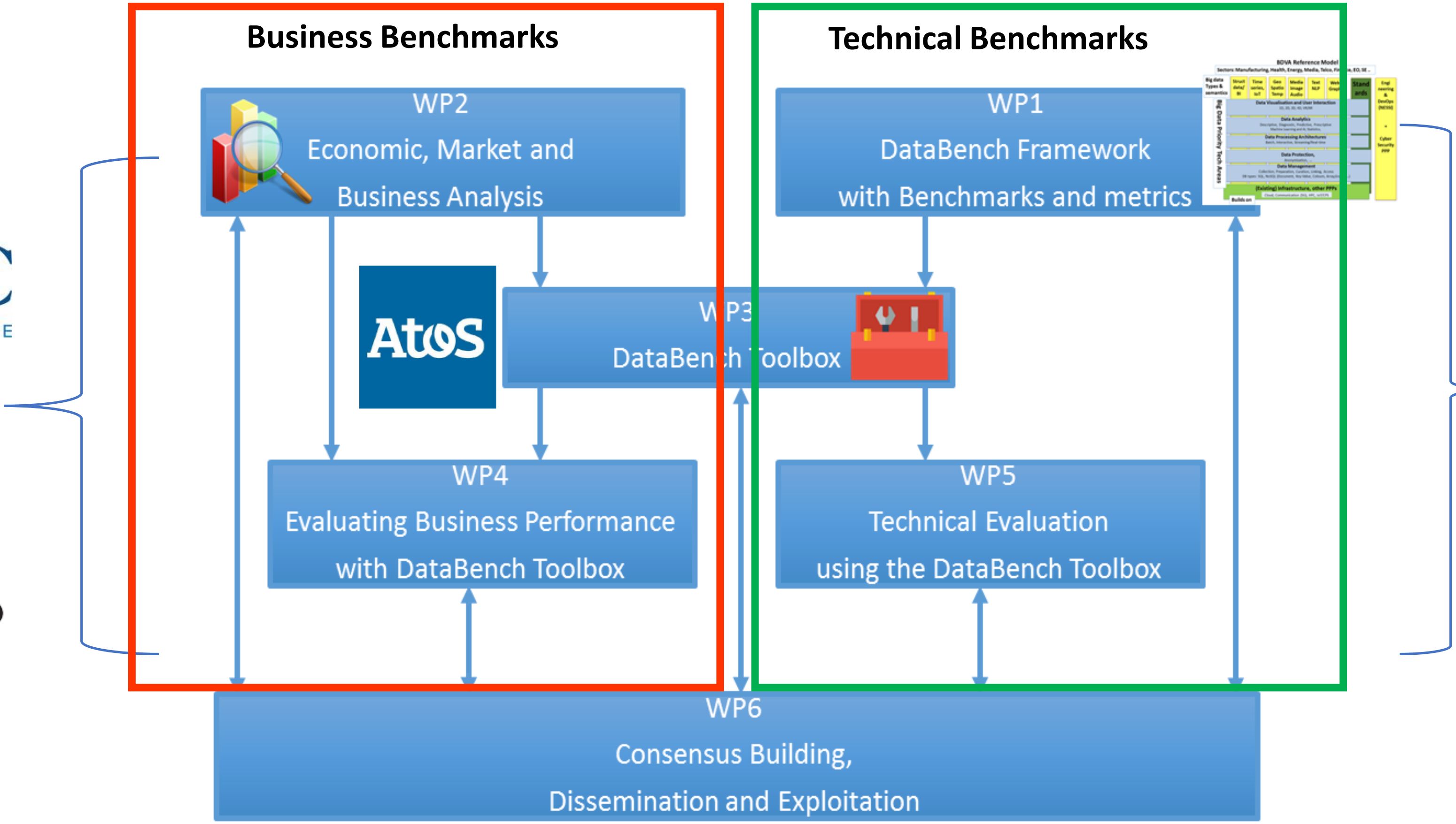
Main Activities

- 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

Databench Workflow



Business Benchmarks

Technical Benchmarks

WP2
Economic, Market and
Business Analysis

WP1
DataBench Framework
with Benchmarks and metrics

WP3
DataBench Toolbox

WP4
Evaluating Business Performance
with DataBench Toolbox

WP5
Technical Evaluation
using the DataBench Toolbox

WP6
Consensus Building,
Dissemination and Exploitation

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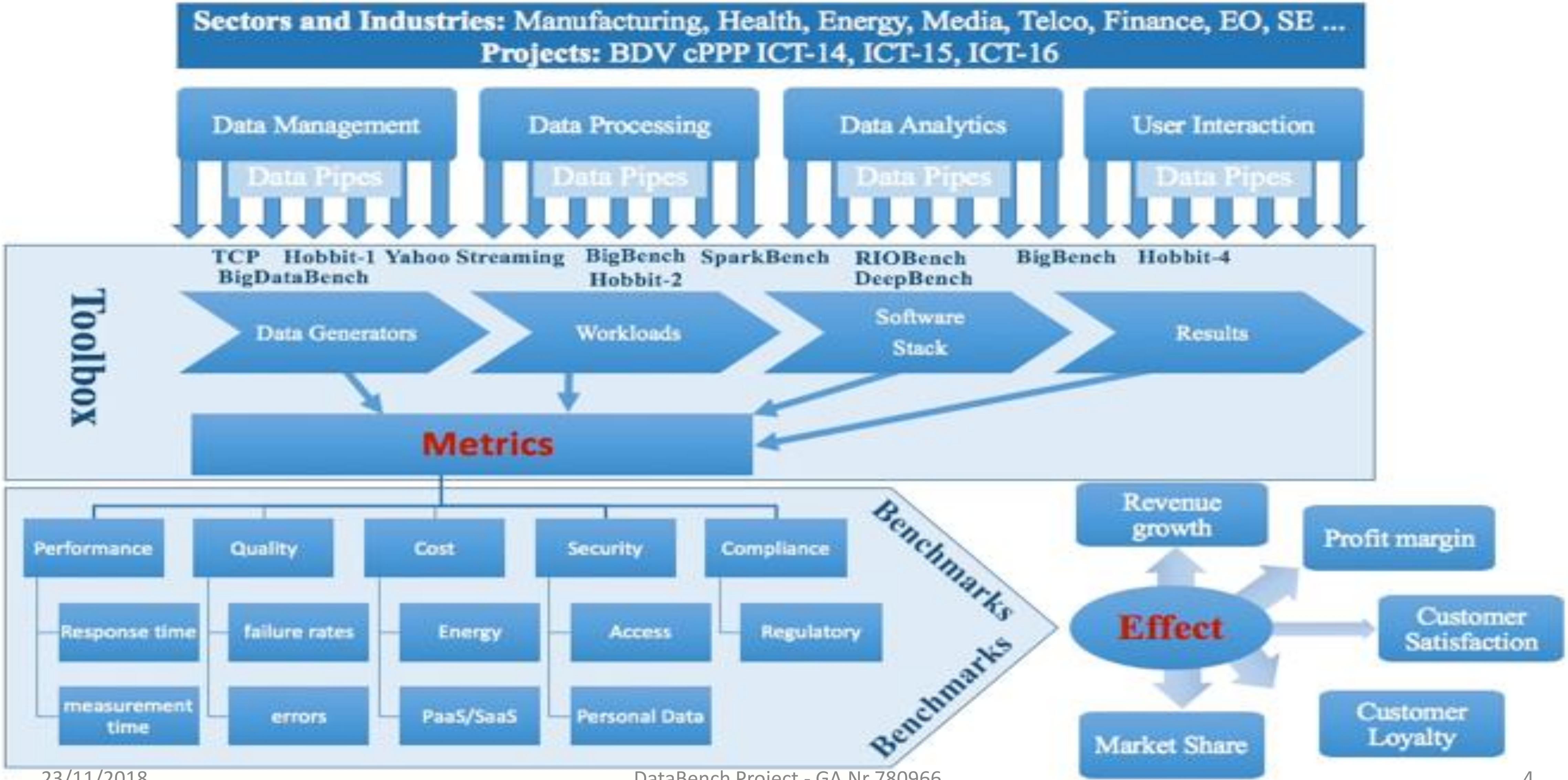
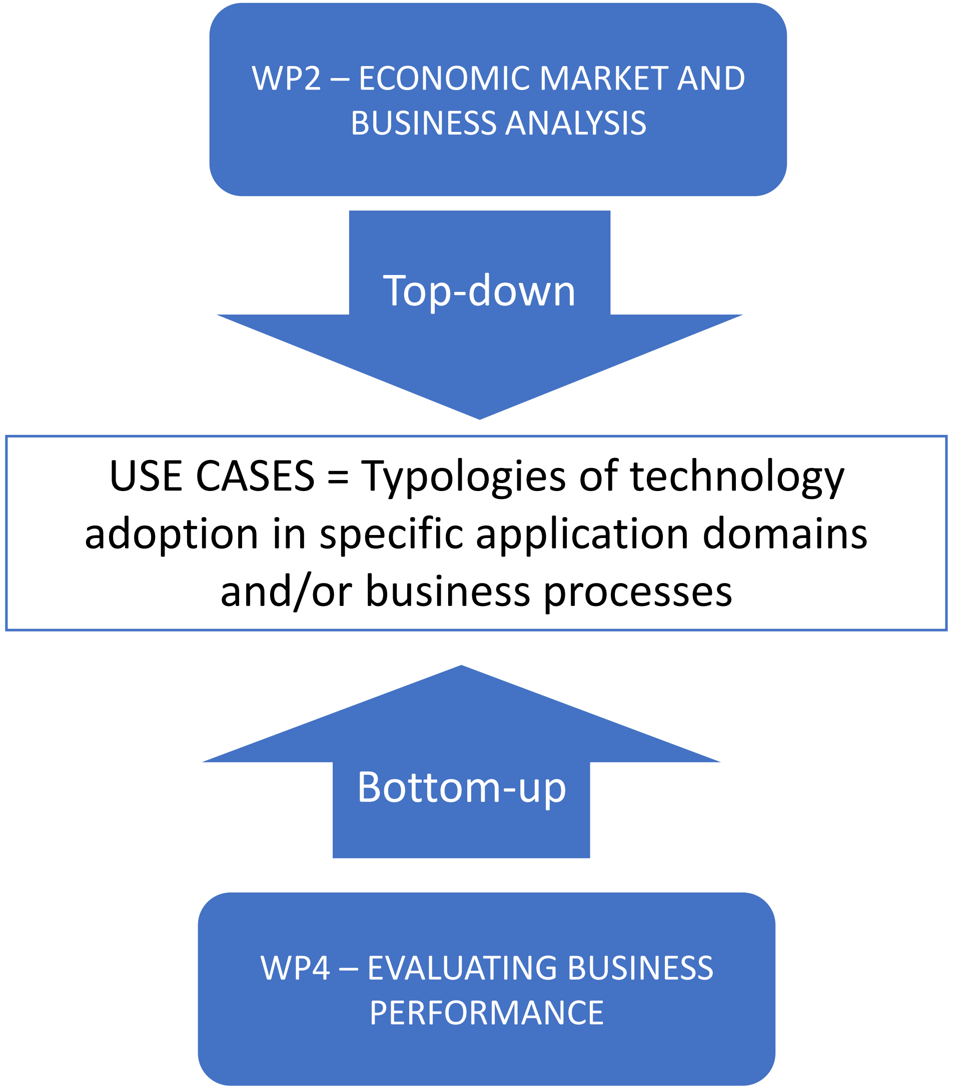
Where Magic Happens


Sectors and Industries: Manufacturing, Health, Energy, Media, Telco, Finance, EO, SE ...
Projects: BDV cPPP ICT-14, ICT-15, ICT-16
Data Management
Data Processing
Data Analytics
User Interaction
Data Pipes
Data Pipes
Data Pipes
Data Pipes
TCP
Hobbit-1
Yahoo Streaming
BigBench
SparkBench
RIOBench
BigBench
Hobbit-4
BigDataBench
Hobbit-2
DeepBench
Toolbox
Data Generators
Workloads
Software Stack
Results
Metrics
Performance
Quality
Cost
Security
Compliance
Response time
failure rates
Energy
Access
Regulatory
measurement time
errors
PaaS/SaaS
Personal Data
Benchmarks
Benchmarks
Effect
Revenue growth
Profit margin
Customer Satisfaction
Customer Loyalty
Market Share

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



WP2 – ECONOMIC MARKET AND BUSINESS ANALYSIS

Top-down

USE CASES = Typologies of technology adoption in specific application domains and/or business processes

Bottom-up

WP4 – EVALUATING BUSINESS PERFORMANCE

- 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

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Early Results from the Databench Business users Survey

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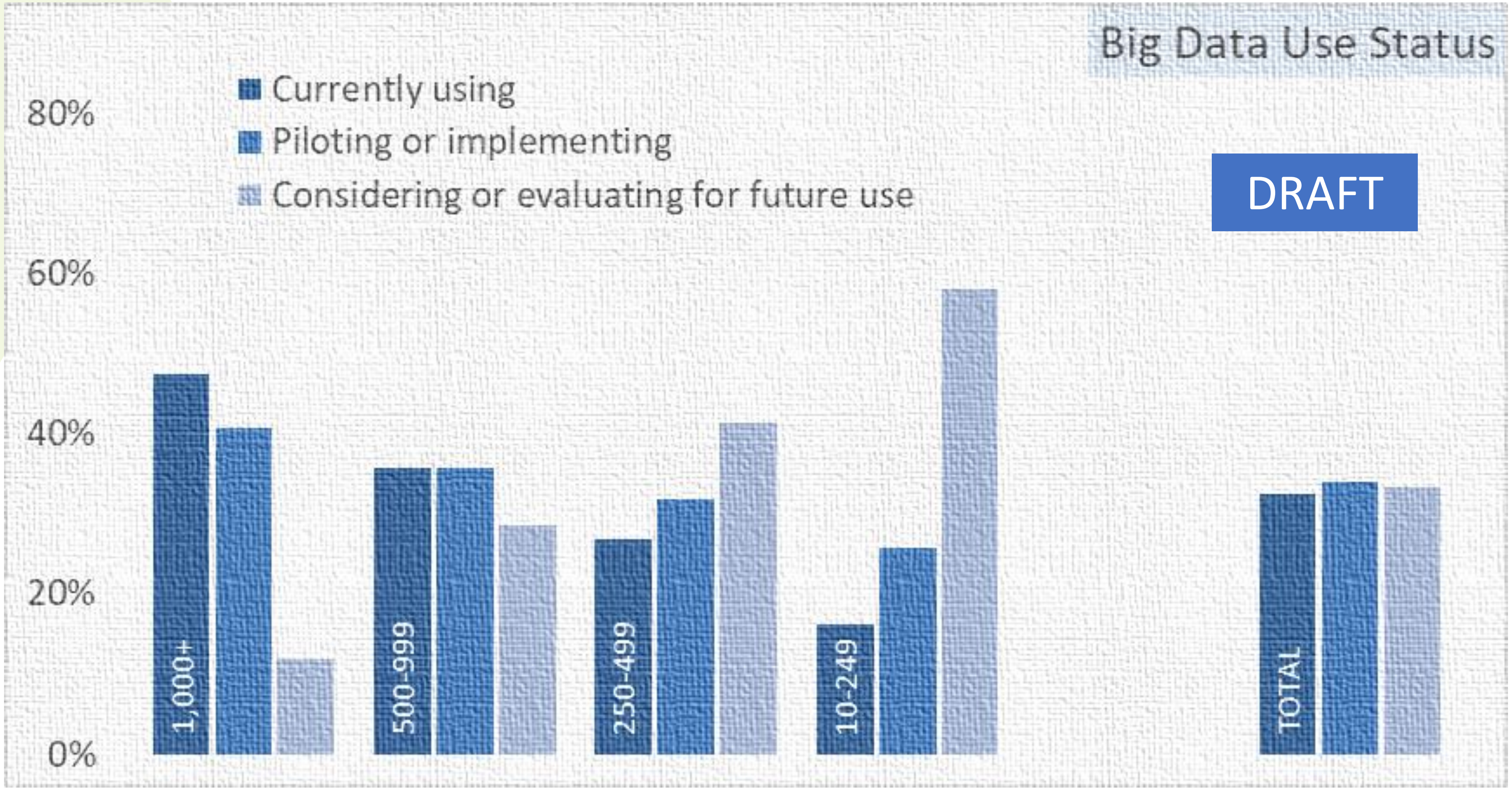
European Companies use of Big Data

By **Size Band**



Source: Databench Survey, IDC, final results, 700 interviews, October 2018

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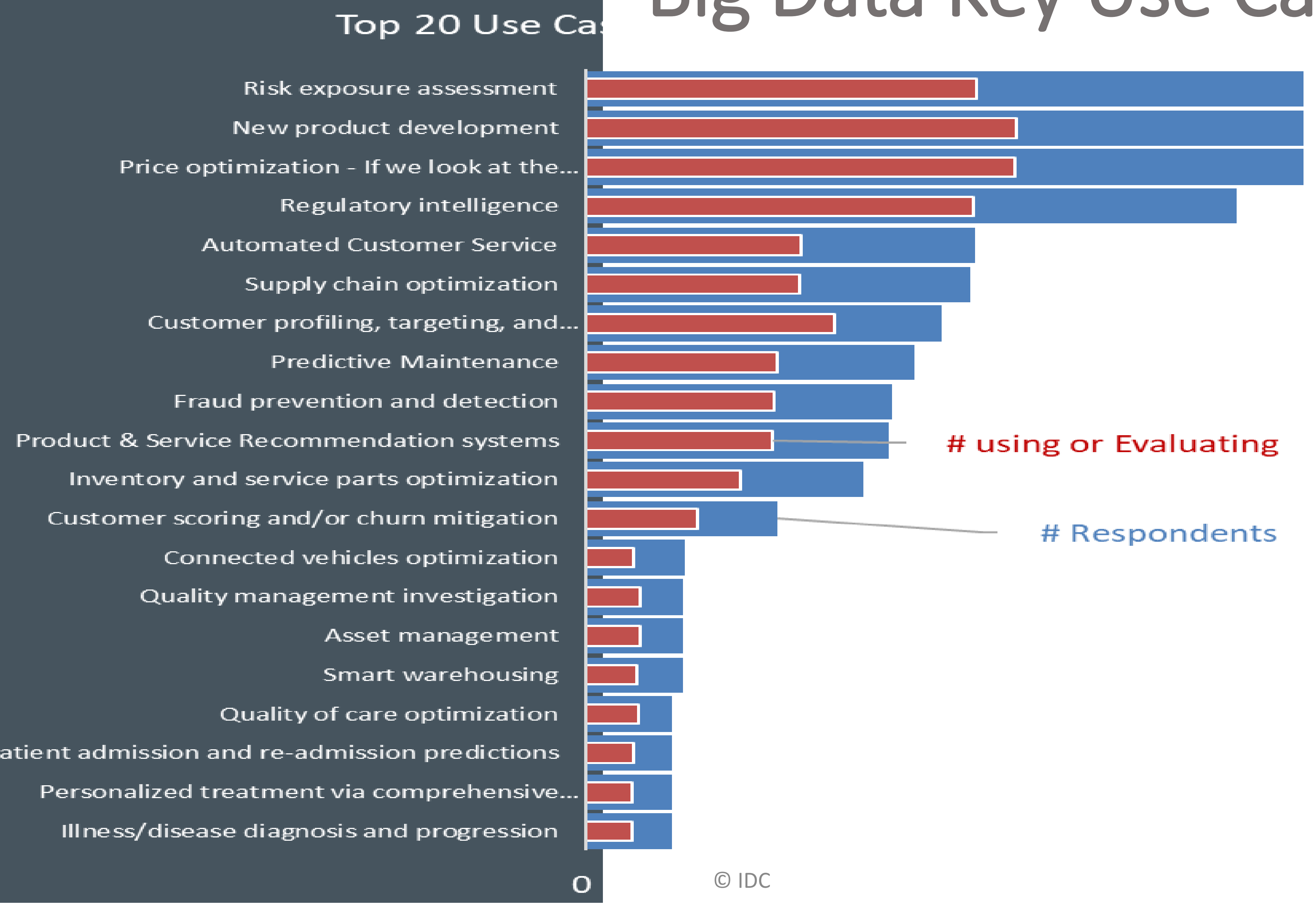
Big Data Key Use Cases



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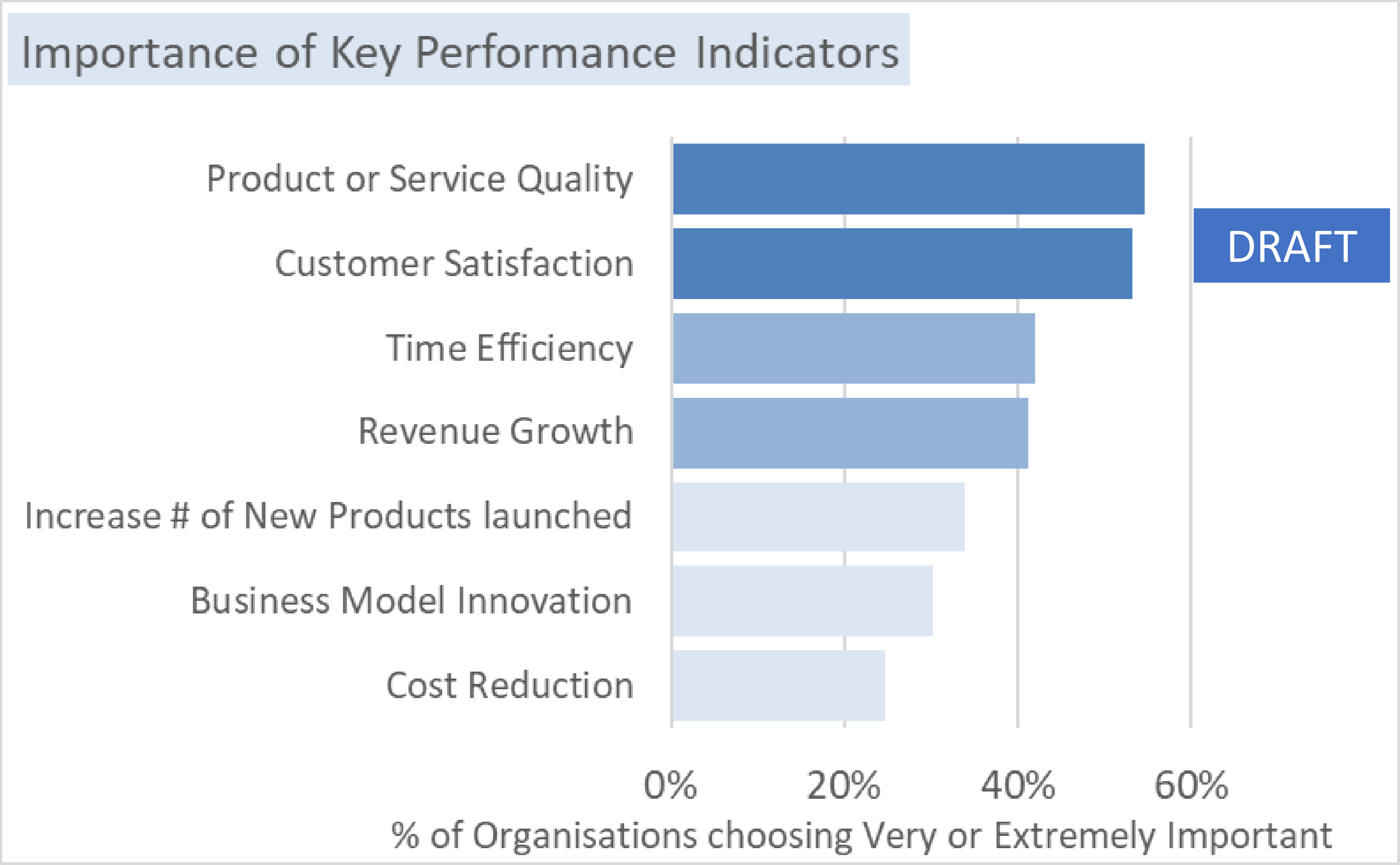
Source: IDC DataBench Survey, October 2018 (n=700 European Companies)

Key Performance Indicators in Users'view



Source: Databench Survey, IDC, final results, 700 interviews, October 2018

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Big Data is Worth the Investment

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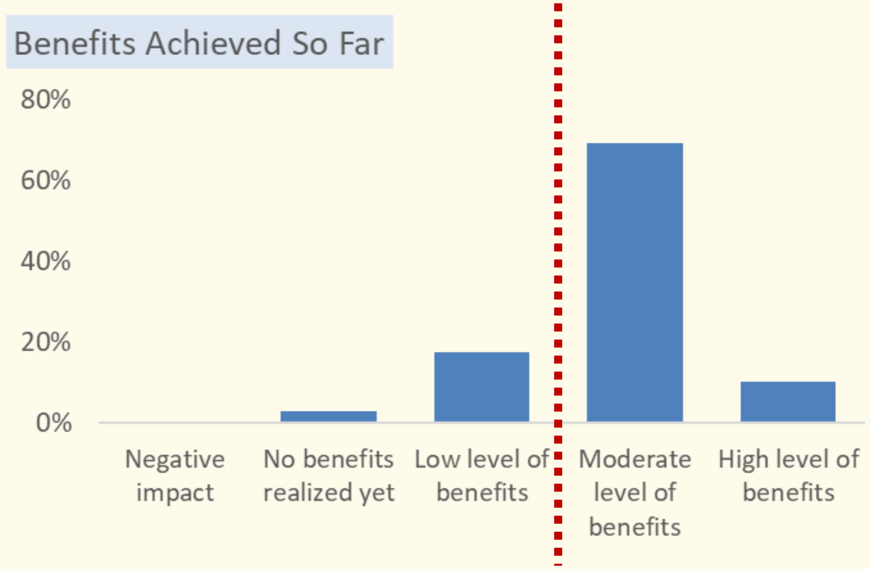
Benefits Achieved So Far

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

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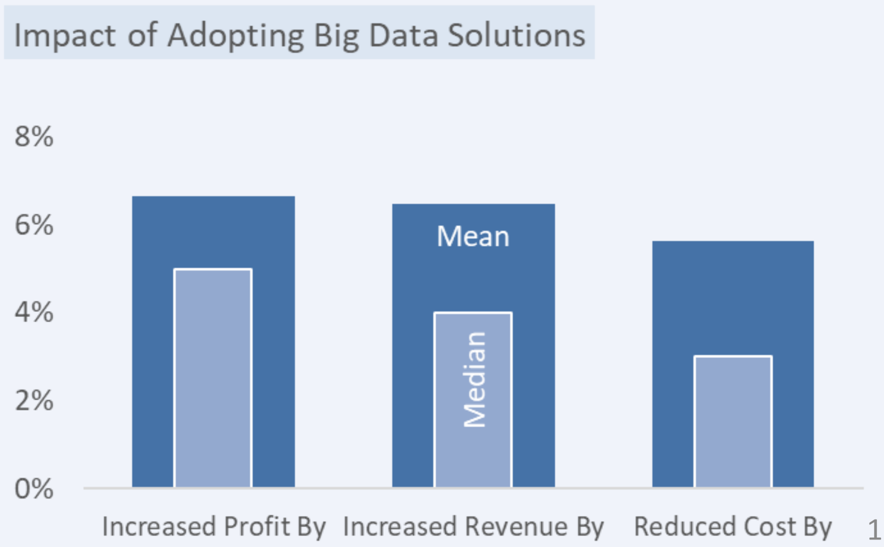
Increase in Profit

5%

Adopting Big Data Solutions increased **profit** by 5%, **revenue** by 4%, and reduced **cost** by 3%


Impact of Adopting Big Data Solutions

Source: IDC DataBench Survey, October 2018 (n=700 European Companies)

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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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