Building a Bridge between Technical and Business Benchmarking

By Gabriella Cattaneo, Mike Glennon
IDC
Tomas Pariente Lobo, ATOS

European Big Data Value Forum
November 12, 2018
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
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

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

- 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
Early Results from the Databench Business users Survey
European Companies use of Big Data

Source: Databench Survey, IDC, final results, 700 interviews, October 2018
Top 20 Use Cases of Big Data Technologies

- Risk exposure assessment
- New product development
- Price optimization - If we look at the...
- Regulatory intelligence
- Automated Customer Service
- Supply chain optimization
- Customer profiling, targeting, and...
- Predictive Maintenance
- Fraud prevention and detection
- Product & Service Recommendation systems
- Inventory and service parts optimization
- Customer scoring and/or churn mitigation
- Connected vehicles optimization
- Quality management investigation
- Asset management
- Smart warehousing
- Quality of care optimization
- Patient admission and re-admission predictions
- Personalized treatment via comprehensive...
- Illness/disease diagnosis and progression

# using or Evaluating

# Respondents

Source: IDC DataBench Survey, October 2018 (n=700 European Companies)
Key Performance Indicators in Users’ view

Quality and Customers are the two most important KPI's.

Source: Databench Survey, IDC, final results, 700 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.

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

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

- Email: info@databench.eu
- Twitter: @DataBench_eu
- Facebook: DataBench
- LinkedIn: DataBench Project
- Email: gcattaneo@idc.com
- Email: rstevens@idc.com