IDC UK & Ireland

IDC Enterprise Analytics & Big Data 2015

Big Data
for Business Value

June 18, 2015
America Square, London

EMC²

DELL

birst

Consolidata

kognitio

TIBCO Analytics

Yellowfin

Welcome

Dear colleague

The enterprise world has reached a crossroads where technology and analytics are coming together. As leading organisations leverage the power of data, intelligence and analytics, they are not only transforming their business, but also uncovering new value within their industries to remain competitive.

In June 2015, the Enterprise Analytics & Big Data Conference connected 71 CIOs, VPs/Heads/Directors of Analytics, Business Intelligence, Data, Architecture, IT and Operations with a host of industry solution providers and IDC analysts to help them find solutions to their analytics and Big Data challenges.

This report outlines the demographic and seniority of the attendees who joined us on the day, in addition to the service provider landscape.

I hope you find this report useful, and look forward to seeing you in 2016.
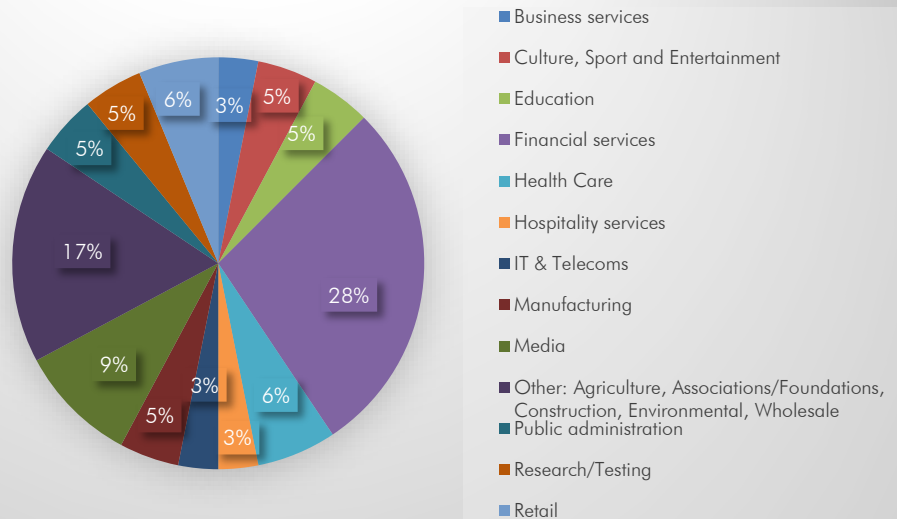Best regards
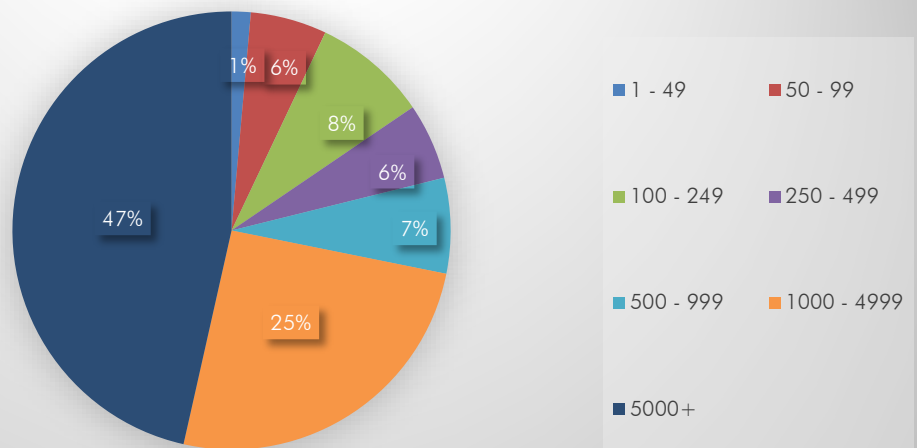
Ash Rashid
Events Director
IDC UK&I

Who Attended

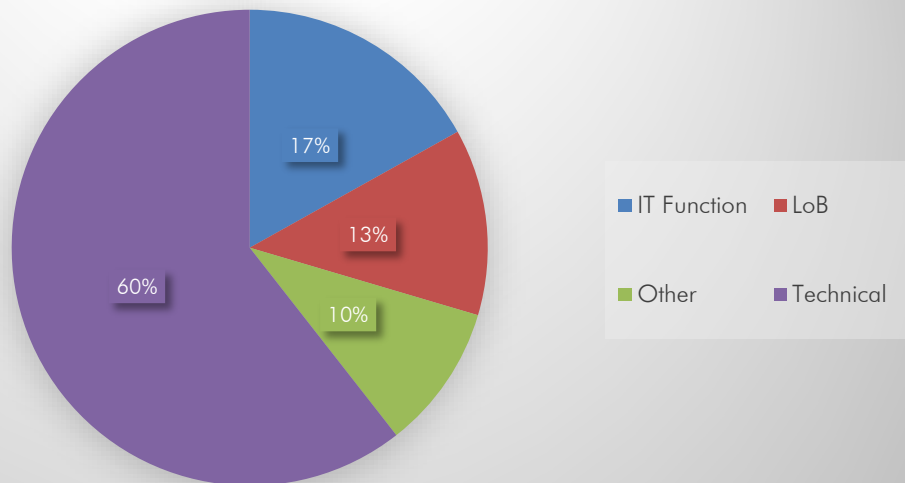## Industry Sectors Present on the Day

- Business services
- Culture, Sport and Entertainment
- Education
- Financial services
- Health Care
- Hospitality services
- IT & Telecoms
- Manufacturing
- Media
- Other: Agriculture, Associations/Foundations, Construction, Environmental, Wholesale
- Public administration
- Research/Testing
- Retail

Company Size by Number of Employees

- 1 - 49
- 50 - 99
- 100 - 249
- 250 - 499
- 500 - 999
- 1000 - 4999
- 5000+

Job Title

- IT Function
- LoB
- Other
- Technical

17%

13%

10%

60%

Take a look at
this event video:

IDC's Enterprise
Analytics Summit

America Square
Conference Centre
London

18th June 2015

Core Themes Roundup

Analytics – The Past, Present, and Future

Digital transformation is a key concern for many organisations, driven by the rise of agile, asset-light competitors, and increasing access to information via Big Data technologies and techniques. Alys Woodward's opening presentation described how Big Data and analytics have benefits to bring to organisations, both in terms of enabling digital transformation and fundamental shifts, but also by supporting day-to-day operations. The evolution from traditional business analytics and data warehousing to Big Data adds more data sources, which bring more data quality and context related challenges; broader usage, which means the user interface needs to reflect a wider variety of needs; and new technology, some of it open source, and much of it far less mature and enterprise-ready than traditional technologies.

Information is a journey, and IDC's Big Data Analytics Maturity Model can help organisations work out where they are along that journey and how to prioritise their resources in terms of the five important dimensions: people, process, technology, data, and intent/culture.

Driving Analytics Maturity Best Practice for Better Outcomes

With the backdrop of the IDC Big Data Analysis model as a motivator and guide, a large group broke into three sub-groups to discuss how best to implement the three crucial IDC-recommended best practices in moving their organisations forward towards becoming Big Data innovators, which are these:

1. Big Data Innovators relate their analytics practices to business goals
2. Big Data Innovators get buy-in from their executive and senior management for Big Data practice
3. Big Data Innovators are results-focused, tying projects to business goals and looking for clear project ROI.

IDC Connect Takeaways

- **Collaborative BI For Improved Decision Making**
  Organisations need a strong culture to make sharing work; the need for collaboration and transparency starts internally but then can expand externally with customers; there are massive efficiency gains to be had, such as greater agility through shared information; however, there is also a cost in terms of effort around initiatives like cleaning the data, and making sure users understand the KPIs.

- **Cloud Business Intelligence — Is The Future of BI in The Cloud?**
  Security is a concern for BI in the cloud, but data gravity will pull BI to the cloud. Data gravity refers to the way data tends to be analysed where it exists, so while the bulk of an organisation's data is on-premises, it will be analysed on-premises, but as more organisations have more data in the cloud, the analysis will move there too. The cloud is about enabling agility; the risks of being left behind are as great as the risks of doing it, and as more data moves to the cloud this imperative will increase.

- **New Data Repository — Unified Access to Information, Data Lakes and Platforms**
  Governance and sharing is important for data lakes. The ascension of the Chief Data Officer (CDO) as the steward of governance and compliance, and the formulator of data policies, will increase in importance. The evolution of the four Vs (volume, velocity, variety, and value) is a good way to look at how to build and manage a data lake.

- **Creating Value From Predictive Analytics**
  People are still quite overwhelmed by predictive … will never be perfect but don't let that stop you; new types of data coming in … need to get the data into good shape … ROI is important — different ways of getting there — better customer service, say…

- **Extracting the Most Value From Your Big Data Analytics Platforms**
  Data stewardship is important, as the value of data is in the eye of the beholder. Incidental discovery as a result of exploration will rise in importance compared to reporting and asking "known" questions. Communication between different business units and IT is key, because defensiveness and protectiveness can hinder the adoption of Big Data analytics. Politics shouldn't be allowed to get in the way. Some analysis doesn't yield any useful results — but that should be considered a good result if a lesson has been learned and the organisation now understands more about its data. Communication and sharing are key to gaining value.
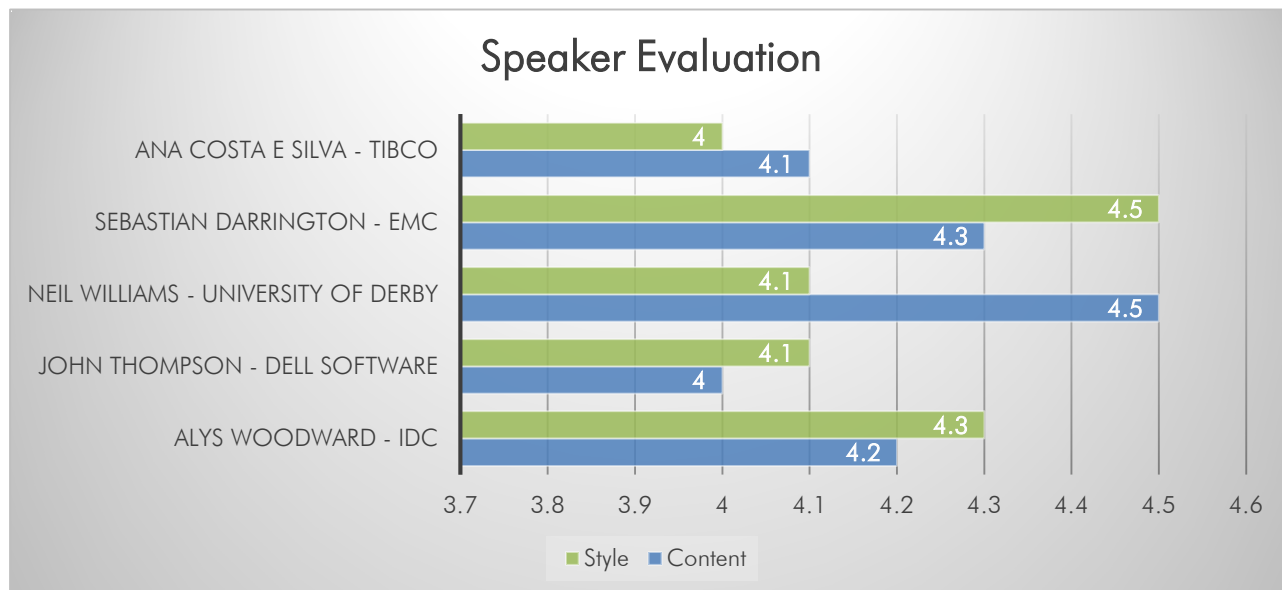
- **Insights from Social Data**
  There are lots of opportunities from social data, mainly industry-specific. Many are based on common sense. Innovation processes can make good use of social data for testing attitudes and trialing, but local legislation and internal rules around how social data should be used are important. Organisations should always remember that social data is not an exact reflection of the real world — this highly valuable data should be taken with a pinch of salt.
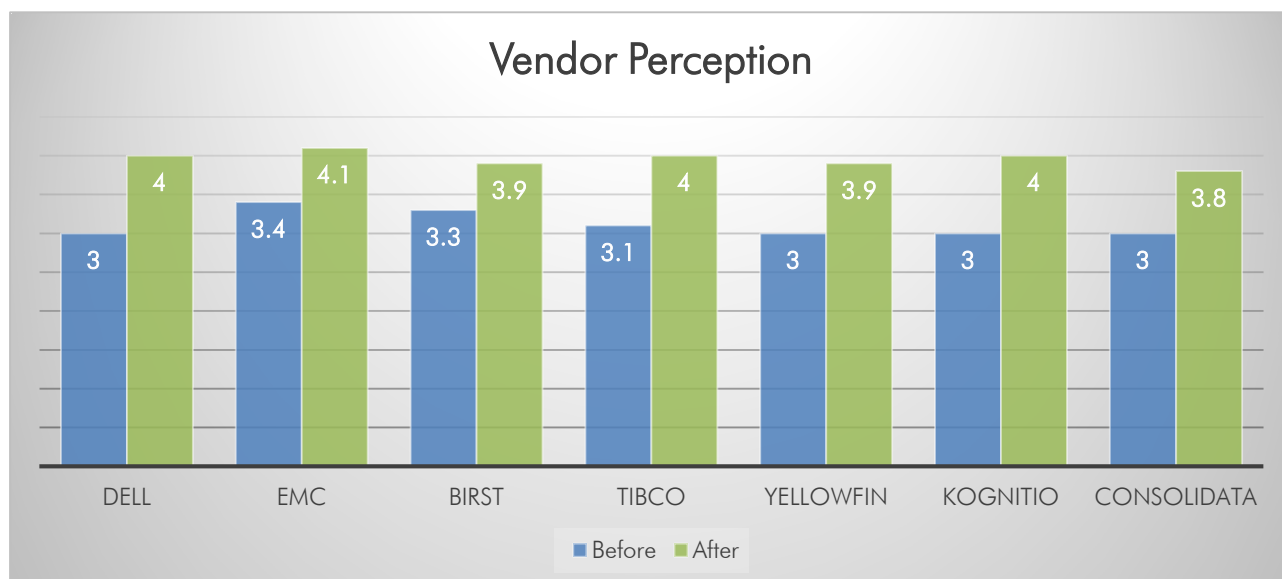
Conference Feedback

When we asked the delegates, *Please evaluate the presentations and speakers: (5= excellent, 4= good, 3= acceptable, 2= below expectations, 1=poor)*, they responded:

Speaker Evaluation

Speaker	Style	Content
ANA COSTA E SILVA - TIBCO	4	4.1
SEBASTIAN DARRINGTON - EMC	4.5	4.3
NEIL WILLIAMS - UNIVERSITY OF DERBY	4.1	4.5
JOHN THOMPSON - DELL SOFTWARE	4.1	4
ALYS WOODWARD - IDC	4.3	4.2

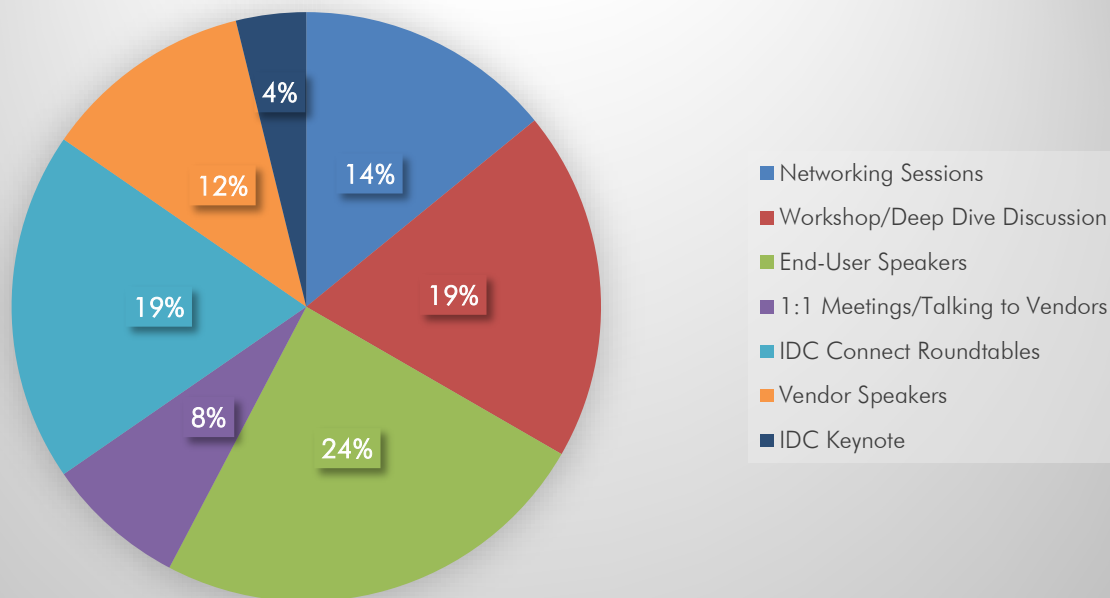*(scale: 3.7 3.8 3.9 4 4.1 4.2 4.3 4.4 4.5 4.6)*

■ Style ■ Content

When we asked the delegates, *Has your perception of the vendors' ability to help overcome your challenges relating to the enterprise analytics become more positive, more negative or are they unchanged as a result of their presentation? (5= very positive, 4= quite positive, 3= no opinion/unchanged, 2= quite negative, 1= very negative)*, they responded:

Vendor Perception

Vendor	Before	After
DELL	3	4
EMC	3.4	4.1
BIRST	3.3	3.9
TIBCO	3.1	4
YELLOWFIN	3	3.9
KOGNITIO	3	4
CONSOLIDATA	3	3.8

■ Before ■ After

Highlight of the Event

Legend:
- Networking Sessions
- Workshop/Deep Dive Discussion
- End-User Speakers
- 1:1 Meetings/Talking to Vendors
- IDC Connect Roundtables
- Vendor Speakers
- IDC Keynote

Pie chart values: 14%, 19%, 24%, 8%, 19%, 12%, 4%

Please add general comments regarding any specific presentation or your overall experience at IDC's Enterprise Analytics Conference:

- *Very informative, good networking & understanding from lots of different industry issues*
- *Well organised & informative*
- *Derby University example was most useful – could relate to a lot of the issues*
- *Enjoyed listening and gained insight*
- *Well organised, good pace to the event, interesting subjects*
- *Content was good all round*
- *Enjoyed workshops*
- *Platinum keynote and IDC Keynote presentations were excellent*
- *Great experience – well organised*
- *Excellent day – knowledgeable presenters. Very engaging & well run*
- *Thank you. Very insightful, especially roundtable discussions*
- *Very good & diverse coverage of a complex & not well understood topic*
- *Very interesting. I will suggest to my colleagues that they attend also from a different perspective*
- *Dell presentation was excellent, both in content and engaging style*
- *Well organised, great communication, well-structured day*
- *Good conference*

Tweeter Reach for #IDCAnalytics15

- Potential reach: # of unique users that could have seen the hashtag
- Potential impacts: # of times somebody could have seen the hashtag

Activities/Contributors

Engagement tweets

alyswoodward @alyswoodward · Jun 18
Ana Costa e Silva wraps up for @TIBCO #analytics #IDCAnalytics15

View photo

IDC UK & Ireland @IDCUKI · Jun 18
"Real time data analytics is key to engage your customers" says @TheStorageChap of @EMCUKI #IDCAnalytics15

11   7

View photo

IDC UK & Ireland @IDCUKI · Jun 18
.@Pcarnelley 's workshop on driving #bigdata analytics maturity best practice for better outcomes #IDCAnalytics15

6   1

View photo

Kognitio @kognitio · Jun 18
Busy start to #IDCAnalytics15

2

View photo

UKI Conference Calendar 2016

Enterprise Digital Architecture Conference
March • London

Enterprise Big Data & Analytics Conference
April • London

Enterprise Mobility Conference
June • London

Financial Services Forum
June • London

Enterprise Security Conference
September • London

Enterprise Security Conference
September • Dublin

Executive Healthcare Forum
September • London

Enterprise Cloud Conference
October • London

For further sponsorship enquiries please contact:

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