

# SUMMITTING THE MOUNTAIN OF BIG DATA

Digital data is growing exponentially; doubling every two years to reach an expected volume of 40,000 exabytes by 2020. The mountain of Big Data presents immense opportunities for businesses ready to summit its peak, but the journey requires careful preparation. Electric Lightwave helps businesses equip their network infrastructure to handle big requirements for Big Data.

## SPOTTING THE GROWING PEAK

How big is Big Data?

FROM THE BEGINNING OF TIME THROUGH 2003

humans produced **5 EXABYTES OF DATA EVERY TWO DAYS**

Now we produce that much



IF 1 BYTE EQUATED A SPRINKLE OF DIRT the amount of data created each day would be the size of

**MT. EVEREST**

**BY 2020**

the amount of data created each day will be

**45 TIMES**

the size of Mt. Everest

## KNOWING THE TOPOGRAPHY

So, who's producing all the data?

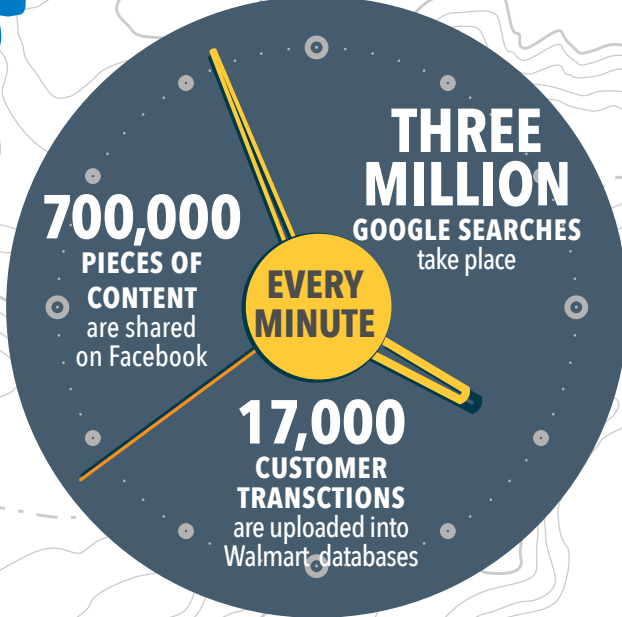
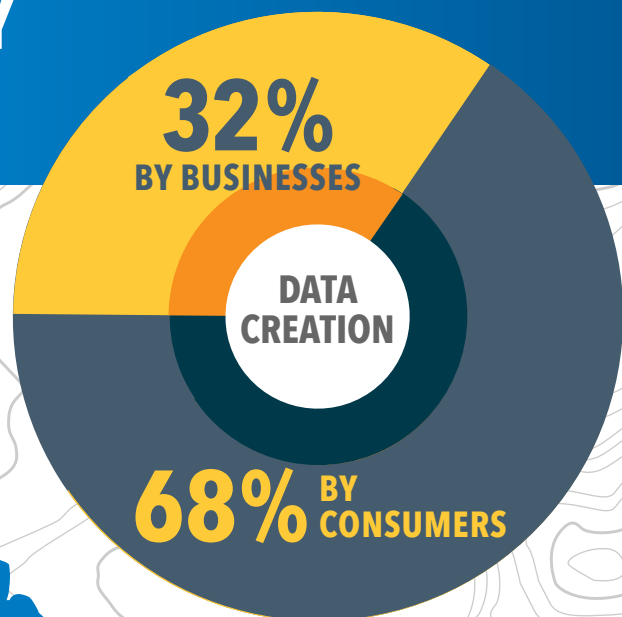
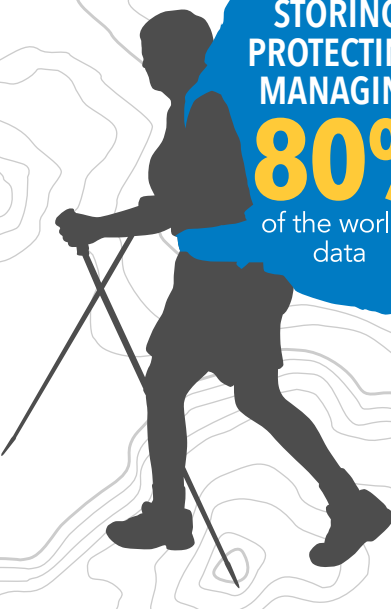
CONSUMER DATA IS DOUBLING EVERY

**2 YEARS**

BUSINESS DATA IS DOUBLING EVERY

**1.2 YEARS**

Businesses are **STORING, PROTECTING, MANAGING 80%** of the world's data



## OPPORTUNITY

Optimize Commerce

Discover New Insights

Transform Decision Making

Drive Industry Innovation

Target Marketing Efforts

Improve Customer Retention

Identify and Exploit Market Opportunities

**25%** OF DATA Has Analytical Value

## DEFINING A PATH

Why does all that data matter?

In 2020, there will be 40,000 exabytes of data, doubling in size every year. 33% of it will have analytic value, up from 25% today — but only 3% of it has been tagged and analyzed so far.

**This is the "Big Data Gap."**

**In that gap lies opportunity.**

**BIG DATA GAP**

**3%** OF DATA Has Been Analyzed



**66% OF BUSINESS DECISION MAKERS** agree that tapping Big Data will help them make better business decisions faster.

**59%** Improving Operational Efficiency  
**54%** Boosting Sales  
**48%** Becoming More Agile  
**46%** Attracting and Retaining New Customers

Businesses Leveraging Big Data are

**2.2X**

As Likely to Outperform Industry Peers

**3X**

As Likely to Execute Decisions as Intended

**5X**

More Likely to Make Decisions Faster

...and They are Creating

**1.6X**

More Revenue Growth

**2X**

More Profit Growth

**2.5X**

More Stock Appreciation

## SCALING THE MOUNTAIN

How can you capture the big opportunity of Big Data?

- 1. Establish target areas of impact for Big Data**  
Zero in on the business functions where you can drive improvement and effectiveness
- 2. Size up data management and analytics capabilities**  
Identify gaps and areas where partners or added talent are required
- 3. Develop governance rules and policies for disparate data**  
Ensure that data management, process, collection usage and sharing guidelines are established
- 4. Make sure you have the right network and data-centric technology**  
Evaluate infrastructure and partners for both access and storage, ensuring symmetrical flow of data between your business network, the cloud, and the servers on which it lives

These fundamental building blocks will prepare you for your ascent to the apex of Big Data utilization. Electric Lightwave offers fully-symmetrical data networking and Internet solutions, optimized for both the production and consumption of information between peers. Our robust fiber footprint delivers low-latency, high-bandwidth Ethernet connectivity from your business, to the cloud, to your data center.

Become an Ethernet Powered Business and get

**ELECTRIC LIGHTWAVE**

**BIG GAINS FROM BIG DATA**

[www.ElectricLightwave.com](http://www.ElectricLightwave.com)