

# Big & Fast Data: The Rise of Insight-Driven Business

## Brazil



**The big data conversation is becoming central to Brazilian business strategy**

### Capgemini view

Like China, Brazil is well placed to take on new models for data and analytics because it does not suffer from the inertia associated with long-established industrialized economies. Brazilian companies often have an advantage in their lack of significant legacy IT, which helps them to be agile with respect to new models. Their central challenge today is a shortage of big data skills at a time when they need to grow their skills base rapidly to match their business ambitions.

In Brazil, we usually see big data being driven by IT as an enabler to business, but the big data conversation is becoming central to business strategy, with a strong focus on clear use cases. Many businesses are seeing it as a way to compete not just in the local market, but also across Latin America – and as an asset in confronting global competitors.

The sectors with the most big data activity are financial services, telecommunications, agribusiness and oil & gas. The oil & gas sector in particular is maturing very quickly and contributing to the significant investment from data science-based companies that this region is seeing.

## Perception of big data as a disruptor

Brazil has a strong appreciation of the disruptive capabilities of big data – most respondents were expecting disruption of some kind in the next three years. Fewer than 30% of respondents said they didn't anticipate any; they are aware that global players can invest at pace to gain advantage in the Brazilian market.

## Awareness of big data opportunities

As in other BRIC countries, Brazilian companies are hoping to leapfrog more established competitors using new technologies and approaches. Indicative of this attitude is that an above-average number of respondents strongly agree that decision-makers increasingly require data in real time, that big data provides new business opportunities, and that big data is enabling new revenue streams. Brazil is about equal second with the US (after China) in believing that decision-makers require data in real time.

In most areas, Brazil is second only to China in the commercial possibilities that it attaches to big data. Respondents were likely to agree strongly with propositions about the importance of big data to effectiveness, competitiveness, and boundaries between industries, and about the business value of big data and the ability to exploit it.

## Implementation approach

As many as 79% of Brazilian respondents say that their organizations have already implemented big data technology, are in the process of implementing it, or are planning to do so in the next 12 months (compared with 71% overall). Only China was more advanced, with 94% in these categories. About 63% of Brazilian respondents (versus 56% average) said their organization will increase investment in big data over the next three years.

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