

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

Australia



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Capgemini view

Australia is a mature market; business intelligence and analytics have been among the top CIO priorities for years. In the near future, analytics will increasingly take center stage, as organizations define and identify data of real value coming from the Internet of Things, social media, and wearable devices. Organizations will also have to be innovative in applying the analytics to their business model for true competitive advantage.

Although the adoption of big data technologies has been slow compared with some other countries, organizations have started to invest in establishing the foundation and executing proof of value exercises for high impact use cases. Leading the adoption are large corporations in the banking, telecommunications and retail sectors. Big data as a technology remains an important enabler, but focus is shifting to business value driven through insights (for example, insights into customer behavior, retention and acquisition).

Australian respondents in our study recognize that they can potentially gain competitive advantage from big data. However, as a consequence of relatively slow adoption, there is a risk that data-driven companies based outside Australia will appear there as market disruptors. Australian businesses should be worried about that possibility, and should work towards using big data to strengthen their position.

Perception of big data as a disruptor

By a slight majority, Australian respondents were less likely than average to see big data as a disruptor (51% said that they had faced no significant disruption over the past three years, compared with a global average of 42%). Like most of their counterparts in Europe, they did not report great change in the data and information available to their organizations – in contrast with Brazil, China and the US, the countries that are noticing and expecting most disruption from big data. Australian perceptions could indicate a threat from other countries that are more aware of the disruptive possibilities and are investing accordingly.

Awareness of big data opportunities

Businesses in Australia were not especially likely to rate big data as very important (20% of Australian respondents did so compared with an average of 32%). Results were comparable with Europe regarding the importance of and opportunities associated with big data. Interestingly, respondents in Australia were slightly more likely than average, and much more likely than their European counterparts, to agree strongly that big data is a key enabler of their organization's effectiveness or competitiveness.

Implementation approach

It is the business that is driving the adoption of big data, albeit at a cautious pace. Australia was unusual in our survey in that business strategy was named more often than IT as a driver of activity in this area. This positive finding, combined with the growing awareness of big data as an enabler of competitiveness noted above, holds promise for the future, though there are concerns to be overcome in the areas of time to implement, security and data privacy.

Around 62% of Australian respondents said their organizations already had implemented or were in the process of implementing big data technology, or would do so in the next 12 months, compared with 71% average globally.

Levels of activity do, of course, vary between sectors. In addition to the leaders noted above, we find that the public sector is relatively innovative in this area, with initiatives ranging from now-traditional areas like tax and fraud through to new models including predictive emergency hospital admissions. Similarly, heavy industries – for example, mining – are investing to gain operational efficiency.

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