

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

Nordics



The pull is coming from the need for customer insight to support digital transformation

Capgemini view

In Nordic countries, we see big data use cases from both IT and business, but from different perspectives. From IT we see cost-based use cases for offloading data from traditional database technologies to Hadoop, and interest in a big data architecture to support legacy system rationalization onto a consolidated data lake information platform. From the business side, the pull is coming from the need for customer insight to support digital transformation.

Most current activity focuses on awareness and proof of value; so far there are few significant transformational initiatives. In terms of activity in different sectors, there is traction in telecoms for operational analytics use cases, and customer-driven use cases in finance, insurance and retail. Big data is not generally high on the agenda of public sector clients – some are showing an interest but privacy issues are a concern.

The finding that big data is a low agenda item in the Nordics is surprising given the regional reputation as a leader in the tech start-up area, with companies such as Skype, Spotify and numerous start-ups from Stockholm. Perhaps the survey results reflect a relatively stable corporate environment that is yet to experience major disruption.

Perception of big data as a disruptor

According to our study, Nordic respondents do not see big data in itself as a major disruptor – a point that again reflects the overall stability of the economies to date. A relatively high 52% said they had experienced no such disruption (compared with an overall average of 42%) in the past three years; a similar number, 55%, said that they did not anticipate it over the next three (a striking contrast with the overall average of 38%). These findings are somewhat at odds with a well-connected and technology-savvy workforce.

Awareness of big data opportunities

Nordic respondents were less likely than average to see big data as a source of business opportunities. They were more likely than other European respondents to agree strongly with the statement that “Getting fast data is more important than using big data” – this may explain why Nordic respondents were the least likely of all to rate big data as very important (Nordics 12% of respondents; average 32%).

Implementation approach

Many Nordic organizations appear to be behind the curve in terms of their implementation, which should be a concern for the boardroom. The big data agenda is predominantly driven by IT, and sales & marketing is also a major driver; the risk is clearly a fragmented strategy. Only 37% said they had implemented or were implementing big data technologies or expected to do so in the next 12 months, compared with an overall average of 71% – this was the lowest of the countries and regions surveyed.

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