

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

Netherlands



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Capgemini view

In the Netherlands, the big data agenda appears to be driven by both IT and business issues. The country is increasingly a preferred destination for European businesses seeking to establish a big data hub: A combination of legal protection, infrastructure and technical skills makes the Netherlands a prime contender here.

However, the picture is different when we look at companies based in the Netherlands, and our survey results paint an overall picture of relatively slow adoption. The reality varies according to industry, in our experience.

There are key innovators in heavy manufacturing and consumer products/retail who are accelerating quickly, and embracing bold adoption strategies to explore new use cases. On the other hand, other sectors are being more cautious and conservative.

Where adoption is slow, there is cause for concern, because the barriers to competition are low in the Netherlands, as they are in many European countries. Businesses need to review their strategies at pace.

Perception of big data as a disruptor

There should be concern in the boardroom in the Netherlands, as the perception of big data is significantly different from that in countries that are leading the field. Respondents were less likely than average to report big data related disruption from start-ups, new competitors moving into their industry from other industries (10% vs 20%), or existing competitors launching new products (8% vs global 24%) or services (18% vs global 33%). Nor did the majority of Dutch respondents anticipate these forms of disruption over the next few years.

Awareness of big data opportunities

Like other European respondents, those from the Netherlands were less likely to agree strongly with statements about the importance of big data to organizations than those in the BRIC countries (Brazil and China) or the US. Of interest, they didn't generally see big data as likely to enable new revenue streams, or as a revenue driver in its own right, for example. However, many respondents agreed that decision-makers increasingly require data in real-time; it may be that businesses are unwilling to self-disrupt, and prefer to use existing business information but access it more quickly.

Implementation approach

Around 56% of respondents said they had implemented or were in the process of implementing big data technology or would do so in the next 12 months – the lowest figure for any country or region in our survey apart from the Nordics. The average was 71%. Just 4% of respondents in the Netherlands said they had already implemented this technology – again the lowest of any country or region. The big data agenda is usually driven by IT, with the second driver, business strategy, a long way behind.

Netherlands organizations are more likely than most other countries to have put in place additional data security to protect customer data and (particularly) additional measures relating to data privacy – a finding that suggests some of their reticence in adopting big data may be due to security and privacy concerns.

As noted above, there are sectors that run counter to the trend of slow implementation, and are adopting big data much more rapidly. The remainder would be well advised to re-evaluate their market and strategy and see if there are threats or opportunities that they need to address.

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