

# How to become a Big Data Superhero

The potential of Big Data is huge - But are you getting all the insights and value you want from it?

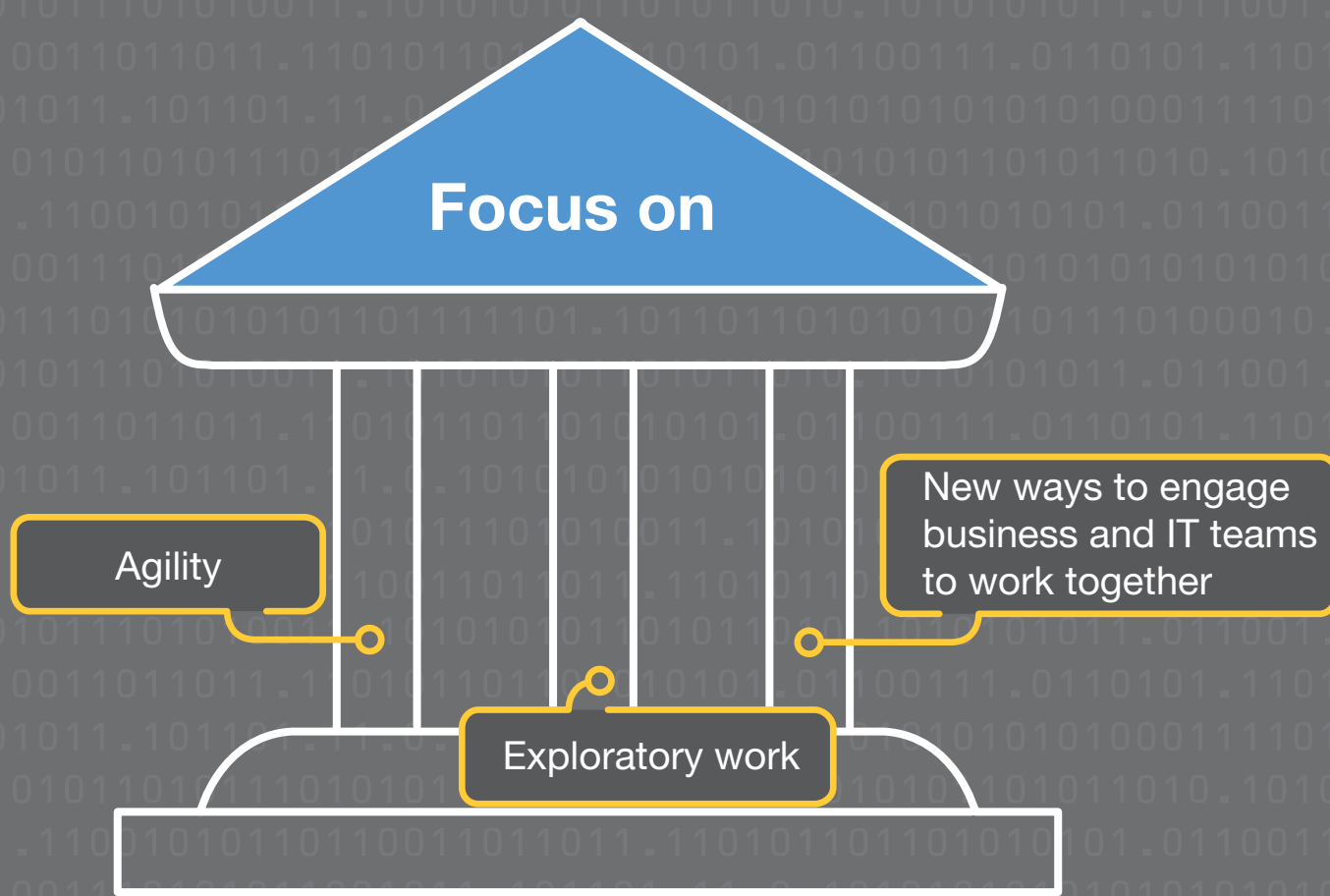
Address these 5 dimensions to become Master of the Big Data Universe

## 1 Identify your business drivers



▶ Look at your company's top 5 corporate challenges to see how Big Data could make a difference.

## 2 Enhance your data culture with the right governance



## 3 Do more with your data – try new analytics



▶ **To improve efficiency:** Store more data and run your algorithms on a longer history for more accurate trends and precise actions.

▶ **To become more agile:** Focus on the pure analytics part of the job and set up a specific space for experimentation and exploratory work.

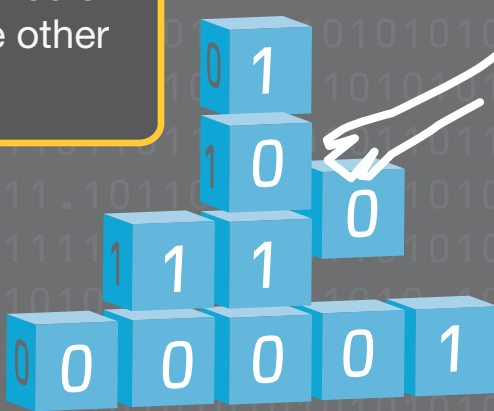
## 4 Join up the pieces of the data puzzle



▶ Eliminate data silos to reduce cost and complexity of storage.

## 5 Build your data environment

▶ Make your data management platform be at the service of your business, not the other way around



Now you have become a Big Data superhero

Address the full potential for Big Data and make it work for you.

