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Big Data Analytics will assist managers in providing an overview of the drivers for introducing big data technology into the organization and for understanding the types of business problems best suited to big data analytics solutions, understanding the value drivers and benefits, strategic planning, developing a pilot, and eventually planning to integrate back into production within the enterprise.

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This "big data" has the potential to transform businesses and industries and to unlock tremendous value. It transforms how companies organize themselves, decide which technologies to use, and build ecosystems of partners and vendors. The time has come to value data as a strategic asset that can help you win.

Indeed, one key benefit of big data and analytics is that you can learn things about your business that you simply could not see before. Here, too, there may be a parallel with strategic planning, which over time has morphed in many organizations from a formal, annual, "by the book" process into a more dynamic one that takes place continually and involves a broader set of constituents. 4 4.

Big-data analytics, actionable insights, and powerful outcomes are the de facto expectations for data-analytics programs. Is your data strategy aligned to deliver those results? Organizations are...

If (and that's a big IF) you can convince the organization to build out their big data business strategy one use case at a time, then that enables the organization to become expert at harvesting the organization's data and analytic digital assets (and customer, product, service, operational and market insights) and applying those digital assets to subsequent use cases.

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While the constantly growing body of academic research on big data analytics is mostly technology oriented, a better understanding of the strategic implications of big data is urgently needed. To address this lack, this study examines the historical development, architectural design and component functionalities of big data ana-

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With the massive growth in Big Data, plus the rapidly evolving methods for analysing data, the importance of data across every aspect of business will only increase. Those companies that view data as a strategic asset and develop robust data and analytics strategies are the ones that will succeed in this new data-driven world. Where to go from here.

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Big data analytics: Understanding its capabilities and ...

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5 Recommendations for Developing a Big Data Analytics Strategy

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8 ways an enterprise data strategy enables big data analytics

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Why every business needs a data and analytics strategy

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