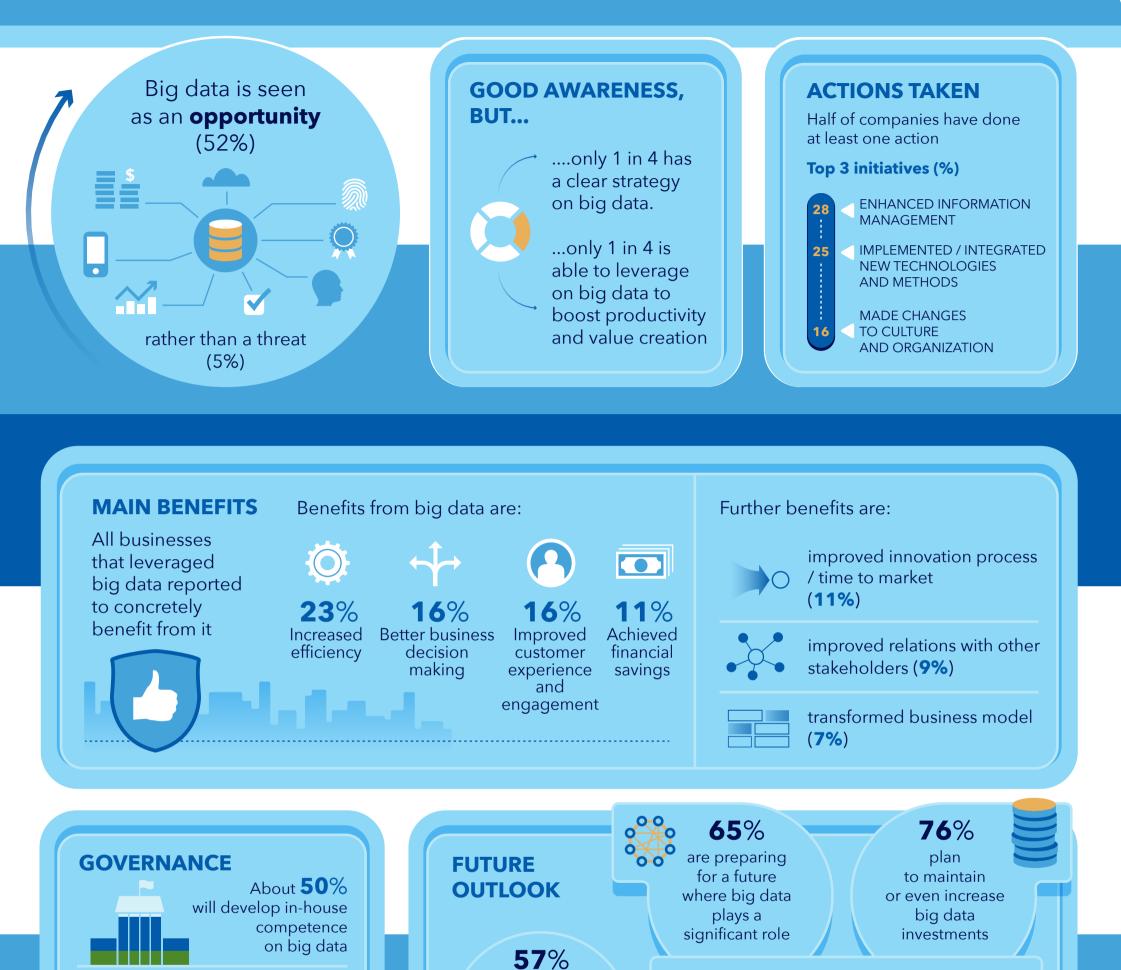
Big data

THE SURVEY

was conducted in February 2016 and involved **1,189 professionals** across industries worldwide DNV.GL



while **20%** will work with external partners

About **50%**

believe in 3rd party **data validation** (data custodian)



confirm the importance of big

data capabilities

in the next

27% Safety and security **19%** Compliance

48% Cost reduction



LEADERS' APPROACH TO BIG DATA



- LEADERS see big data as an opportunity.
- LEADERS have a clear strategy on big data.
- LEADERS invest considerably in big data related initiatives.
- New technologies and methods play a key role for LEADERS, who also implement organizational changes, training and new delivery models.



Strategy and management understanding are not preventing LEADERS from leveraging on big data.



LEADERS profit much more than others do from big data initiatives.



LEADERS recognize the impact that big data will have on business in the mid-term future and are preparing for it.

Areas with big potential for value creation are:

52% Improvement of day-to-day operations



Big data will implicate efficiency and market related opportunities for LEADERS.



LEADERS will maintain or increase their investments in big data.



For LEADERS, certification helps to take advantage of big data.