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Andmed infosüsteemides – trendid Eestis ja maailmas

Andmetest välja võlutud
ärilised kasud
aprill 2015



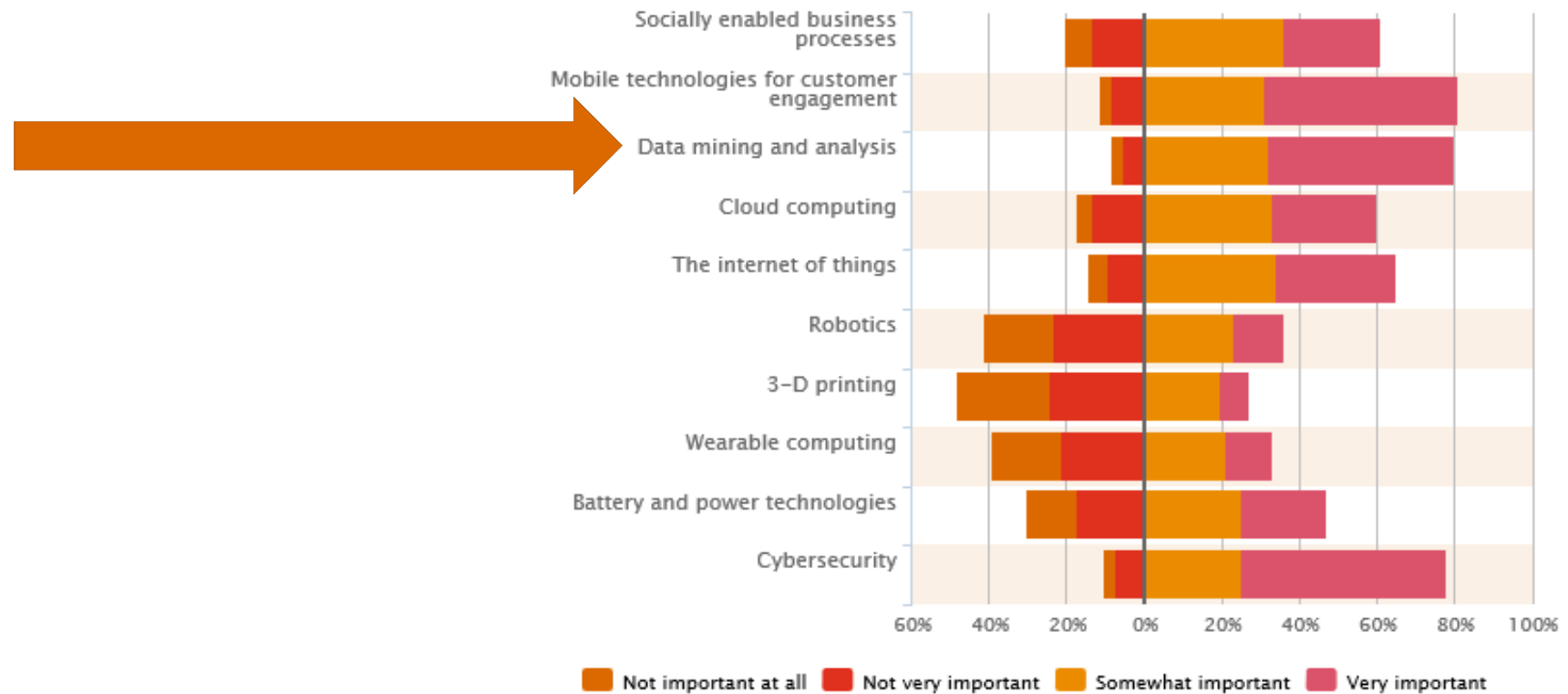
Mihkel Lauk

pwc

Suur pilt – TOP tehnoloogiad (1/2)

PwC CEO Survey 2015

How strategically important are the following digital technologies for CEOs' organisations?



Suur pilt – TOP tehnoloogiad (2/2)

PwC Digital IQ 2014



	Automotive	Business & Professional Services	Energy & Mining	Entertainment, Media, & Communications	Financial Services	Healthcare	Hospitality & Leisure	Industrial Products	Power & Utilities	Retail & Consumer	Technology
Data mining and analysis	●	●	●	●	●	●	●	●	●	●	
Private cloud	●	●	●	●	●	●	●	●	●		●
Cybersecurity	●	●	●		●		●	●	●	●	●
Mobile apps for customer	●			●	●	●	●	●		●	●
Social media for external	●	●	●	●	●	●	●			●	
Digital delivery of products and services		●				●				●	
Public cloud applications				●							●
Robotics			●						●		
Battery and power technologies									●		
Public cloud infrastructure											●
Sensors								●			

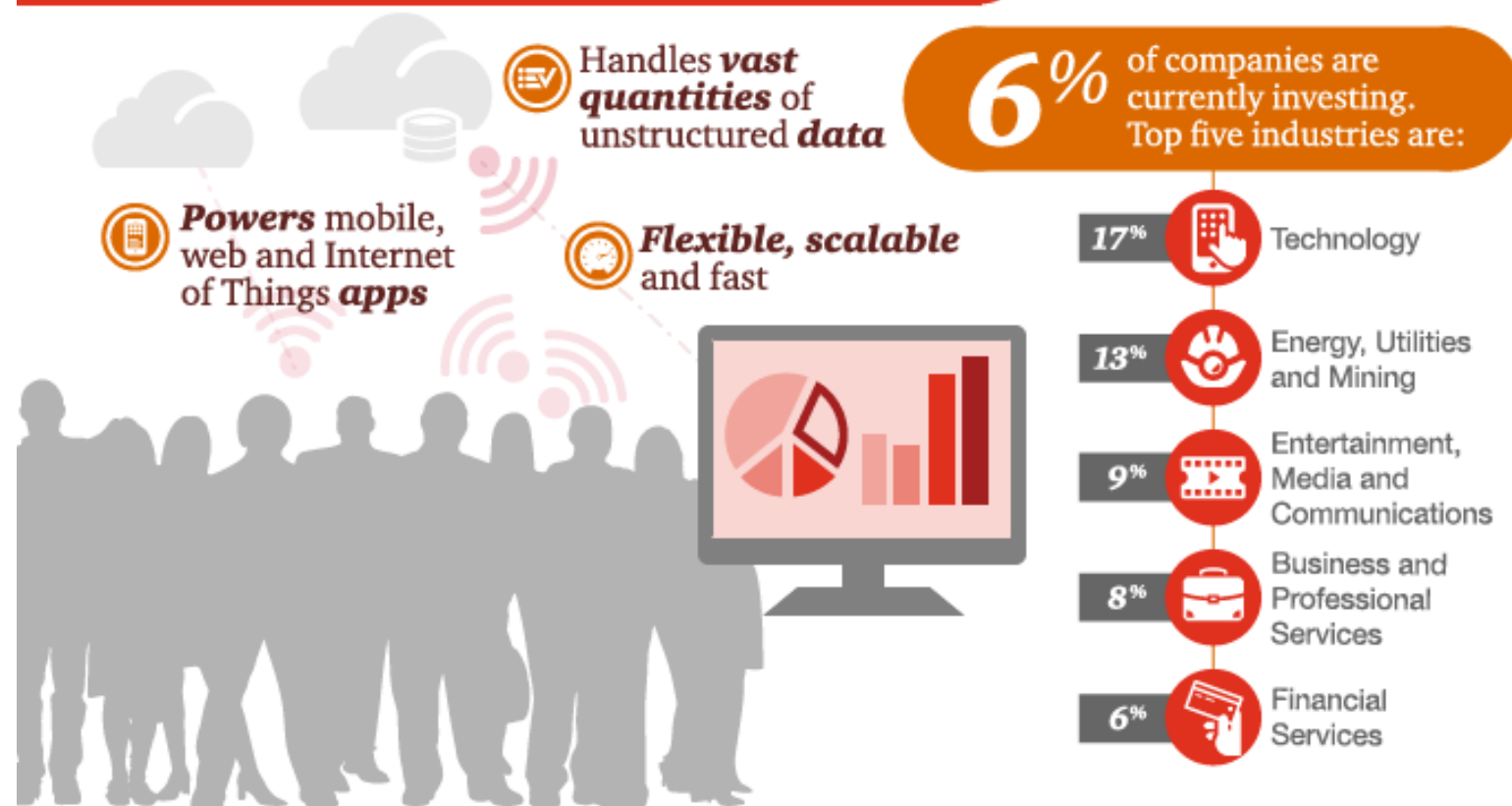
Q. Which of these technologies will be of the highest strategic importance to your organization over the next three to five years?

Bases: 375, 1,119
Source: PwC, 6th Annual Digital IQ Survey, 2014

2015 digitaalsed trendid ettevõtetele (1/3)

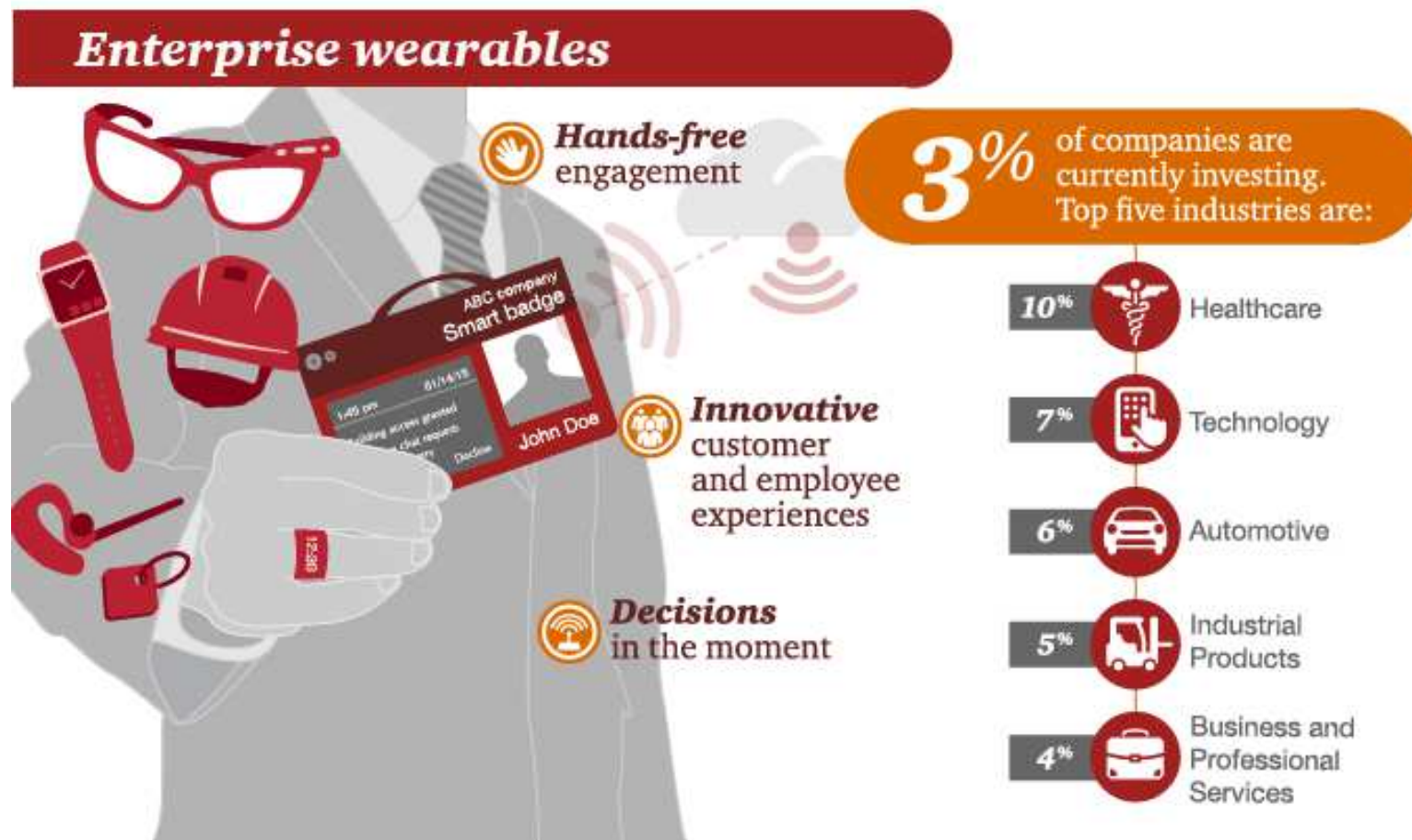
PwC CEO Survey 2015

NoSQL databases



2015 digitaalsed trendid ettevõtetele (2/3)

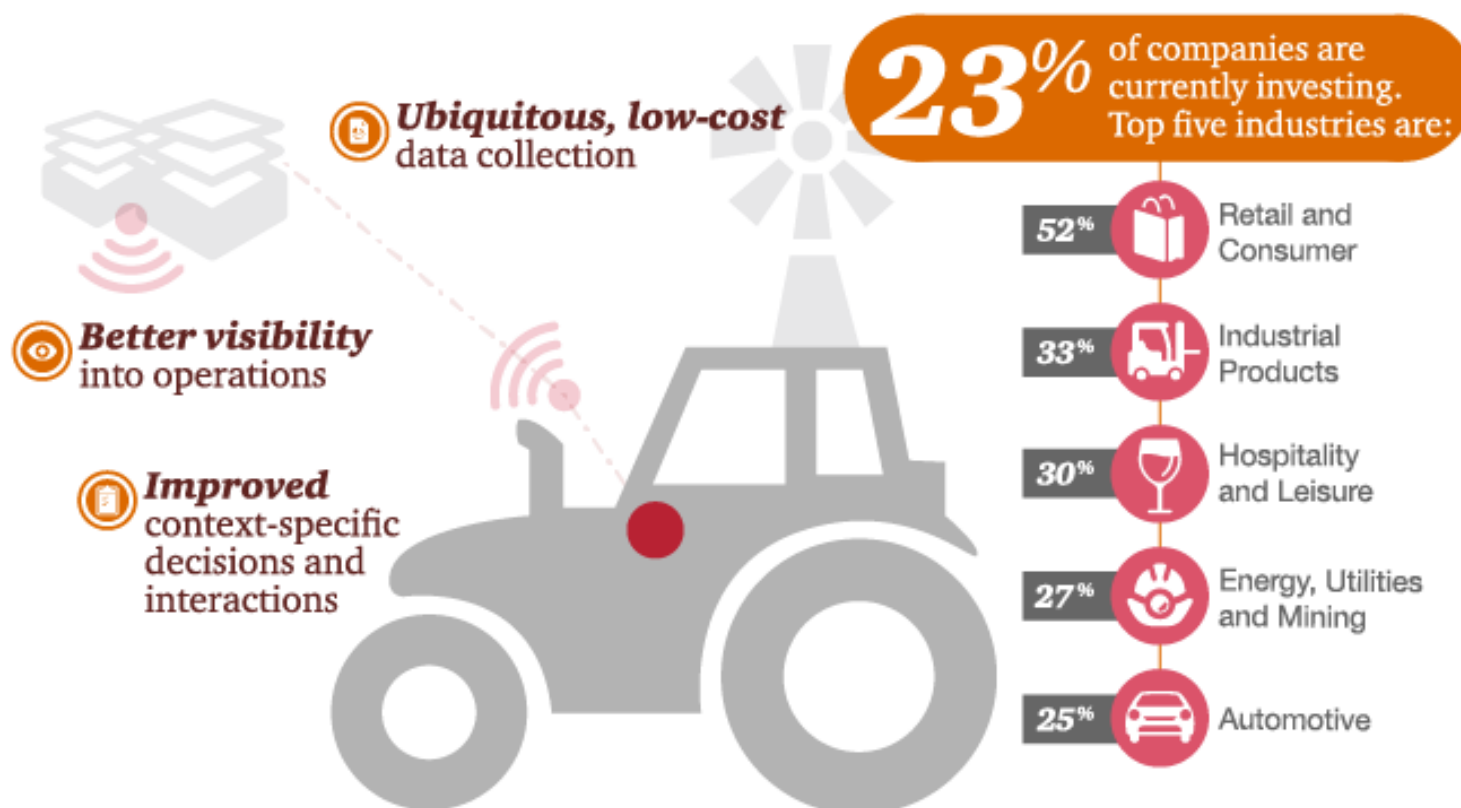
PwC CEO Survey 2015



2015 digitaalsed trendid ettevõtetele (3/3)

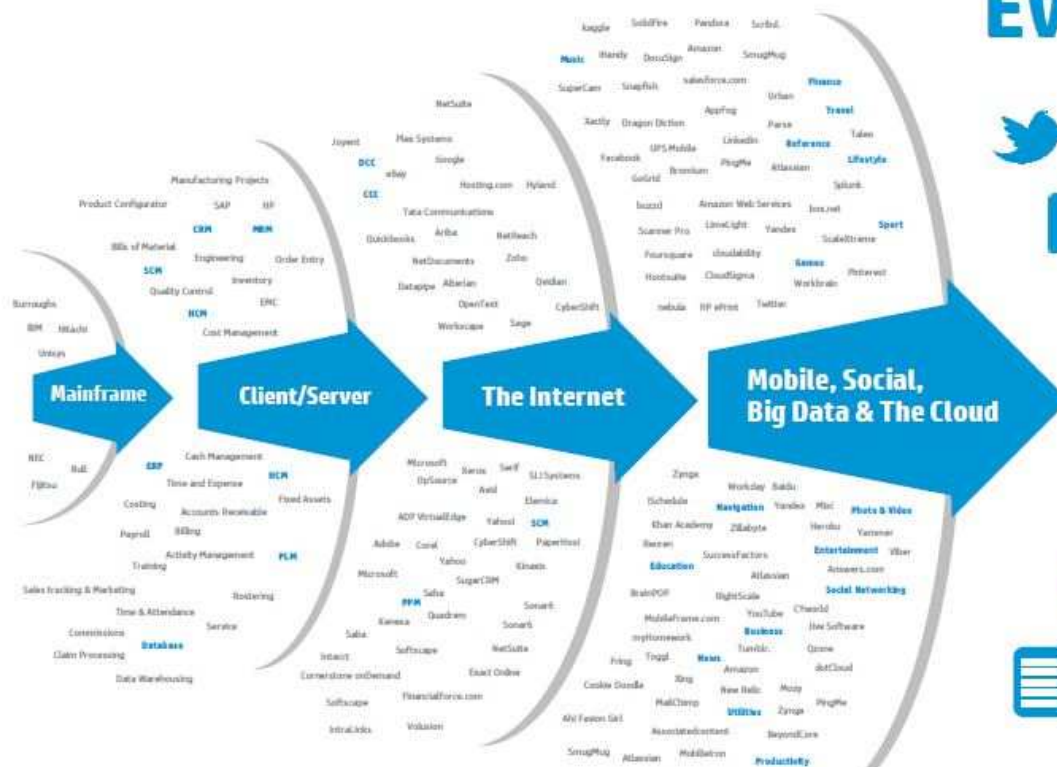
PwC CEO Survey 2015

Business sensors



Big Data – uus õli majandusmootoris

A new style of IT emerging



Every 60 seconds



98,000+ tweets



695,000 status updates



11 million instant messages



698,445 Google searches



168 million+ emails sent



1,820TB of data created



217 new mobile web users

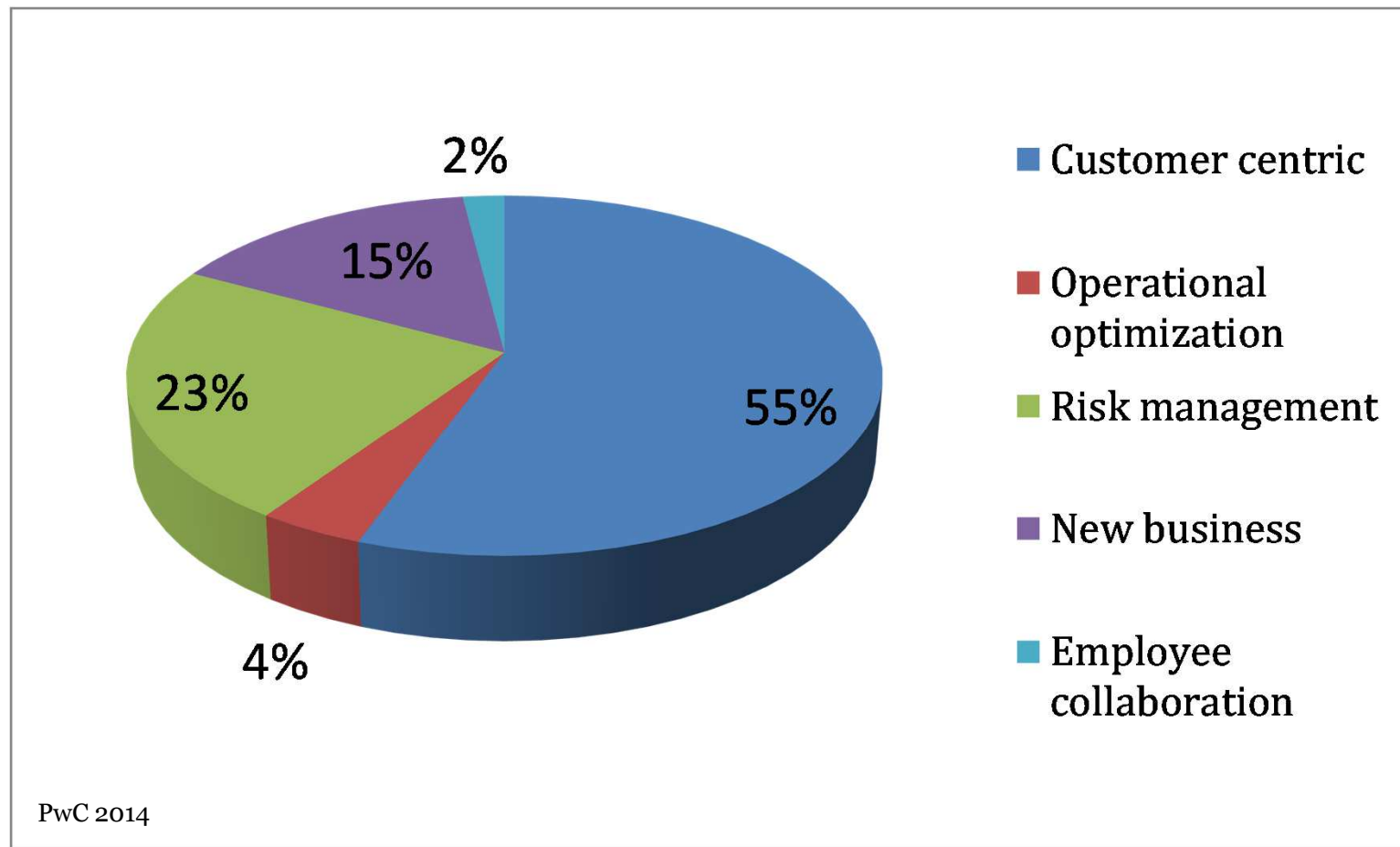
PwC 2014

Big Data: peamised ajendid

Big Data Insight Group 2012

Main Drivers By Industry Sector			
Retail	Public Sector	Financial Services	Professional Services
New insight into customers 64%	Better planning and decision making 78%	Extract more value from old data 68%	Extract more value from old data 67%
More targeted marketing campaigns 57%	Extract more value from old data 76%	Competitive advantage 51%	New insight into customers 57%
Better planning and decision making 53%	New insight into customers 62%	Better planning and decision making 46%	Competitive advantage 52%

Big Data eesmärgid panganduses



Big Data: peamised barjäärid

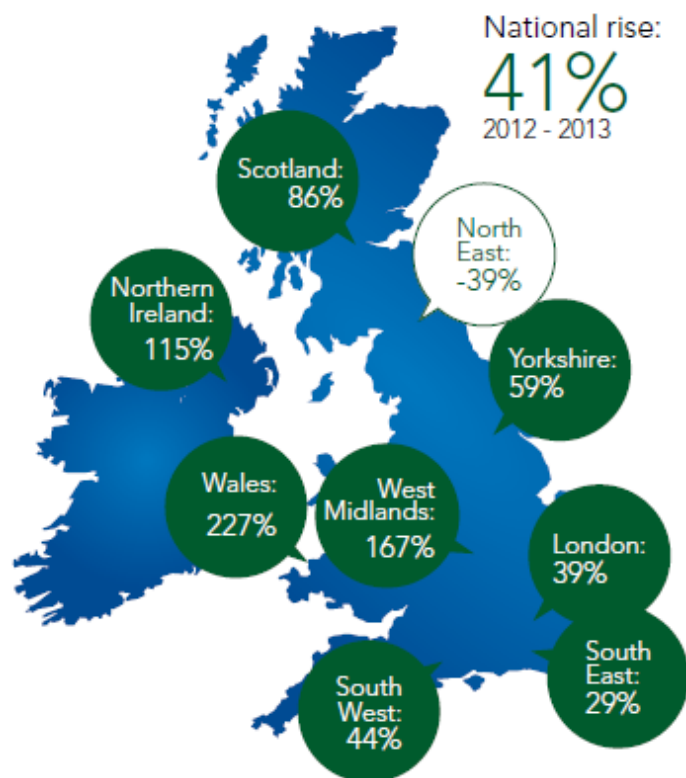
Big Data Insight Group 2012

Main barriers by industry sector			
Retail	Public sector	Financial services	Professional services
Lack of relevant skills 49%	Lack of understanding 56%	Lack of relevant skills 42%	Costs 35%
Lack of tools and technologies 39%	Costs 52%	Lack of understanding 40%	Compliance 33%
Costs 36%	Lack of relevant skills 51%	Lack of tools and technologies 37%	Lack of understanding 28%

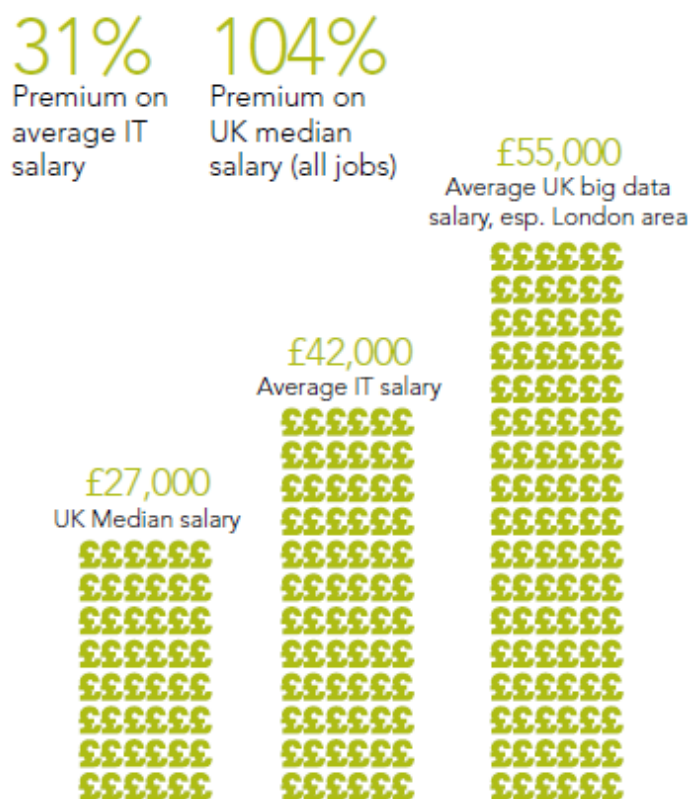
Big Data: tööturg (1/2)

SAS 2014

BIG DATA JOBS:
DEMAND INCREASE ACROSS THE UK



THE SALARY PREMIUM FOR EXPERIENCED
BIG DATA PROFESSIONALS IN 2014

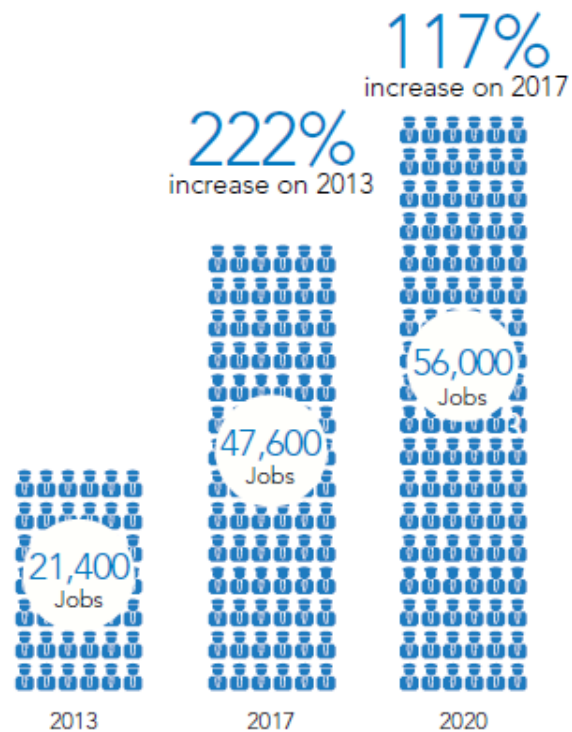


Big Data: tööturg (2/2)

SAS 2014

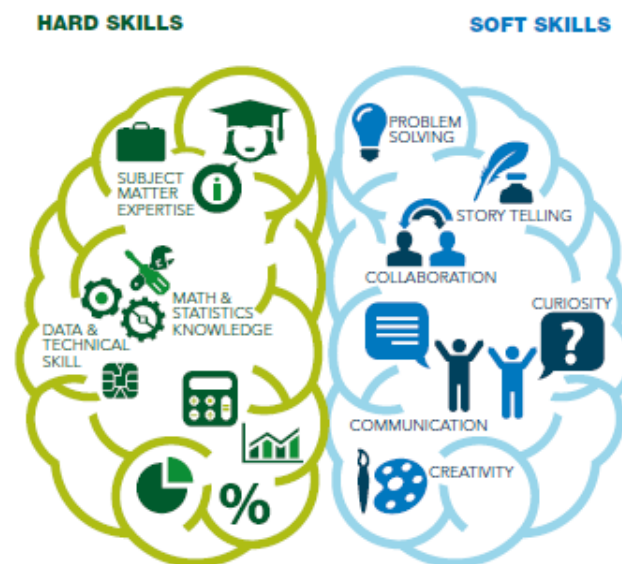
BIG DATA JOB OPPORTUNITIES TO 2020

6,400 UK organisations with 100 staff or more will have implemented Big Data Analytics by 2020



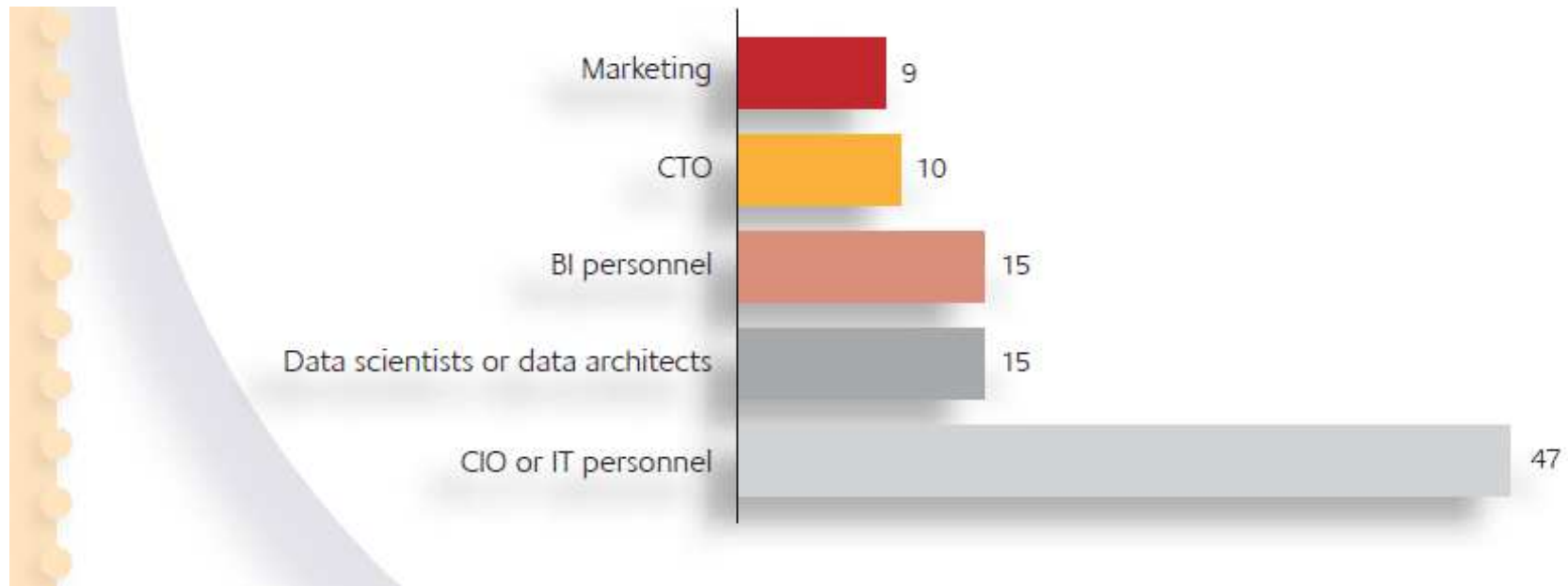
BIG DATA ANALYST SKILLS

A unique skill set is required to make the most of the opportunity offered by Big Data Analytics



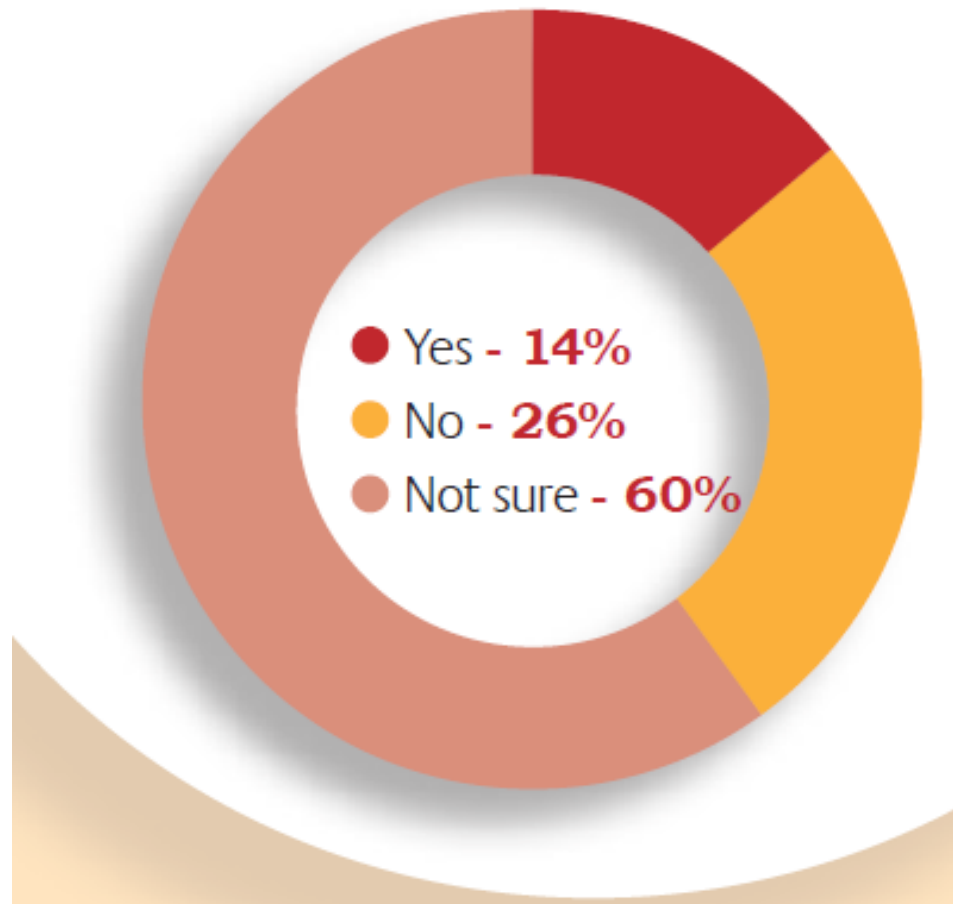
Big Data: omanikud

Big Data Insight Group 2012



Big Data: kas positiivne kasu eksisteerib?

Big Data Insight Group 2012



Big Data: Eesti näited

Positium: passiivne mobiilne positsioneerimine, Soome-Eesti inimeste vool 4 päeva jooksul.

https://www.youtube.com/watch?v=uL_4d5pelws

Trigon Agri edulugu. ITLi tunnustus: aasta läbimurdja 2013 - IT tulemuslik integreerimine äriprotsesside toetamiseks.

Big Data Eestis: potentsiaal

- Mobiilne passiivne positsioneerimine
- Digi-TV
- Tehingute logi: pangandus, jaekaubandus
- Sensorid: sõidukaart, SelveEkspress
- Riiklikud andmekogud

Täna!

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Viited

PwC's 6th Annual Digital IQ Survey: <http://www.pwc.com/us/en/advisory/digital-iq-survey/index.jhtml>

PwC's Annual Global CEO Survey: <http://www.pwc.com/gx/en/ceo-survey/about-the-ceo-survey.jhtml>

SAS's Big Data labour: https://www.e-skills.com/Documents/Research/General/BigData_report_Nov14.pdf

The 1st Big Data Insight Group Industry Trends Report:

<http://www.bigdatainsightgroup.com/site/The%201st%20Big%20Data%20Insight%20Group%20Industry%20Trends%20Report.pdf>

Positiumi demod: <https://www.youtube.com/channel/UCRP6ZkKEmjmkfdzL1mTHHnQ>