

The Value of Signal (and the Cost of Noise)



The New Economics of Meaning-Making

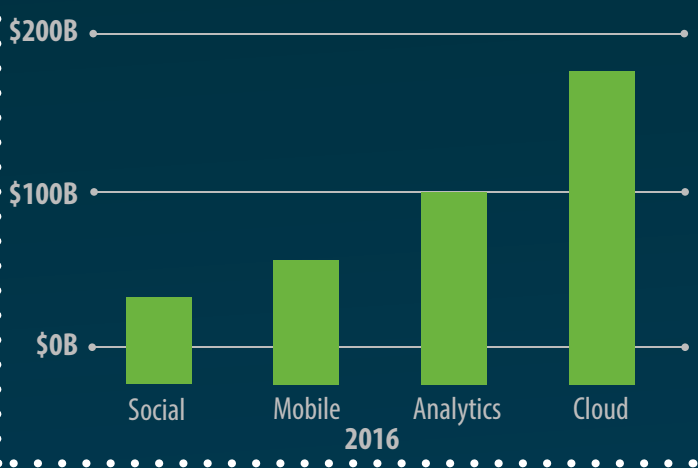
Equivalent to 125,000 years' worth of DVD-quality video.²



CONTEXT

Is data the new oil?⁴
Organizations that can separate signal from noise are already winning in the market.

SMAC: A \$360 billion market by 2016⁵



90%

of the world's data was created in the last two years.³



DATA ABOUT DATA

\$10.1 trillion

Total 2011 revenue of the S&P 500.

\$766 billion

Economic impact from business analytics (revenues and savings) on surveyed firms over the past 12 months.

\$853 billion

New value accessible if surveyed organizations used analytics best practices.



Over the past year "Meaning Makers" have turned analytics into value:

11.3%
Boost in revenue

10.7%
Reduction in costs

REAL-WORLD PROOF POINTS

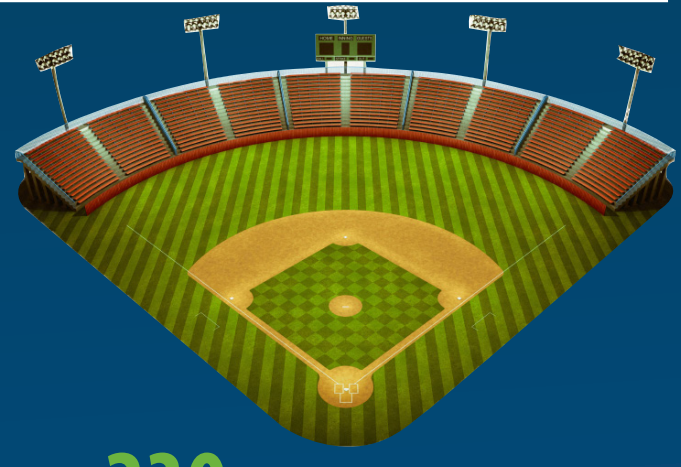
UPS may like logistics, but it loves data even more.

Analytics helped save **85 million miles per year**
8 million gallons of fuel



San Francisco Giants score a home run with the insights gained through analytics.

Dynamic ticket pricing
"has added tens of millions of dollars to our bottom line."
Bill Schlough, Giants CIO



Sold out over **230** straight games.

THE POTENTIAL

\$766 billion

New value accessible through "meaning-making."

By decoding Code Halos – the digital data that surrounds people, organizations and things – with business analytics, companies can ignite performance.



More than **29.7%**

of executives said new product/service development could be improved with business analytics.



Find out more about the power of meaning-making in our full report, <http://cogniz.at/ValueOfSignal>.



¹ IBM (<http://www.ibm.com/big-data/us/en/>)
² SearchStorage (<http://searchstorage.techtarget.com/definition/exabyte>)
³ Science Daily (<http://www.sciencedaily.com/releases/2013/05/130522085217.htm>)
⁴ Forbes (<http://www.forbes.com/sites/perryrotella/2012/04/02/is-data-the-new-oil/>)
⁵ Cognizant compilation of industry reports.
 All other data is from a 2013 research study by Cognizant and Oxford Economics.