DC

GLOBAL TECHNOLOGY ADOPTION INDEX 2015



Organizations actively using big data have 50% higher revenue growth rates than those who aren't

_ COST IS THE TOP BARRIER FOR BOTH ORGANIZATIONS ____ NOT YET USING AND CURRENTLY USING BIG DATA

TOP BARRIERS FOR THOSE NOT YET USING BIG DATA

TOP BARRIERS FOR THOSE CURRENTLY USING BIG DATA

20% Not knowing if the benefits are

worth the cost

18%

Cost of IT infrastructure Cost of outsourcing analysis or operations 29% Cost of IT infrastructure

Cost of outsourcing analysis or operations



44% of organizations globally still aren't sure how to approach big data, but that's changing in North America specifically:

More North American organizations believe they have big data that can be analyzed





North American organizations also believe they are taking better advantage of the data, from achieving

 69% of the data's

of the data's potential in 2015

To develop the GTAI, Dell commissioned global research firm "http://www.thsglobal.com/" TNS in 2014 and again in 2015 to conduct quantitative surveys with IT and business decision makers worldwide. In 2015, 2,900 employees of mid-market organizations (100-4,999 employees) distributed across 11 countries worldwide and multiple industries were surveyed to enable deep analysis by industry and region. The survey was conducted between June and July 2015, and has a confidence interval of +/- 1.8 percent.