

## Summary: Top 10 Global Survey Results Cisco Connected World Technology Report on Big Data

The [Cisco Connected World Technology Report \(CCWTR\)](#) surveyed IT professionals in 18 countries to examine the IT readiness, challenges, and strategic value of implementing [Big Data](#) projects.

### 1. **Big Data, Big Potential, Big Priority**

- 60 percent of survey respondents said they believe Big Data can help businesses and countries to improve decision making and global competitiveness.
- Over two thirds of IT managers agree that Big Data will be a strategic priority for their companies in 2013 and over the next five years as well.

2. **What's needed?** More than a third (38 percent) say although they have a Big Data solution, they need a strategic plan to take advantage of Big Data.

### 3. **Obstacles to Gaining Insights and Realizing Value**

- More than one in four respondents globally (27 percent) said data security and risk management is a major concern. They cited volume of data, the number of ways to access data, and lack of budget for security as the top reasons why securing data in Big Data projects is such a challenge.

### 4. **Big Data Expected To Spur IT Investment**

- Over half the respondents (53 percent) expect Big Data strategies to increase their IT budgets in 2013. Nearly three out of five (57 percent) say Big Data will increase budgets over the next three years.
- Over four out of five surveyed (81 percent) said all or some Big Data projects will require cloud computing capabilities.

### 5. **The Network Affect**

- Nearly half of IT managers (48 percent) estimated their network loads would to double over the next two years, especially respondents in China (68 percent) and Germany (60 percent.)
- Nearly one in four (23 percent) expect to see network loads triple over the next two years.
- Over one in four (27 percent) say they will need better IT policies and security measures.

### 6. **Big Data expands the role of IT: more strategic, more partnership**

Three out of four respondents (73 percent) said that the Information Technology department will drive their Big Data strategy. However, survey respondents said other lines of business will join IT in Big Data leadership, including: Finance (24 percent), Research and Development (20 percent), Operations (20 percent), Engineering (19 percent), Marketing (15 percent), and Sales (14 percent.)

### 7. **Big Data and IT staffing**

Almost one in four IT managers (22 percent) say Big Data projects will significantly affect IT staffing, and over half (56 percent) say it will have at least some impact.

### 8. **Data in Motion: new data source leads to new opportunities**

- An important, but largely untapped type of data is the real-time data generated by sources such as devices, sensors, and video, which often provide the most value while interacting in real-time: Cisco calls this "[Data in Motion](#)."
- The network can provide policies, security, and useful contextual information which can be used by applications to make decisions or take actions immediately, or even to predict future events.

9. **Data in Motion Example:** Machine-to-machine (M2M) communication in factory automation could be extremely valuable in optimizing a production process. The [Cisco® Visual Networking Index Global Mobile Data Traffic Forecast for 2012 to 2017](#) forecasts more than 1.7 billion M2M connections by 2017.

### 10. **Adoption of Data in Motion?**

- Three out of every four respondents (73 percent) plan to include data from digital sensors, smart meters, video, and other non-traditional networked "smart devices" into their Big Data plans.
- Adoption is in the early stage: only one third of survey respondents globally (33 percent) have a plan in place to take advantage of these new data sources.