


At our current pace, 2.5 quintillion bytes of data are created every day, and these numbers are only accelerating with time

How do we organize this data?

 In the past, you would just go for a walk. Today you know it was 10,435 steps and you burned 450 calories while doing it.





Business Advantages Of Data And AI

Today data is the most valuable business asset. Since 2012, Big Data has created 8 million jobs in the US alone and 6 million more worldwide.

THE KEY ADVANTAGES ARE




The Volume Of Data We Are Seeing Today

-  Google - 1.2 trillion searches annually
-  YouTube - 1 billion gigabytes (1 exabyte) of data
-  Facebook - 100 terabytes of data daily
-  Smart devices (like fitness trackers, sensors, Amazon Echo) - 5 quintillions of data daily



Next year more than **30%** of the data will be uploaded to the cloud. This will improve business agility by **29%** and shorten payback times by **30%**.

Industries Using Data & AI





Healthcare

McKinsey notes Big Data adoption can save up to **17%** of healthcare costs. The success rate of bot interaction will move over **75%** by **2022**.

Banking

Big Data will bring an **18%** increase in revenue for the banking sector. Bot interactions are predicted to reach over **90%** by **2020**.







Media

Big data influences **80%** of all movies and shows watched on Netflix. **72%** of the media and telecommunication industry is impacted by AI.

Retail

Big Data Adoption can increase retail sales by over **1%**. By **2020**, its predicted that chatbots enabled with AI will power **25%** of customer service interactions





Energy and Utilities

Energy and Utilities company estimates big data can boost productivity by **1.5%** year over year.

Industries Moving Towards Data & AI



Medicine

Big data gives insights about the effectiveness of treatments and drugs to improve healthcare outcomes and reduce costs with hospital stays reduced by **40%**.



Construction

Big data helps track expenses and project length. **98%** of sales representatives reported a huge reduction in time required to calculate costs



Transportation

100 trains can create **200** billion data points yearly – helping improve safety provisions for passengers.

Yet So Much Potential Wasted!

- Surprisingly, **99.5%** of collected data never gets used or analyzed
- Less than **50%** of the structured data collected from IoT is used in decision making
- 79%** of executives believe that failing to use big data can lead to bankruptcy

Challenges Enterprise Face Regarding Data



How to backup and restore data?

How to organize and catalog backed up data?

How to keep costs low while ensuring all the critical data is available for your need?

Capture Full Potential With iLink Digital

With so much data available, it can be daunting to know where to start. iLink can help you understand how to utilize your data and overcome business challenges. We help you enhance, scale and optimize existing frameworks to gain a competitive edge.