

Data & AI - The Next Frontier Of Innovation, Competition, And Profit

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?

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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.

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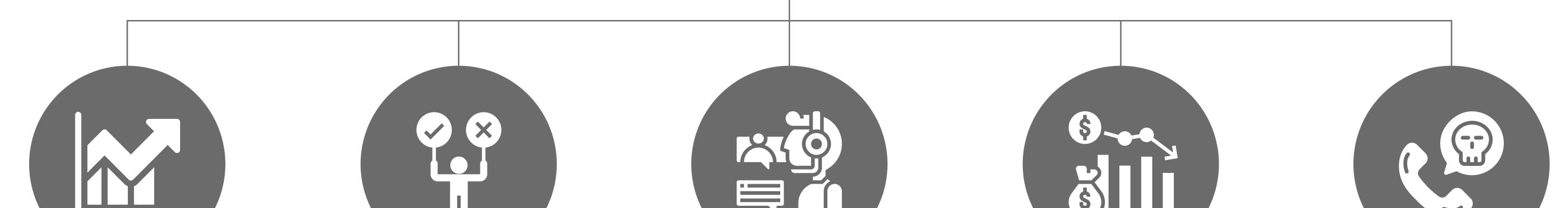
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Business Advantages Of Data And Al

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 \bigcirc 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 & Al



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.



Big Data will bring an 18% increase in revenue for the banking sector.

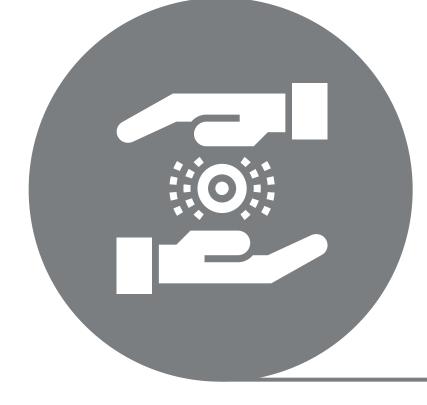
Media

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

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



Banking



Energy and Utilities

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

Industries Moving Towards Data & Al



Medicine Big data gives insights about the effectiveness of treatments and drugs to improve healthcare outcomes and reduce costs with hospital stays



Construction

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



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

reduced by 40%.

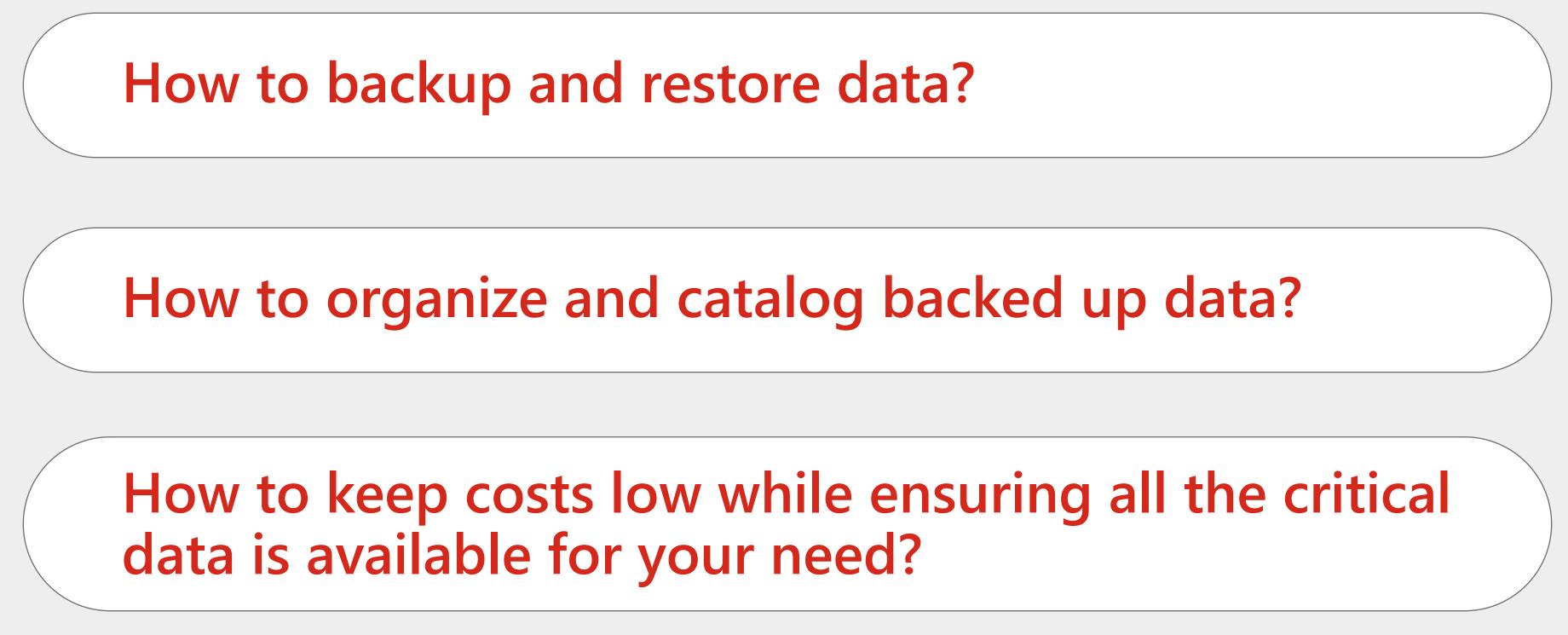
costs

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



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.

> Want to learn more? Get more tips and insight from our Power BI & Data experts here - <u>https://www.ilink-digital.com/services/data-analytics-services/</u>