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

Yet So Much Potential Wasted!

How do we organize this data?

In the past, you would just go for a walk.
Today you know it was 10,415 steps and you burned 450 calories while doing it.

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%.

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

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