

# BIG DATA ENLIGHTENMENT

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## From Digital's Dark Ages To Big Data Enlightenment

From devices to data, computer science to data science, and digitalization to datafication, we are undergoing a profound shift: from the decades of The Digital Business to the dawn of The Data-Driven Enterprise.

For the first time, technology enables us to track the many aspects of our lives that have always been “invisible” to us, and translates it into computerized information.

This breakthrough is due to two technological forces. First, through the watershed of connected devices, objects, products, and places, we can now capture the data that has always eluded us. And, second, through Big Data analytics, we can now mine the voluminous data to identify new forms of value for our companies.

Gaining visibility into areas that have forever been a mystery is—both literally *and* figuratively—moving us from Digital's Dark Ages into the Era of Big Data Enlightenment. Because assumptions can now be supplanted by facts. Qualitative feedback can now be supported by quantitative statistics. And best guesses can now be replaced by better answers.

The benefits of Big Data simply cannot be overstated. Companies can evolve into agile entities, as they are alerted to new trends, opportunities, and threats in real time—and *AHEAD* of time. Marketing can become more precise, and our customers can receive richer experiences.

Further, customer service can be bolstered by the ability to identify—and repair—issues *before* customers are disrupted. R&D can be revolutionized, as products can be constantly monitored for insights that lead to new product innovations. Moreover, we can mine our wealth of medical databases to discover cures, far more quickly than we ever imagined.

Given that our world is in a constant state of change, the companies that leverage Big Data to recognize developments quickly—and react intelligently—will have tremendous power. But those who don't will risk revenues and, ultimately, their relevance.

Which begs the BIG question of Big Data: How Data-Enlightened Is Your Enterprise?

## DATA-DRIVEN WORLD



## BIG DATA ENLIGHTENMENT

### In This Session, Attendees Learn:

- Types of data that can be tracked and the transformative effects of Big Data
- The range of business benefits gained via capturing, analyzing, and acting upon data
- Case examples of wielding Big Data for research, product innovation, precise targeting, predictive marketing, and more

[Watch CK's Video Clip On Big Data](#)



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**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

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