

Big Data = Big Opportunities

Written by Marco Attard
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According to an Ovum research survey, 44% of enterprise IT departments in Europe, N. America and Asia-Pacific plan to invest in Big Data analytics in the future, budgeting for projects in the next 2 or 5 years.



More proof (if any was needed) of big data equating into big business.

The Ovum survey shows not only "big" companies are interested in big data-- 38% of respondents maintaining data warehouses in the terabyte range have revenues below \$50M.

Survey respondents also predict the data in their warehouses will grow by at least 10-20% in 2012 alone. Early adopters are also on the rise, and Ovum predicts uptake will soon be widespread.

Of course, the big vendors already noticed the demand for data aggregation and analysis software-- IBM, SAP, HP and even General Electric have divisions catering for the data crunching market. And as demand for software grows, so will the partner opportunities.

On the technology platform front, Ovum says the market is split between the implementation of more advanced SQL versions and emerging NoSQL platforms-- and the laws of supply and the introduction of tooling will boost the talent supply while lowering the skills threshold for tool implementation.

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As big data-- and appetites for new data types and analytics-- keep growing, expect platform take-up (and the related opportunities) to keep ramping up within the next 2 years, Ovum concludes.

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