



Information is becoming one of the most critical tools for competitive differentiation for CIOs, strategists and enterprise decision makers. Data is ever increasing, and further propelled with the addition of data from social networks. This provides a plethora of information for strategists to play with. However, the magnitude of the available data poses critical processing challenges.

Analytics provide innovative solutions to this problem. Complex information processing capabilities through the use of advanced analytics allow information leaders to dig deeper into data and derive valuable actionable insights previously undiscovered.

As technologies in processing complex data scenarios mature further, use of diverse data types - powered by new analytic processes and enabled by new combinations of data - will potentially add tremendous value to enterprises across a multitude of industries. As the competitive landscape continues to become tougher, business demand for information will consequentially continue to increase.

New and additional data sources will continue to surface. Analytics will enable strategists to overcome this challenge. Business enterprises that are able to effectively exploit information of diverse types to draw business insights will gain significant competitive advantage.