

Business Benefits of Big Data

Text A

Businesses are using the power of insights provided by big data to instantaneously establish who did what, when and where. The biggest value created by these timely, meaningful insights from large data sets is often the effective enterprise decision-making that the insights enable.

Big data opportunities are significant, as are the challenges. Enterprises that master the emerging discipline of big data management can reap significant rewards and differentiate themselves from their competitors. Indeed, research conducted by Erik Brynjolfsson, an economist at the Sloan School of Management at the Massachusetts Institute of Technology (USA), shows that companies that use "data-directed decision making¹" enjoy a five to six percent boost in productivity. Proper use of big data goes beyond collecting and analyzing large quantities of data; it also requires understanding how and when to use the data in making crucial decisions.

Competitive advantage can be greatly improved by leveraging the right data. According a research report by McKinsey, the potential value from data in the US health care sector could be more than US \$300 billion in value every year, two-thirds of which would be in the form of reducing national health care expenditures by approximately eight percent.

Financial benefits can be realized when data management

instantaneous/, **in**.stən'tei.ni.əs/ 瞬间的;即刻的;猝发的 **boost/bu**:st/ 促进,提高;增加;吹捧 **crucial**/'kru:.ʃəl/ 关键性的,极重要的;决定性的 **align**/ə'lam/ 使成一线,使结盟;排列 ~ with 对齐

New Words and Expressions



processes are aligned with the enterprise's strategy, which may require top management involvement to set direction and oversee major decisions.

Big data analytics can positively impact:

- Product development
- Market development
- Operational efficiency
- Customer experience and loyalty
- Market demand predictions

Big Data is a buzzword amongst businessmen nowadays. Regardless of industry or company size, it manages to squeeze into every nook and cranny. There are at least three ways that Big Data has been impacting companies that everyone should understand moving forward.

1. It has revolutionized old-school industries.

"Big Data has had a tremendous impact on businesses from customer relations to supply chain operations and will continue to do so" says Edwin Miller, CEO of 9Lenses. While many may not be aware of it, Big Data has indeed made a significant impact on many traditional businesses.

Capital One is a perfect example. In the 1990s, the credit card industry utilized a uniform-pricing model charging every customer the same price, with the exception of Capital One. The company used a statistical model² based on public credit and demographic data to provide customers with "custom-tailored" products. The innovation was one of their cornerstone developments in earning 32% CAGR in net revenue (after provisions) from 1994 to 2003. Consequently, many banks have shifted focus towards Big Data analytics, but the pioneers seem to have maintained their edge. Their annual net revenue has increased by 17% compared with top banks in the US such as Citigroup at 11%, Bank of America at 11% and JP Morgan at 6% from 2009 to 2014.

Rolls Royce's success in applying Big Data analytics has influenced the aircraft engine-manufacturing sector. The company consistently monitors approximately 3,700 engines, each of which has hundreds of censors installed, to predict when and where breakdowns may occur. Roll-Royce has transformed from selling only engines to selling packages of both engines and monitoring

New Words and Expressions

nook/nʊk/

角落; 隐蔽处; 每个角落; 到处 cranny/'kræn.i/ 裂缝, 裂隙

revolutionize/ rev.ə'lu:..ʃən.aız/ 发动革命; 彻底改革; 使革命化

tremendous /trr'men.dəs/ 极大的,巨大的;可怕的;极好 的

demographic/ dem.ə'græf.1k/ 人口统计学的;人口统计的 **cornerstone**/'kɔ:.nə.stəʊn/ 奠基石;基石;最重要的部分 services and then charging customers based on usage, repairs and replacements. The service currently accounts for more than 70% of their annual revenue in their aircraft engine division.

Another perfect example is the world's largest retailer, Walmart(Figure 5-1). Walmart is a well-known user of Big Data analytics today, but in the 1990s, it reformed the retail industry by recording every product as data through a system called Retail Link. The system provided a way for suppliers to manage their own products by allowing them to monitor their data, including sales and inventory volume, in-stock percentage, gross margin and inventory turnover. As a result, they could achieve low levels of inventory risk and associated costs. Walmart's significantly low costs and high levels of efficiency were major factors that drove productivity of the merchandise retail sector over the period of 1995 – 2000 according to a 2001 McKinsey Global Productivity Report.



Figure 5-1

Walmart is but one example of a company leveraging Big Data to create a competitive advantage³. (Photographer: Joe Raedle/Getty Images)

2. It has given birth to a new industry.

Historically, data was used as an ancillary to core business and was gathered for specific purposes. Retailers recorded sales for accounting. Manufacturers recorded raw materials for quality management. The number of mouse clicks on advertising banners was collected for calculating advertisement revenue. But as the demand for Big Data analytics emerged, data no longer serves only its initial purpose. Companies able to access huge amounts of data

New Words and Expressions

55

gross margin 总利润, (销货)毛利 merchandise/'m3:.tf>n.daiz/ 商品; 货物; 买卖; 销售; 经商 ancillary/æn'sil.ər.i/ 辅助的; 补充的; 附加的; 助手, 随从 possess a valuable asset that when combined with the ability to analyze it, has created a whole new industry.

ITA Software⁴ is a private company that gathers flight price data from almost all major carriers with the exception of Jet Blue and Southwest that sells that information to travel agents and websites.Google acquired ITA in 2011 for \$700 million. With Google's expert analytics and more extensive data for processing, ITA today can provide predictions for prices for flights, hotels, shopping and more.

The success of companies like ITA has helped accelerate the boom of Big Data startups. According to the website angel.com, there have been 2,924 Big Data startups from November 2010 to the present. These companies often operate as data analytics companies, data providers or traders, are attracting a lot of attention from investors. In the second quarter of 2015, U.S. venture capital funding of Big Data startups reached \$19.19 billion.

Another remarkable case in this emerging industry is last year's strategic partnership between IBM and Twitter (Figure 5-2). IBM and Twitter have partnered up for the purpose of selling analytical information to corporate clients. IBM analyzes Twitter data combined with other public and business sources, "helping businesses tap into billions of real-time conversations to make smarter decisions" according to Glenn Finch, Global Leader Data & Analytics, GBS, The partnership has helped the two companies leverage their respective areas of expertise; IBM with their analytical skills and Twitter for their data.



Figure 5-2

New Words and Expressions

emerging industry 新兴产业 venture capital <美>风险资本 strategic partnership 战略伙伴关系 Twitter's massive data stockpile coupled with IBM's analytic prowess makes for an interesting strategic partnership. (Photographer: David Paul Morris/Bloomberg)

3. It improves business regardless of company size.

It is obvious that big companies have advantages over smaller ones. By the word "big", I mean companies that generate an enormous amount of data. Tech giants like Amazon and Google will continue to benefit from the sheer volume of data they generate. Amazon currently has approximately 270 million active users in 185 countries and 16 million listing units. Google has approximately 12 trillion monthly searches, which dominates the internet search engine market to the tune of approximately a 90% market share, including over one billion YouTube users and 500 million Google Plus users.

But that is not the end of the story; Big Data actually helps level the playing field. The breakneck-paced development of technology such as processing chips and data storage have reached a point in which companies can retain and utilize information at very low costs. Even with a limited IT budget, companies can still effectively store data. If there is not enough data available in-house, they can cheaply lease data from "data intermediaries". Companies can also hire outside data analytics firms at affordable rates.

An example of successful application is recruitment company Riviera Partners' process in selecting candidates. They cross reference candidates' profiles in their database with public sources to cherry-pick the most appropriate skills and match them to each position. Another example is a restaurant chain that "was able to eliminate the need to live answer handle 60,000 phone calls to their restaurants, allowing employees to focus on in store customers" according to Michael Bremmer, CEO of Telecomquotes.com.

New projects also benefit from Big Data innovation, as described by Kristina Roth, CEO & Founder of Matisia Consultants, "with big data, businesses can learn to improve faster, better, and at lower costs by learning lessons from each improvement project and incorporating them into the next project."

In fact, Big Data applications are bound only by the human imagination. Businesses such as car manufacturers can improve operational efficiency, hospitals can improve patient services and

New Words and Expressions

57

stockpile/'stok.pail/
 (原料,食品等的)储备,储存;
大量储备
 tech giant
 科技巨头
 dominate/'dom.i.neit/
 支配,影响;占有优势
 data intermediary
 数据中介

fast food companies can better manage food deliveries. The list goes on and on. Any business that can successfully apply Big Data creates a competitive advantage.

Notably, successful players in Big Data are recognized well by the market. Companies that utilize Big Data are highly valued by investors. Companies engaged in Big Data business have relatively high multiples. Investors may not only value their growth but also their intangible assets⁵, such as data volume and analytical skills.

Big Data is making a huge impact and will continue to do so as a key driving factor in business performance in years to come.

New Words and Expressions

recruitment/ri'kru:t.mənt/ 征募新兵;补充;募集 cherry-pick 最佳选择;优选 intangible/m'tæn.dʒə.bəl/ 触不到的;难以理解的;无法确 定的; <商>(指企业资产)无形的 intangible asset 无形资产

Terms

1. Data-directed decision making

Decision-making can be regarded as a problem-solving activity terminated by a solution deemed to be satisfactory. It is therefore a process which can be more or less rational or irrational and can be based on explicit or tacit knowledge.

Human performance with regard to decisions has been the subject of active research from several perspectives:

- Psychological: examining individual decisions in the context of a set of needs, preferences and values the individual has or seeks.
- Cognitive: the decision-making process regarded as a continuous process integrated in the interaction with the environment.
- Normative: the analysis of individual decisions concerned with the logic of decision-making, or communicative rationality, and the invariant choice it leads to.

A major part of decision-making involves the analysis of a finite set of alternatives described in terms of evaluative criteria. Then the task might be to rank these alternatives in terms of how attractive they are to the decision-maker(s) when all the criteria are considered simultaneously. This area of decision-making, although very old, has attracted the interest of many researchers and practitioners and is still highly debated as there are many MCDA methods which may yield very different results when they are applied on exactly the same data. This leads to the formulation of a decision-making paradox.

数据导向决策

决策可以被看作是解决问题的一种行动过程,反复尝试该过程直到得到令人满意的策 略终止。因此,这是一个多多少少掺杂理性或非理性的过程,可以基于显性或隐性知识。

对于人类决策的表现,主要从以下几个主题进行研究:

心理学: 在个人拥有或寻求的一系列需求、偏好和价值观的背景下审视个人决策。 认知: 决策过程被认为是与环境相互作用并结合的连续过程。

规范性:与决策逻辑或交际理性相关的个别决策的分析以及导致的不变的选择。

决策的主要部分涉及根据评估标准描述的一组有限选择的分析。那么决策的任务可能 就是在同时考虑所有标准的情况下,考量他们对决策者的吸引力是怎样的。这个决策领域 虽然很老,但已经吸引了许多研究人员和从业者的兴趣,并且仍然受到高度争议,因为有 许多多准则决策分析(Multi Criteria Decision Analysis, MCDA)方法在应用完全相同的数据 时可能产生非常不同的结果,这就可能导致制定一个决策的时候会出现悖论。

2. Statistical model

A statistical model is a class of mathematical model, which embodies a set of assumptions concerning the generation of some sample data, and similar data from a larger population. A statistical model represents, often in considerably idealized form, the data-generating process.

The assumptions embodied by a statistical model describe a set of probability distributions, some of which are assumed to adequately approximate the distribution from which a particular data set is sampled. The probability distributions inherent in statistical models are what distinguish statistical models from other, non-statistical, mathematical models.

A statistical model is a special class of mathematical model. What distinguishes a statistical model from other mathematical models is that a statistical model is non-deterministic. Thus, in a statistical model specified via mathematical equations, some of the variables do not have specific values, but instead have probability distributions; i.e. some of the variables are stochastic.

There are three purposes for a statistical model, according to Konishi & Kitagawa.

- Predictions
- Extraction of information
- Description of stochastic structures

统计模型

统计模型是一类数学模型,它体现了一组关于生成样本数据(以及来自较大群体的类 (以数据)的假设。统计模型通常以相当理想化的形式表示数据的生成过程。

由统计模型体现的假设描述了一组概率分布,其中一些被假定为是从充分近似特定数 据集中提取的抽样分布。统计模型固有的概率分布将统计模型与其他非统计学数学模型区 分开来。

统计模型是一类特殊的数学模型。统计模型与其他数学模型的区别在于统计模型是非 确定性的。因此,在通过数学方程式指定的统计模型中,一些变量没有特定值,而是具有 概率分布,即一些变量是随机的。

根据 Konishi & Kitagawa 的理论,统计模型有三个目的:

- 预测;
- 提取信息;
- 随机结构描述。

3. Competitive advantage

When a firm sustains profits that exceed the average for its industry, the firm is said to possess a competitive advantage over its rivals. The goal of much of business strategy is to achieve a sustainable competitive advantage.

Michael Porter identified two basic types of competitive advantage(Figure 5-3):





- cost advantage
- differentiation advantage

A competitive advantage exists when the firm is able to deliver the same benefits as competitors but at a lower cost (cost advantage), or deliver benefits that exceed those of competing products (differentiation advantage). Thus, a competitive advantage enables the firm to create superior value for its customers and superior profits for itself.

Competitive advantage is a business concept that describes the attribute of allowing an organization to outperform its competitors. These attributes may include access to natural resources, such as high-grade ores or a low-cost power source, highly skilled labor, geographic location, high entry barriers, etc. Access to new technology can also be considered as an attribute of competitive advantage.

竞争优势

当公司维持超过其行业平均水平的利润时,该公司就会被认为比竞争对手具有竞争优势。大多数业务战略的目标是实现可持续的竞争优势。

迈克尔·波特确定了两种基本类型的竞争优势(如图 5-3 所示): 成本优势和差异化优势。

当企业能够以较低的成本(成本优势)就能获得与竞争对手相同的利润,或者提供超 过对手竞争产品(差异化优势)的品质时,就存在竞争优势。因此,竞争优势使企业能够 为客户创造优越的价值,为自身创造优势。

竞争优势是描述允许组织优于其竞争对手的属性的业务概念。这些属性可能包括获取 自然资源,例如高档矿石或低成本电源、高技能劳动力、地理位置、高进入门槛等。获得 新技术也可以被视为竞争优势的属性。

4. ITA Software

ITA Software is a travel industry software division of Google, formerly an independent company, in Cambridge, Massachusetts. The company was founded by Jeremy Wertheimer, a computer scientist from the MIT Artificial Intelligence Laboratory and Cooper Union, with his partner Richard Aiken in 1996. On July 1, 2010 ITA agreed to be acquired by Google. On April 8, 2011, the US Department of Justice approved the buyout. As part of the agreement, Google must

license ITA software to other websites for five years.

ITA is known for using programming puzzles to attract and evaluate potential employees since 2001. Some of these puzzles have appeared in ads on Boston's MBTA subway system. ITA is also one of the highest-profile companies to base their software on Common Lisp.

In January 2006, ITA received \$100 million in venture capital money from a syndicate of five investment firms led by Battery Ventures, marking the largest investment in a software firm in New England in five years. In September 2006, ITA announced a several million dollar deal with Air Canada to develop a new computer reservations system to power its reservations, inventory control, seat availability, check-in, and airport operations. In August 2009, Air Canada announced that the project had been suspended. On March 1, 2012, Google and Cape Air announced that Cape Air had migrated to ITA Software's passenger reservations system.

ITA Software 是 Google 的旅游行业软件部门,原来是位于马萨诸塞州剑桥的独立公司。 该公司由麻省理工学院人工智能实验室和库珀联盟的计算机科学家杰里米·韦特海默 (Jeremy Wertheimer)和他的合伙人理查德·艾肯(Richard Aiken)于1996年创立。2010 年7月1日, ITA 同意被 Google 收购。 2011年4月8日,美国司法部批准收购。作为协 议的一部分, Google 必须在此后的5年中向其他网站许可使用 ITA 软件。

2001 年来, ITA 以使用编程谜题吸引和评估潜在员工而闻名。其中一些难题出现在波士顿 MBTA 地铁系统的广告中。 ITA 也是基于 Common Lisp 的最高级别公司之一。

2006年1月, ITA 从 Battery Ventures 领导的五家投资公司组成的财团获得了1亿美元 的风险投资资金,这标志着近五年在新英格兰一家软件公司的最大投资。2006年9月, ITA 宣布与加拿大航空公司签署数百万美元的协议,开发新的计算机预订系统,以提供预 订、库存控制、座位可用性、登记和机场运营等功能。2009年8月,加拿大航空宣布该项 目暂停。2012年3月1日, Google 和 Cape Air 宣布, Cape Air 已经迁移到 ITA Software 的 乘客预订系统。

5. Intangible asset

An intangible asset is an asset that lacks physical substance and usually is very hard to evaluate. It includes patents, copyrights, franchises, goodwill, trademarks, trade names, the general interpretation also includes software and other intangible computer based assets. Contrary to other assets, they generally – though not necessarily – suffer from typical market failures of non-rivalry and non-excludability.

Intangible assets have been argued to be one possible contributor to the disparity between company value as per their accounting records, and company value as per their market capitalization. A number of attempts have been made to define intangible assets:

- Prior to 2005 the Australian Accounting Standards Board issued the Statement of Accounting Concepts number 4 (SAC 4). This statement did not provide a formal definition of an intangible asset but did provide that tangibility was not an essential characteristic of asset.
- International Accounting Standards Board standard 38 (IAS 38) defines an intangible asset as: "an identifiable non-monetary asset without physical substance."

The Financial Accounting Standards Board Accounting Standard Codification 350 (ASC

61

350) defines an intangible asset as an asset, other than a financial asset, that lacks physical substance.

无形资产

无形资产是一种没有物质形态的资产,通常难以评估。它包括专利、版权、特许经营、 商誉、商标、商品名称,通常也包括软件和其他无形资产。与其他资产相反,他们通常不 会遭受非竞争和非排他性的典型市场失灵。

考虑到无形资产在公司价值与会计记录价值之间存在差距导致公司价值与市场资本 化之间存在差距,人们尝试给出对无形资产的定义。

2005 年之前,澳大利亚会计准则委员会发布了第4号会计概念表(SAC 4)。该声明没 有提供无形资产的正式定义,但确实规定了有形资产不是资产的必要特征。

国际会计准则委员会第38号(国际会计准则第38号)将无形资产定义为"无物理实 质可辨认的非货币性资产"。

财务会计准则委员会会计准则编制 350 (ASC 350) 将无形资产定义为"缺乏实质的资产(金融资产除外)"。

Comprehension

Blank filling

- 1. Proper use of big data goes beyond collecting and analyzing large quantities of data; it also requires understanding to use the data in .
- 2. Big data analytics can positively impact: product development, ______ development, ______ development, ______, operational ______, customer experience and ______, market demand

Content Questions

- 1. What is the biggest value created by insights from large data sets?
- 2. In what ways has Big Data been impacting companies?

Answers

Blank filling

- 1. how and when; making crucial decisions
- 2. market; efficiency; loyalty; predictions

Content Questions

- 1. The biggest value created by these timely, meaningful insights from large data sets is often the effective enterprise decision-making that the insights enable.
- 2. It has revolutionized old-school industries. It has given birth to a new industry. It improves business regardless of company size.

参考译文

企业正在利用大数据提供的强大的洞察力来实时确定谁在何时何地做了什么。这些来 自大型数据集的实时的、有意义的结论创造出的价值,经常为具有远见的高效企业提供 决策。

大数据机会同样也是重大的挑战。掌握大数据管理这门新兴学科的企业可以获得巨大 回报,并与竞争对手拉开距离。事实上,麻省理工学院斯隆管理学院经济学家 Erik Brynjolfsson 所做的研究表明,使用"数据导向决策"的公司的生产力提高了五到六个百分 点。大数据的正确使用超出了收集和分析大量数据的范畴,它还需要了解何时和如何使用 数据做出决策。

利用正确的数据可以大大提高竞争优势。根据麦肯锡的研究报告,美国医疗保健行业数据的潜在价值可能每年超过3000亿美元,其中三分之二将可使国民医疗支出降低约8%。

当数据管理过程与企业战略相一致时,可以实现财务效益,这时候可能就需要高层管 理人员参与确定方向并监督重大决策。

大数据分析可以在以下方面产生积极影响:

- 产品开发;
- 市场发展;
- 运营效率;
- 客户体验和忠诚度;
- 市场需求预测。

大数据是当今商人的流行语。无论行业或公司规模如何,它都会被热议。大数据至少 有三种影响公司发展的方式。

1. 它彻底改变了行业的旧模式

9Lenses 公司首席执行官 Edwin Miller 说:"大数据对于从客户关系到供应链管理的业务都产生了巨大的影响,并将持续这样影响下去。"虽然许多人可能没有意识到这一点,但大数据确实对许多传统业务产生了重大影响。

Capital One 公司就是一个很好的例子。20世纪 90年代,信用卡行业利用统一定价模式对每个客户收取相同的价格,除了 Capital One。该公司使用基于公共信贷和人口统计数据的统计模型为客户提供"量身定制"的产品。这一创新是 1994—2003 年期间的净收入实现 32%复合年增长的发展基石之一。因此,许多银行已将重点转移到大数据分析,但开拓者似乎保持了优势。2009—2014年,与美国顶级银行(如花旗集团 11%、美国银行 11%、美国摩根大通 6%)相比,其年度净收入增长了 17%。

劳斯莱斯在应用大数据分析方面的成功影响了飞机发动机制造业。该公司始终如一地 监控着约 3,700 台发动机,每台发动机都安装有数百个传感器,用来预测发生故障的时间 和位置。劳斯莱斯已经从仅销售发动机转变为销售发动机和监控服务的组合,然后根据使 用、维修和更换情况向客户收费。该服务目前占飞机发动机部门年收入的 70%以上。

另一个完美的例子是世界上最大的零售商沃尔玛(如图 5-1 所示)。沃尔玛是当今大数 据分析的知名用户,但在 20 世纪 90 年代,沃尔玛对零售业进行了革命,它通过一个被称

为零售链接(Retail Link)的系统,记录了所有产品的各种属性。该系统为供应商管理自己的产品提供了一种方式,允许他们监控其数据,包括销售和库存量、库存百分比、毛利率和库存周转量。因此可以实现将库存风险和相关成本降低。根据 2001 年麦肯锡全球生产力报告,沃尔玛的成本显著降低、效率水平高,是促成 1995—2000 年商品零售行业生产力的主要因素。

2. 大数据促使一个新行业的诞生

历史上,数据被用作核心业务的辅助部件,并被收集用于特定目的。零售商记录销售 情况以进行会计核算,制造商记录了原材料以进行质量管理,人们收集了广告横幅上的鼠 标点击次数以计算广告收入。但随着对大数据分析需求的出现,数据不再仅拥有其作为原 始数据时的功能与目的。能够获取大量数据的公司具有宝贵的资产,当与分析能力相结合 时,创造了一个全新的行业。

ITA Software 是一家私人公司,该公司从几乎所有主要航空公司收集航班价格数据,除了将这些信息出售给旅行社和网站的 Jet Blue 和西南航空公司。Google 于 2011 年以 7 亿美元收购 ITA Software。通过 Google 的专家分析和更多的数据处理, ITA 今天可以提供航班、酒店、购物等的价格预测。

像 ITA 这样公司的成功有助于加速大数据创业公司的蓬勃发展。根据网站 angel.com 提供的数据显示,2010年11月以来,已有2924个大数据创业公司。这些公司经常作为数 据分析公司、数据提供商或交易商,受到投资者的关注。2015年第二季度,美国大数据创 业公司的风险投资资金达191.9亿美元。

这个新兴行业的另一个显著的例子是去年 IBM 和 Twitter (图 5-3)之间的战略合作伙 伴关系。 IBM 和 Twitter 的合作,目的是向企业客户销售分析信息。全球领先的数据和分 析公司 GBS 的 Glenn Finch 表示, IBM 将 Twitter 数据与其他公共和商业资源相结合,"帮 助企业进行数十亿次实时对话,做出更明智的决策",该合作伙伴关系帮助两家公司利用各 自的专业领域: IBM 的分析技能和 Twitter 的数据。

3. 无论公司规模如何,大数据都可以改善业务

很明显,大公司比较小的公司具有优势。"大"公司意味着产生大量的数据。像亚马逊和 Google 这样的科技巨头将继续受益于他们生成的大量数据。亚马逊目前在 185 个国家 拥有大约 2.7 亿的活跃用户和 1600 万个产品名录。Google 每月有约 12 万亿次搜索量,占 互联网搜索引擎市场的 90%左右,其中包括超过 10 亿 YouTube 用户和 5 亿 Google Plus 用户。

但这不是故事的终点,大数据实际上有助于平衡竞争环境。处理芯片和数据存储等技术的迅猛发展已经达到了企业以非常低的成本存储和利用数据的一个关键点。即使 IT 预算 有限,公司仍然可以有效地存储数据。如果内部数据不足,也可以从"数据中介"中廉价 租用数据。公司也可以以合理的价格聘请外部数据分析公司。

招聘公司 Riviera Partners 在招聘候选人方面取得成功的例子。他们在公共资料库的数据库中交叉参考候选人的资料,以挑选最适合的技能,并将其与每个职位相匹配。 Telecomquotes.com 首席执行官迈克尔•布雷默(Michael Bremmer)表示,另一个例子是 "连锁餐厅",它消除了对实时处理6万个打给他们餐厅的电话的需求,这样允许员工专注 于店内客户。

新的项目也受益于大数据创新,马里西亚咨询公司首席执行官克里斯蒂娜•罗斯 (Kristina Roth)介绍说,"通过大量数据,企业可以通过从每个改进项目中吸取教训并加以 融合运用到下一个项目,从而更快、更好并降低成本。"

事实上,大数据应用程序只受人的想象力的束缚。汽车制造商等企业可以提高运营效 率,医院可以改善患者服务,快餐公司可以更好地管理食品交付,这样继续下去,任何擅 长应用大数据的业务都将创造竞争优势。

很明显,擅长大数据的人才得到市场认可。利用大数据的公司受到投资者的高度重视。 从事大数据业务的公司的市盈率相对较高。投资者不仅可以评估其增长值,还可以评估其 无形资产,如数据量和分析能力。

大数据正在产生巨大的影响,并会作为未来几年业务绩效的主要推动因素继续影响 下去。