Organizations actively using big data have 50% higher revenue growth rates than those who aren’t.

**TOP OUTCOMES OF BIG DATA USE**

- Better targeting of marketing efforts: 41%
- Optimization of ad spending: 37%
- Optimization of social media marketing: 37%

**COST IS THE TOP BARRIER FOR BOTH ORGANIZATIONS NOT YET USING AND CURRENTLY USING BIG DATA**

**TOP BARRIERS FOR THOSE NOT YET USING BIG DATA**

- Not knowing if the benefits are worth the cost: 20%
- Cost of IT infrastructure: 18%
- Cost of outsourcing analysis or operations: 17%

**TOP BARRIERS FOR THOSE CURRENTLY USING BIG DATA**

- Cost of IT infrastructure: 29%
- Cost of outsourcing analysis or operations: 26%

44% of organizations globally still aren’t sure how to approach big data, but that’s changing in North America specifically:

- More North American organizations believe they have big data that can be analyzed. In 2014, 54% believed this, increasing to 73% in 2015.
- North American organizations also believe they are taking better advantage of the data, from achieving 64% of the data’s potential in 2014, increasing to 69% in 2015.

To develop the GTAI, Dell commissioned global research firm TNS in 2014 and again in 2015 to conduct quantitative surveys with IT and business decision makers worldwide. In 2015, 2,900 employees of mid-market organizations (100-4,999 employees) distributed across 11 countries worldwide and multiple industries were surveyed to enable deep analysis by industry and region. The survey was conducted between June and July 2015, and has a confidence interval of +/-1.8 percent.