



Harnessing the rising tide of data to make business impact

Four billion people now generate 2.5 quintillion bytes of data every day – and with the number of IoT devices set to increase to three times the global population by 2021 – volumes will only continue to rise. The challenge is processing the data. This is why machine learning, deep learning and all the other developing forms of AI must deliver the analytics toolset businesses need to compete.

Data, data everywhere



105,800gb

of data the world will create per second by 2021¹



2,657,700gb

of data created every minute in the US alone²



12.9

the number of internet-enabled devices each American will probably have by 2021¹



3.5

the average number of devices each human is likely to have by 2021¹



27.1 billion

the number of networked devices there will be by 2021³

AI and analytics turn data into intelligence

AI is helping forward thinking companies to:

- Identify business opportunities
- Automate repetitive tasks
- Improve workforce productivity
- Compete with other companies

The business of AI



Up to \$126 billion

what we'll be spending on AI by 2025.⁴

61%

of businesses are implementing AI – up from 38% in 2016⁵

71%

of businesses have an 'innovation strategy' to drive investments in new technologies like AI⁵

59%

of businesses had budget dedicated to enabling innovation⁵

The most popular AI-powered solutions businesses are using⁵

25%

Predictive analytics

22%

Natural language processing or generation

22%

Machine learning

AI has already changed the nature of competition⁴

70%

of executives report that data and analytics have caused at least moderate changes in their industries' competitive landscapes in recent years

36%

of executives say traditional competitors have gained an edge by improving core business through data and analytics

So why are some companies lagging behind?⁶

Many big businesses aren't implementing data-and-analytics roadmaps as fast as they'd like to and a number of reasons are getting cited for this:

44%

of C-level executives blamed lack of commitment from senior leaders

33%

of CEOs cited uncertainty about which data and analytics actions should be taken

22%

of CEOs said the problem was lack of financial resource

20%

of C-level executives said analytics work could not be a priority due to lack of necessary skills

Turn your device data into a business advantage

HP Device as a Service (DaaS)* is a seamless way to manage your business devices with a predictable price per device. You get a complete solution that combines hardware, insightful analytics, proactive management, and services for every stage of the device lifecycle at a predictable price per device. It also lightens the load on your IT department, so they can focus on other priorities.

Our insightful analytics through HP TechPulse**, can identify, predict, and address issues through machine learning, preconfigured logic, and contextual data. It delivers device, application, and usage insights that help you optimize your IT spending and resources.

Discover how HP DaaS can take your business into the future.

Find out more



Sources

¹ Cisco, *The Zettabyte Era: Trends and Analysis*, June 7 2017

² DDMO, *Data Never Sleeps 5.0*, 2017

³ Cisco, *Global - Device Growth Traffic Profiles*, 2016

⁴ McKinsey Analytics, *Analytics Comes of Age*, January, 2018

⁵ Narrative Science, *Outlook on Artificial Intelligence in the Enterprise*, 2018

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