

# Data Drives Business



## Nothing drives business faster or better than data

That's why leading organizations rely on Cloudera to help make the crucial transition into a data-driven business

A black smartwatch with a white Wi-Fi symbol at the top. The screen is green and displays the number '16' in large white font, with 'BILLION connected devices' written below it in smaller white font.

16  
BILLION  
connected  
devices

Source: Ericsson Mobility Report

Analytics drive savings an extra  
**\$430 Billion**

A pair of hands holds a magnifying glass over a computer monitor displaying a line and bar chart. A calculator is also visible.

Source: IDC

A blue and white calendar page with the number '46' in large orange font.

46

Average number of days to resolve a cyber attack

Source: Ponemon Research 2015 report

Data breaches cost banks  
**\$64 Billion**

A blue credit card with a white shield icon on the right side.

in total fines during 2014

Source: Ponemon Research 2015, Cost of Data Breaches

Organizations at risk of a cyber attack  
**22%**

A man in a dark suit stands in a hallway, holding a white briefcase and looking into an open doorway.

Source: Ponemon Research

**73%**  
of organizations aspire to be data-driven

A stylized city skyline with various skyscrapers. A circular icon with a bar chart is positioned above the skyline.

Source: Forrester's Global Business Technographics® Data And Analytics Survey, 2015

Cyber attacks cost organizations  
**\$1 MILLION**  
per incident

A cartoon illustration of a hacker in a black suit and mask, carrying a white money bag with a red dollar sign.

Source: Ponemon Research 2015 report

**50%**  
reduction in chronic disease costs through IoT

A computer monitor displaying various data visualizations, including a line graph and a pie chart.

Source: McKinsey Analysis, The Internet of Things: Mapping the value beyond the hype, June 2015

**56%**  
of customer interactions are multi-channel

A woman with red hair is sitting at a desk, looking at a computer monitor displaying a line graph.

Source: McKinsey & Co, Customer Journey Analytics & Big Data, 2013

## Ask yourself

Does your organization have the competitive advantage it needs in the new data economy?



Cloudera can help you get there

# cloudera