

How To Unlock The Value In Your Company's Big Data



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With all the buzz around big data, it's no surprise that businesses have recognized its potential and are directing valuable resources towards collecting and storing every piece of data possible. In fact, according to a recent [Gartner study](#), three-quarters of companies have already invested in big data or plan to within the next two years.

As the Gartner report highlights, big data is seen as a major opportunity for businesses to achieve their goals, “such as enhancing the customer experience, streamlining existing processes, achieving more targeted marketing and reducing costs.” But to achieve these goals, it’s not enough to just collect the data. The true value comes from using it to unveil insights that move your business forward.

A few organizations are already there. As [Lisa Kart](#), research director at Gartner, explains in that same report: "As big data becomes the new normal, information and analytics leaders are shifting focus from hype to finding value."

So how do you make the most of your company's data and capitalize on the insights it can unlock? After many years working on a better solution for visualizing data, here are my top three rules to get the most out of big data for your business.

Break The Big Data Bottleneck

Many organizations turn to small teams of highly skilled data scientists to wade through their sea of data and pick out the useful nuggets. The problem with this approach is that it rarely happens quickly, diminishing the timeliness value of the data and ultimately not giving front-line users much to work with. This forms a big data bottleneck -- by the time a report is generated, the data has often changed and its findings may be obsolete.

I think the solution lies in encouraging all your people to become data enthusiasts. Motivate your employees to use data to help them with their jobs. Data scientists will remain as the elite professionals, but empowering everyone across your business to dig into big data for themselves can help you break this bottleneck.

To do so, we also need to lower the barrier to entry for understanding data. One way to do this is by making it possible for anyone in an organization to achieve analytical outcomes without being data scientists. By using software such as a business intelligence (BI) solution, employees can interact with big data in user-friendly ways and collaborate in the decision-making process about this data. There are many BI solutions out there, you just have to find the one that best suits your business needs.