News Advisory

HP Research: Enterprises Want Control over Information to Drive Competitive Advantages, Better Serve Citizens

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FRANKFURT, Germany, Dec. 4, 2012 — HP today announced global research showing that more than half of all respondents feel that gaining insight and effectively managing Big Data is strategic to their organizations.

According to new global research commissioned by HP, [1] 69 percent of private organizations indicated that an effective information optimization strategy would provide them with a competitive advantage. Seventy-four percent of public sector respondents indicated that an effective information optimization strategy would allow them to better serve citizens. Additionally, 65 percent of respondents regard the skills of a chief data officer as imperative to bridge the chasm between Big Data and driving enterprise insight.

However, while executives understand the importance of gaining command over the variety, velocity and volume of information, they regard their organizations as unable to address the associated challenges:

- Only 10 percent of executives said their organizations currently incorporate unstructured data into their enterprise insights, processes and strategy.
- More than one out of two business executives reported that their organizations are not equipped with the right solutions to gain insight from Big Data.
- Of the executives surveyed, only 16 percent said that their IT department immediately provides the right information to obtain actionable insight in order to drive the right business outcome, up from two percent compared to last year.[2]
- Barely one in two of respondents indicated that they analyze and act on all sources of structured, semi structured and unstructured data.
- More than half of executives admitted that their organizations are not currently prepared with the right strategies, tools and policies to prevent data corruption and unauthorized access to their data.

In a world where information is everywhere, enterprises are beginning to understand that deriving actionable insights from all types of data is the key to driving success. In the next three years, more than 90 percent of organizations plan to incorporate unstructured data into their enterprise insights, processes and strategy.

Methodology

The Coleman Parkes Research study was conducted by Coleman Parkes Research on behalf of HP and comprised 550 interviews among senior business and technology executives within enterprises (more than 1,000 employees) and midmarket companies (500-1,000 employees). The interviews were conducted via phone in October 2012. Regions included North America (United States and Canada), Europe and the Middle East (Czech Republic, France, Denmark, Germany, Russia, United Arab Emirates and United Kingdom), Asia Pacific (Australia, China, India, Japan and South Korea) and Latin America (Brazil and Mexico).

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1) "HP Cloud and Information Optimization," Coleman Parkes Research, Ltd., October 2012.
(2) "HP Research: Information Optimization," Coleman Parkes Research, Ltd., October 2011.