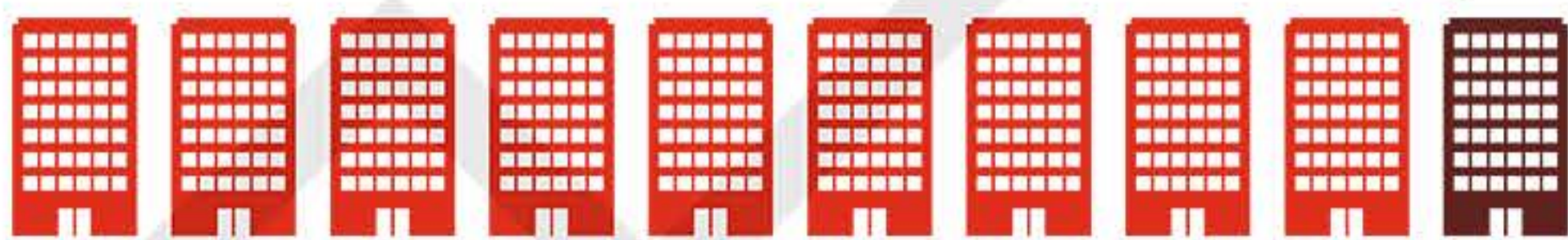


Analytics for Everyone

How can we get there?

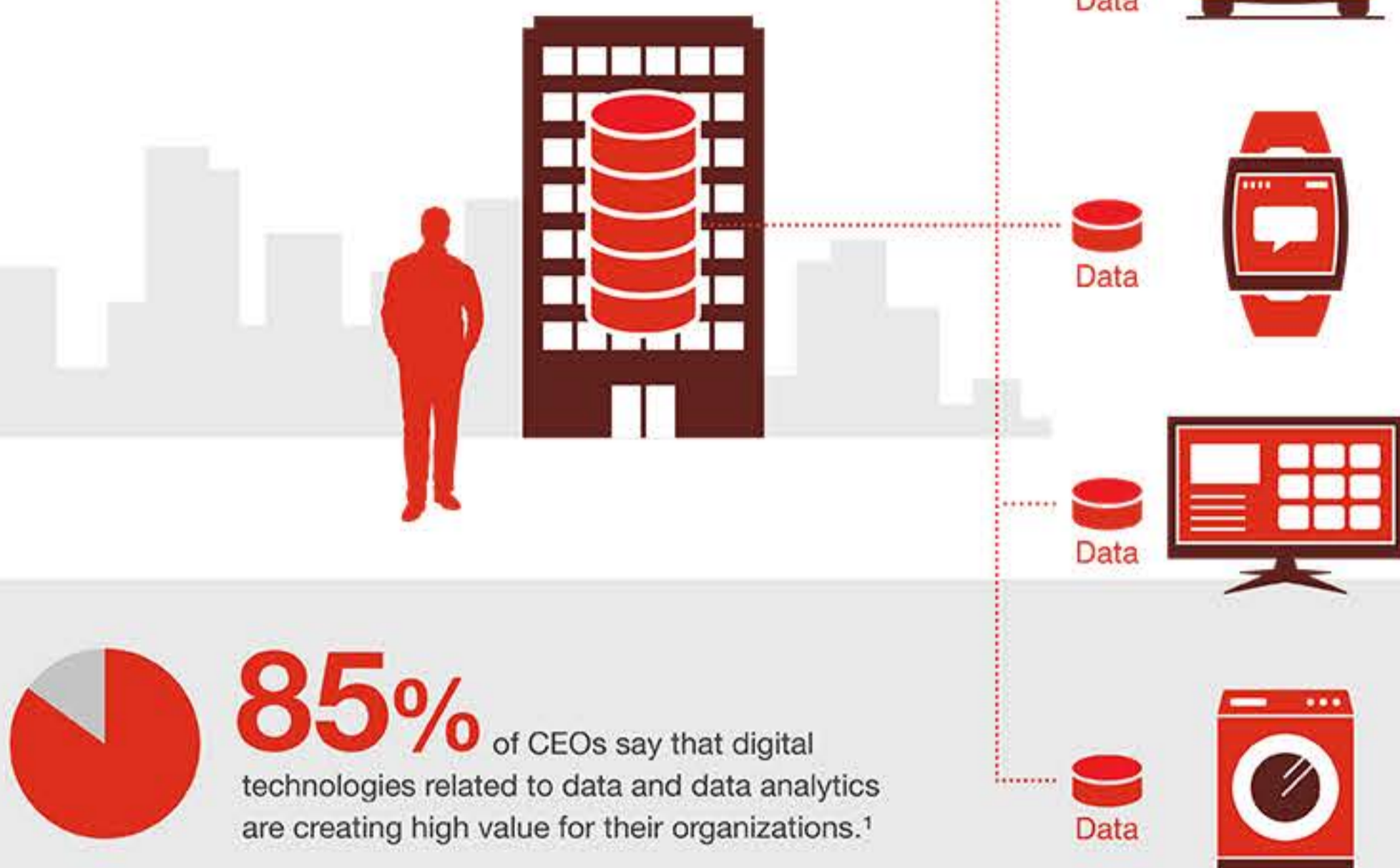
89% of US businesses are investing in data and data analytics.¹

Why?



A mobile, connected world = more data than ever before

Mobile devices, wearables, and connected products are creating more data than ever before, increasing the need for data mining and analysis across every facet of the business.



85% of CEOs say that digital technologies related to data and data analytics are creating high value for their organizations.¹

Meanwhile, the pace of change is unrelenting.

Amid the barrage of information, employees must make decisions faster than ever.



Most businesses can't cope with the data influx.

Outdated IT architectures, business unit silos, and disparate systems hamper decision-making among employees.



41%

41% claim that their systems can't make sense of large volumes of data from different sources³

30%

30% claim trouble in identifying useful data²

21%

Only 21% say senior management is "fully prepared" to make their most important decisions in the next 12 months²



At work: Locked data in disparate systems creates challenges in using data to support decision-making



At home: Access to real-time data creates insights that make decisions easy

- Real-time restaurant reservations
- Real-time directions and local traffic conditions
- Real-time and personalized data on physical exertion and calories burned



Get ready to leverage data, in real-time, across your enterprise.

To outperform, digital capabilities and data analysis can be embedded in every process and accessible to everyone – anywhere, anytime, on any device.

PwC combines strategy, business transformation and digital capabilities with the Salesforce Analytics Cloud to help enable insights and innovation across your organization.

Get connected with data for everyone. PwC and Salesforce.com can help.

