

Microsoft
Partner Network

Advanced analytics and big data

Cloud Partner Profitability



Advanced Analytics and Big Data: Partner Opportunity

Build long-term, value-added services for Advanced Analytics and Big Data

Capitalize on the market opportunity

- ➔ Big Data technology and services will grow from \$1.95B in 2013 to \$9.83B in 2020, attaining a CAGR of 26%.¹
- ➔ The Big Data technology and services market will grow from \$16.55 billion in 2014 to \$41.52 billion in 2018 for a CAGR of 26.24 percent, or about six times that of the overall IT market²

Insights to maximize profitability

- ➔ Start with an identification of business value that can be generated with Big Data
- ➔ Combine with 3rd. Party data sets for better insights
- ➔ Fold in a managed service and/or own IP

