





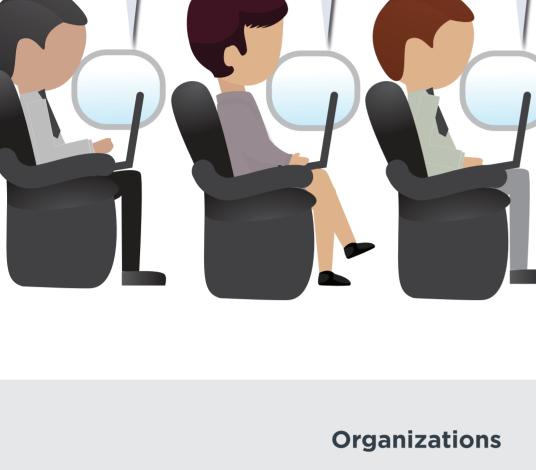
The emergence of big data has given rise to better business intelligence solutions, enabling market leaders to leverage analytics in order to achieve faster growth and stay ahead of the pack. Those looking to keep their competitive edge are now transitioning to the next phase of business insights - using cloud, crowd and mobile to enhance business analytics.

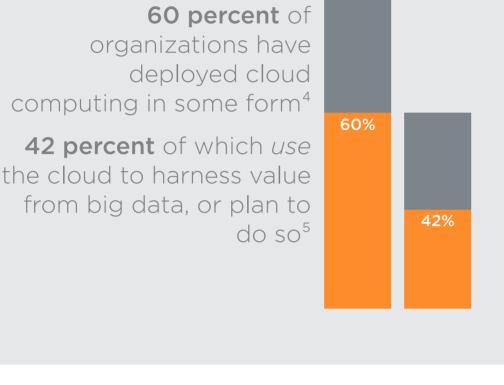
**Business Intelligence Spend** Over the last decade<sup>1</sup> \$60 Billion **Average Business Intelligence Spend** Businesses growing faster **38% More** than 15% year-over-year<sup>2</sup> Other Businesses **BI & Analytic Platform Deployments (2016)** Subscription-Based Cloud 25% Business Analytics Services<sup>3</sup>

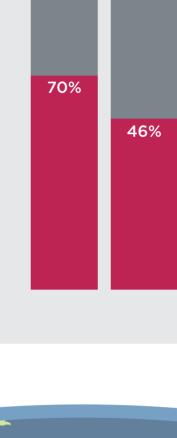


## CLOUD BI MOVES INTO THE CLOUD Companies have become familiar and

comfortable with cloud computing deployments, making the move of analytics to the cloud a natural progression. This shift in analytics is also creating a greater need for a new type of services providers offering seamless integrations and fast results.







**CIOs** 

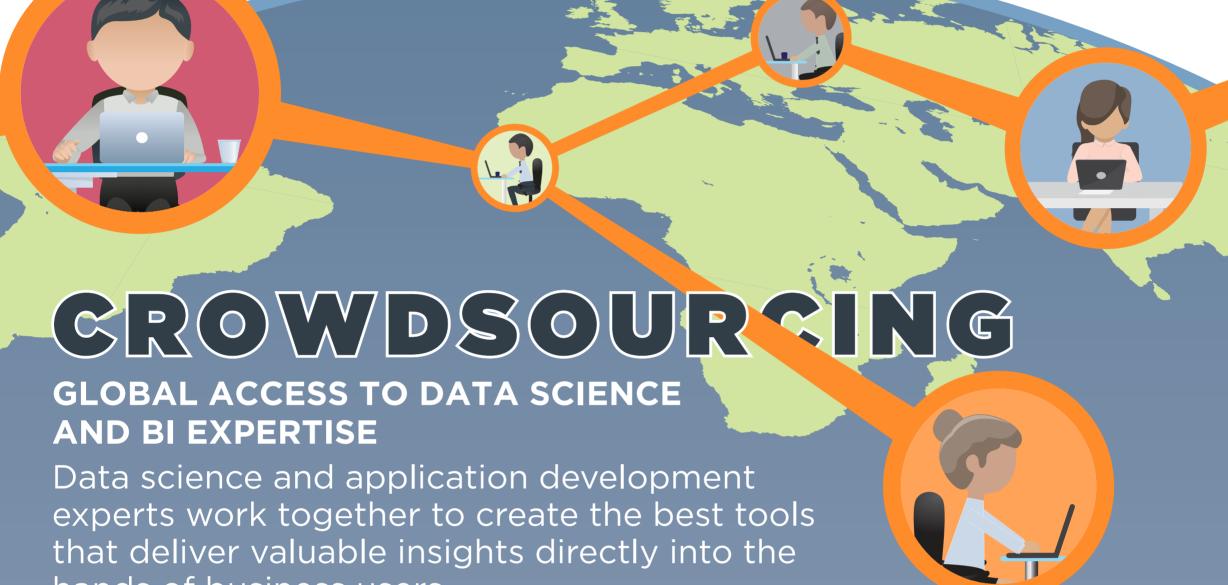
two to three years. Meanwhile, 46 percent of CIO's say that they need to work with new categories of partners to achieve strategies for cloud,

70 percent of CIOs say they plan

sourcing relationships in the next

to change their technology and

digital business, social, mobile, analytics and big data<sup>4</sup>



hands of business users. 2018 By 2018, crowdsourcing will constitute 20% of all enterprise

High-

**Performing** 



45%

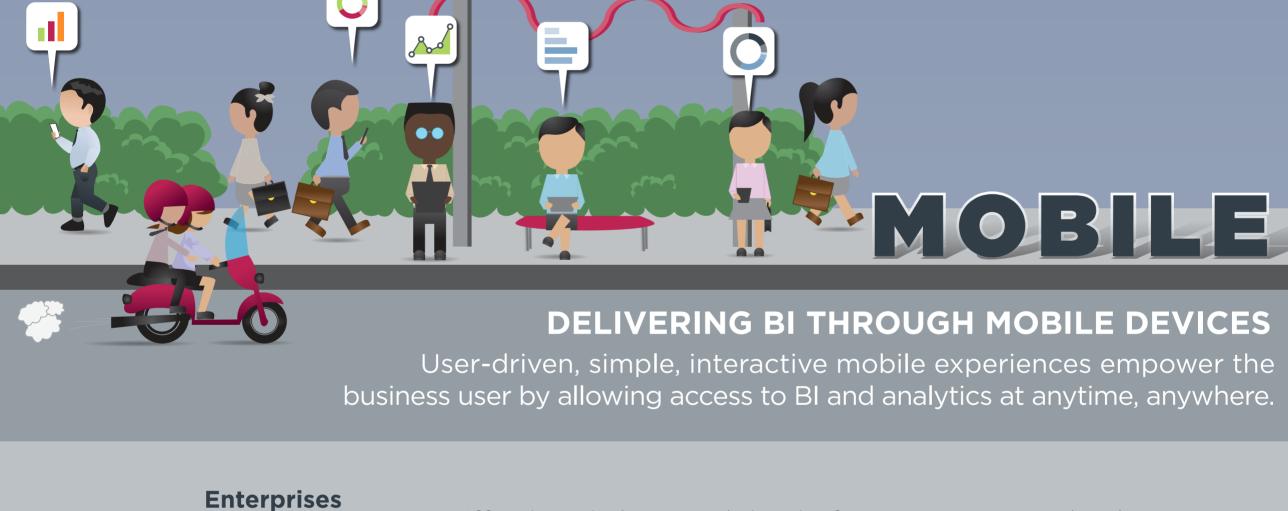
11%

**Enterprise** 

75% of high-performing enterprises will be using some type of crowdsourcing for business process services<sup>6</sup>.

sourcing initiatives, while over

application development



to be delayed or go over budget in 2015<sup>7</sup> IT Budgets (2017) IT organizations will dedicate at least 25 percent of their software budget to mobile application development, 25%

deployment, and management by 20177

Difficulties linking mobile platforms to existing databases

will cause 45 percent of mobile enterprise app initiatives

Mobile Apps (2017) By 2017, 50 percent of today's deployed mobile enterprise 50% apps will be completely rewritten or replaced<sup>8</sup> Top reasons why mobile apps impacted organizations' success<sup>8</sup> Mobility/Can be used anywhere 25% Real-time data (collection, tracking, analysis, reporting), 19% dynamic access to data

Unified data view, visibility



**ON INVESTMENT** 





Cloud, Crowd and Mobile are changing the BI landscape and enhancing ROI for Analytics

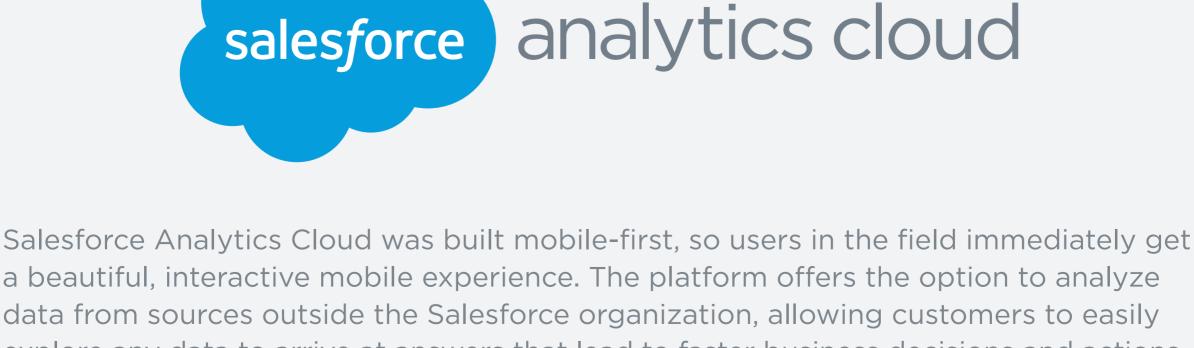


1,000+ salesforce.com enterprise engagements

**Kettle and Clover ETL** 

- Cloud Asset Library with a repository of reusable code solutions
- 750K member crowdsourcing community 208,000 data scientists

Integration of ETL tools such as Talend,



data from sources outside the Salesforce organization, allowing customers to easily explore any data to arrive at answers that lead to faster business decisions and actions.

Joao Tapadinhas, October 7, 2014

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**Footnotes** 

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