

# DO THE MATH: BIG DATA ISN'T SMALL TIME FOR BUSINESS



The push to leverage data technologies to power business intelligence continues to grow in 2016

## 48%

OF U.S. COMPANIES

Report that making better decisions and reducing costs topped their list of strategic objectives

The ability to access large amounts of complex data has expanded exponentially and it's helping savvy companies make better business decisions



Data analytics now play a key role in:



**Workforce**  
planning and  
productivity



**Identifying**  
optimal sourcing  
strategies



**Collaboration**  
and communication  
with talent

## These major benefits explain why...

In just one year, the number of chief data officers has more than doubled



## 44%

of IT leaders expect to increase hiring initiatives for big data positions

## 50%

of U.S. companies say they now have some form of big data initiative in place



## 63%

Rely on data for day-to-day operations

## 59%

Rely on data to measure business objectives

## 60%

Use data to better understand customers

## Data sets up smarter talent

A U.S. telecommunications company improved data integrity and visibility by engaging a comprehensive managed service provider (MSP) program.

Increased access to better-managed data helped the company control costs and accommodate 750 new contract workers as they integrated a \$10 billion business expansion.

“We now have visibility into our supply base to justify contractor rate variances in a particular state or region and to benchmark those variances against market conditions.”

Manager of Strategic Sourcing  
U.S. Telecommunications Company

## So what's the catch?

Extracting actionable information from big data can be a

**daunting task**



## 73%

of U.S. companies feel they need better real-time analysis

## 75%

agreed their business could be stronger if they could harness all of their data

## There is a gap between the data staffing firms collect and what is shared with buyers

Nearly 4 out of 5 firms claim to share data on competitive wage rates, but less than 3 of 5 clients report receiving it

CareerBuilder Recruiting & Staffing Guidebook, Q1 2016



Need to harness your data more effectively? An MSP can provide the visibility you need to enhance your workforce.



## Sources

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