



OPTIMISE YOUR DATA WITH SQL SERVER 2016

With the phenomenal rise of data collected by organisations, the challenge is to collect your data, put it into a useable visual format to gain maximum value from it while at the same time maintaining digital security.

Many companies are turning to SQL Server 2016 to provide a platform that protects data endpoints and offers real-time operational analytics and rich visualisations to gain maximum value from the data they generate.

Tame the volume of your data

Data is growing faster than ever, and it's become vital to use it to gain valuable insights to improve business performance.



By the year 2020, about 1.7 megabytes of new information will be created every *second* for every human being on the planet*

More data has been created in the past two years than in the entire history of the human race*

However, currently less than 0.5% of all data is ever analysed and used*

Microsoft SQL Server 2016 takes a structured approach to managing and evaluating incoming data and keeping it under control – allowing your business to obtain full value from your data.

So where does all this data come from?

Big data, Internet of Things, Machine Learning, and Artificial Intelligence are all increasing the value businesses place on data as they improve the predictive insights it offers. With an increasing number of devices, machinery and wearable technology interacting with line of business operations, **the benefits of effective data management are becoming increasingly clear.**



Within five years, there will be **over 50 billion smart connected devices in the world** – all developed to collect, analyse and share data*



40,000 search queries are performed every second (on Google alone), which makes 3.5 searches per day and 1.2 trillion searches per year*



Every minute up to **300 hours of video are uploaded** to YouTube alone*

The question is, with this huge influx of data, how do you make it easy to interpret?
The answer is *visualisation*.



Build a visual picture and bring your data to life

Analysing the data you generate will only get your organisation part of the way. To gain real insights and grasp the opportunity to improve, you need to see a clear visual representation of facts. Visualisation gives you a fast understanding of which areas need attention or improvement:

- Clarify the factors influencing customer behaviour
- Understand what products to place where
- Predict volume of sales
- Be able to instigate proactive maintenance

For example, predictive maintenance in factories could:



Reduce maintenance costs by 10 to 40% by fostering better maintenance**



Cut downtime by 50%**



Reduce equipment costs by 3 to 5% by extending machine life**

These are just some of the areas that can be influenced when you can pull your data down into visual form; leading to greater insights and decision-making based on facts.

Manage your data vulnerabilities

Of course, this explosion of data access points into a business can result in vulnerabilities, making 'managing risk' high on your list of priorities when putting together your data strategy.



69% of businesses say cyber security is a high priority for senior managers***

Only **51%** of companies have taken recommended actions to identify cyber risk***

Only **29%** have formal written cyber security policies***

65% of large firms detected a cyber security breach or attack in the past year***

With SQL Server 2016, you can control application access, encrypt data and monitor activities; helping you to secure your data using layers of built-in protection. And it's certified to meet top industry standards.

Increase the business value of your data

In this data revolution, it's not surprising companies are learning how to connect the components that pump data into their business and capitalise on the value of this information. Benefits to companies who gain control of their data:

Increased speed to market

Flexibility to adapt to changing market conditions

Building a competitive advantage

Ability to deliver better services

Connecting everything drives positive business results, realised by 73% of organisations who have already invested or plan to invest in technology that allows them to manage data*



Retailers who leverage the full power of data could **increase their operating margins** by as much as 60%*



It's estimated healthcare **could save as much as \$300 billion a year** by better integrating data*



Just a 10% increase in data accessibility could result in more than **\$65 million additional net income** for a typical Fortune 1000 company*

Talk to our experts



Global software expert, Crayon builds security into products and services from the ground up. We ensure you operate fully supported versions of SQL to remain compliant and reduce security risks. Our local team is expert in Software Asset Management SAM, Licensing Optimisation and associated Software Services.

Call or email us today for a no obligation consultation.

Tel: +47 22 89 1000 | Email: info@crayon.com | www.crayon.com

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