

# El diálogo en un mundo desordenado

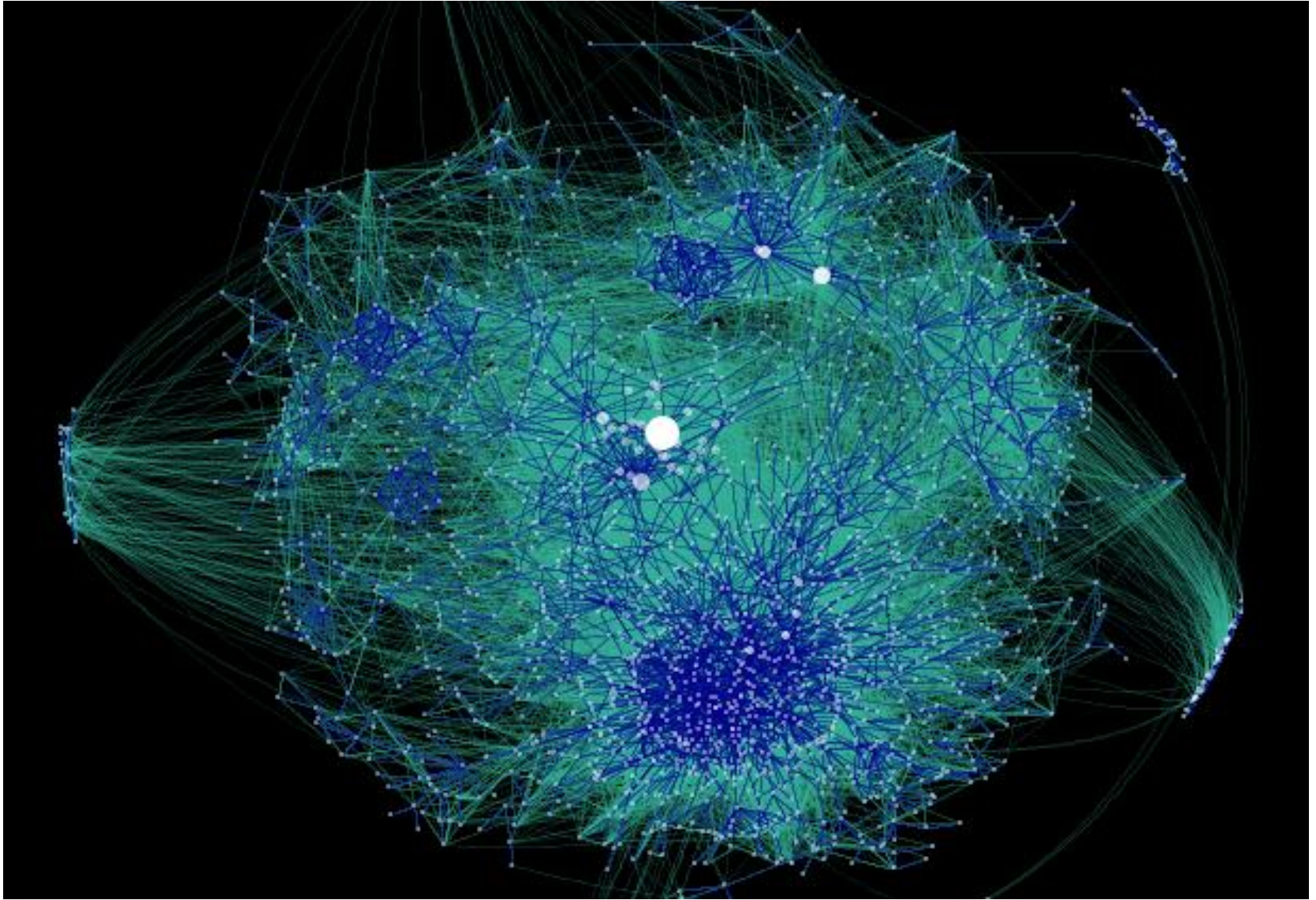
Mara Destéfanis



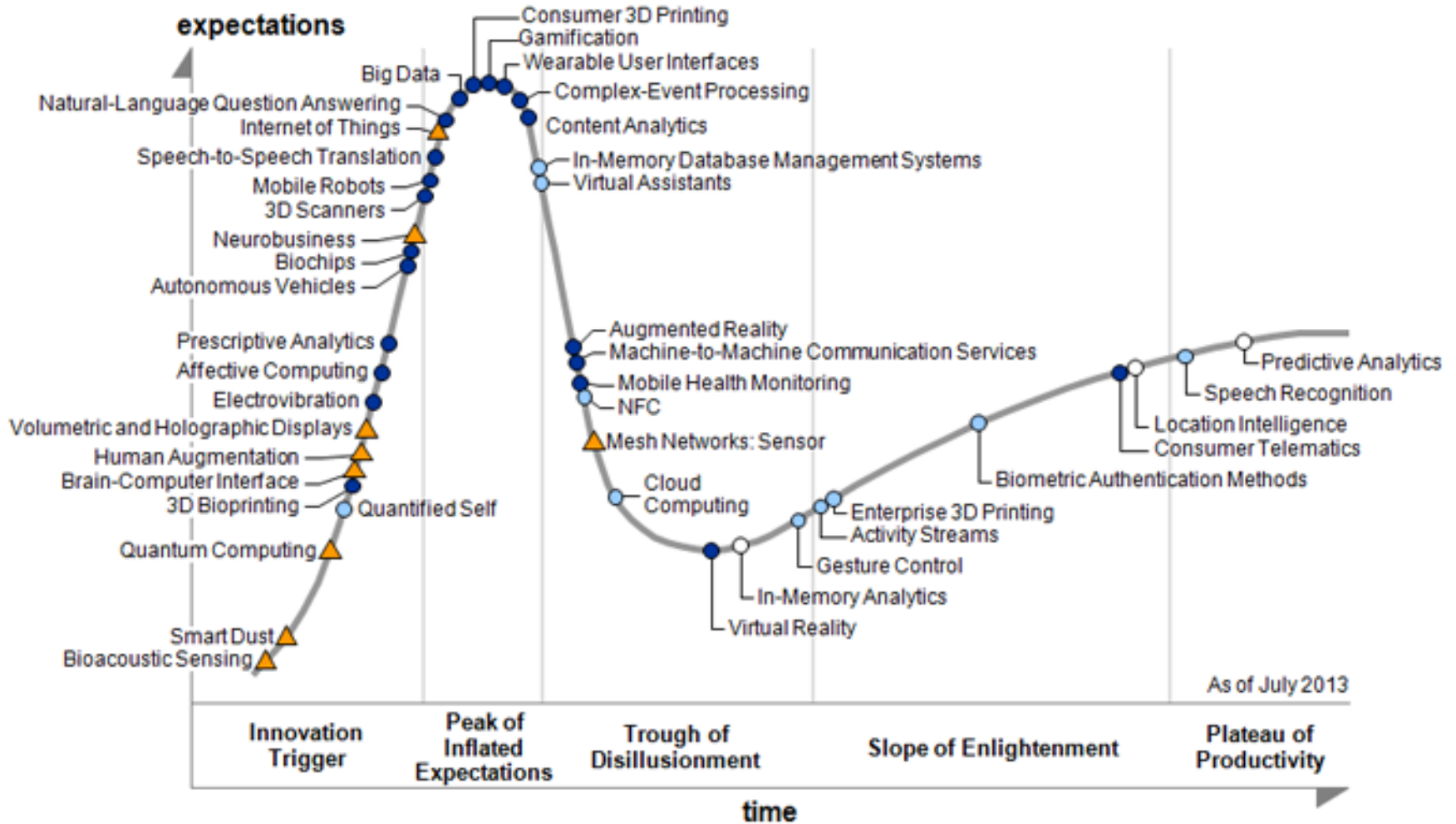
# Cada 20 años una tecnología poderosa



# BIG DATA



# Ciclo de Tendencias



**Plateau will be reached in:**

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete

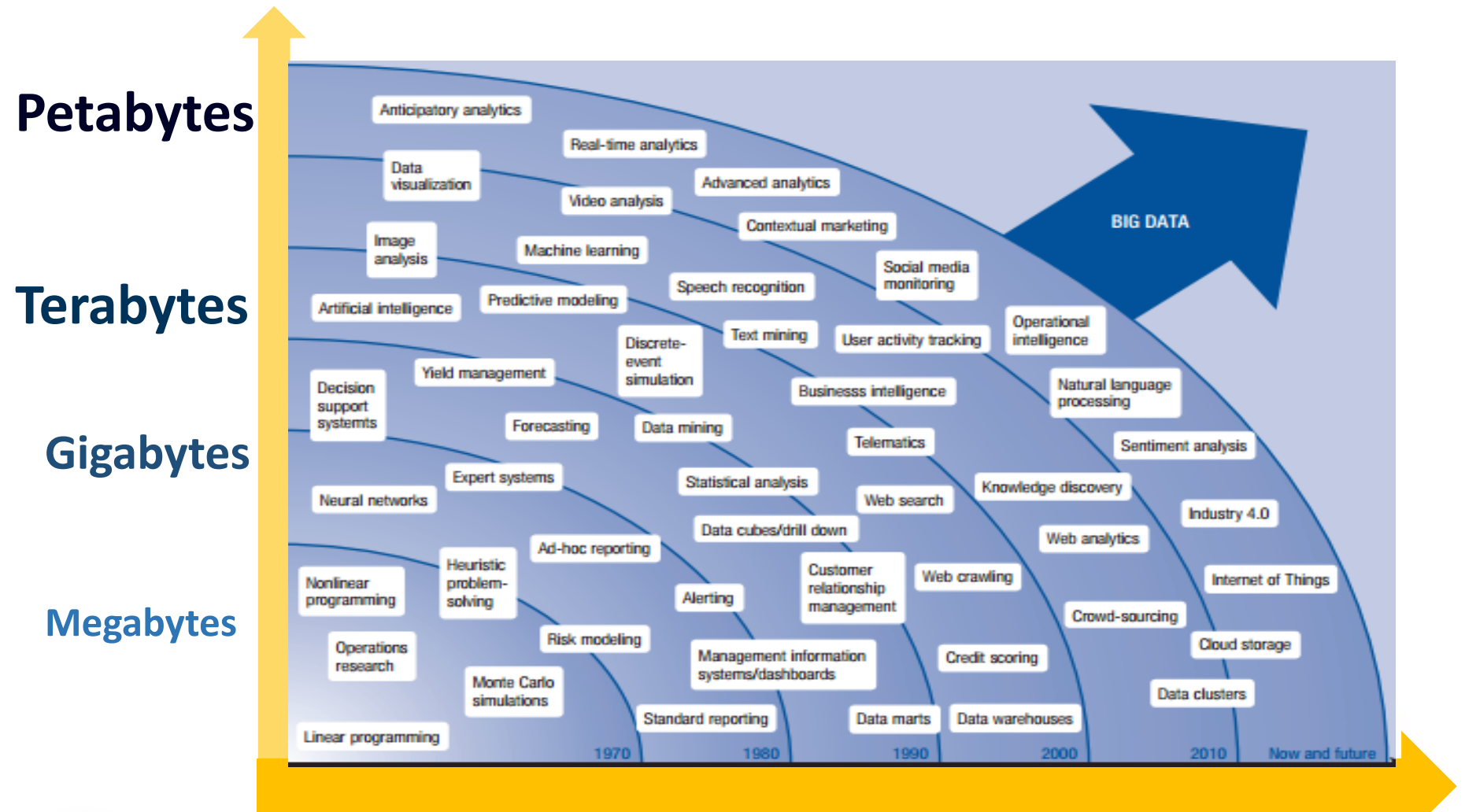
⊗ before plateau

Fuente: GARTNER



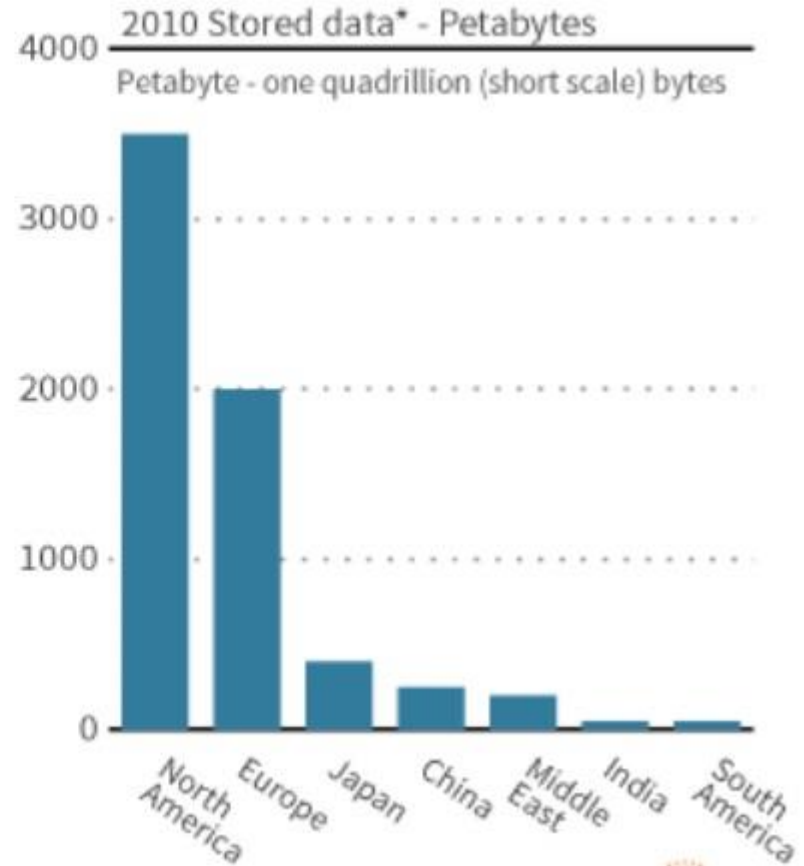
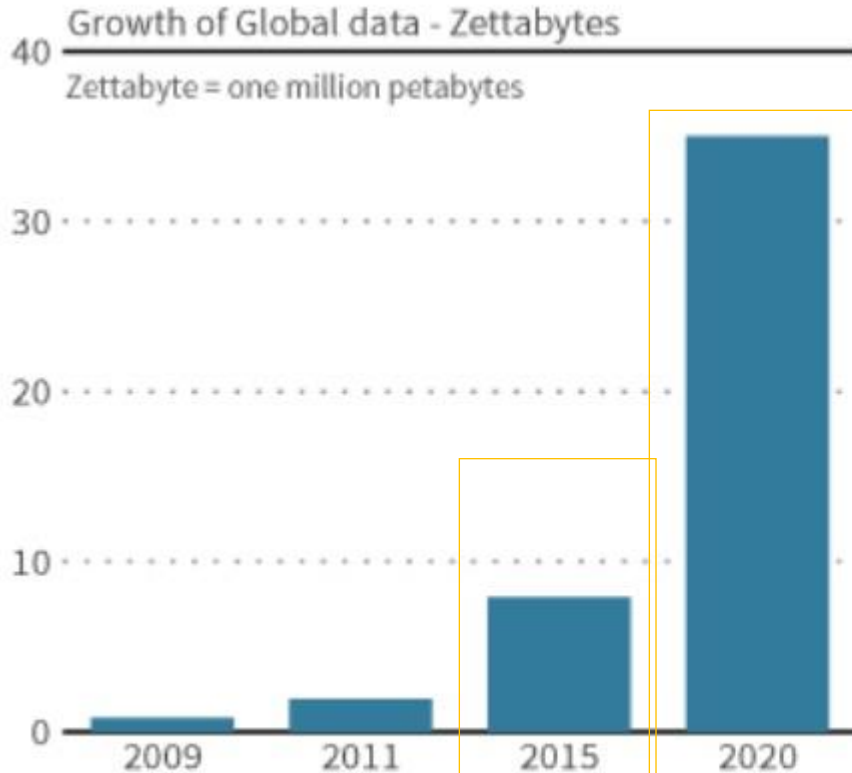


# Aumento de Variedad y Complejidad





# Crecimiento Big Data



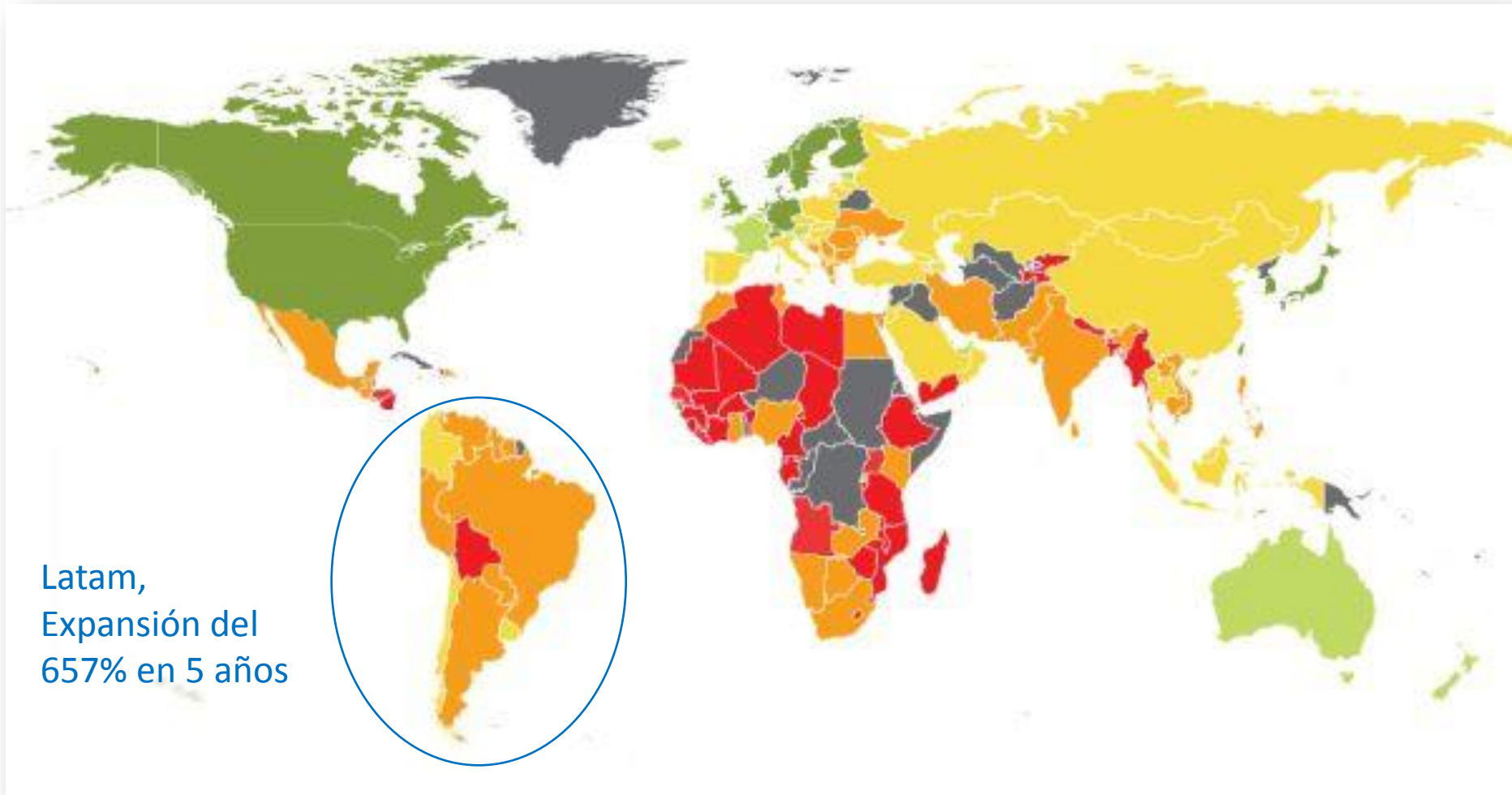
Creceará **45%** anual hasta llegar a **\$ 25 mil millones** para el año 2015

Sources: Nasscom -CRISIL GR&A analysis





# Geografía Big Data



Latam,  
Expansión del  
657% en 5 años



# Impacto e Usos

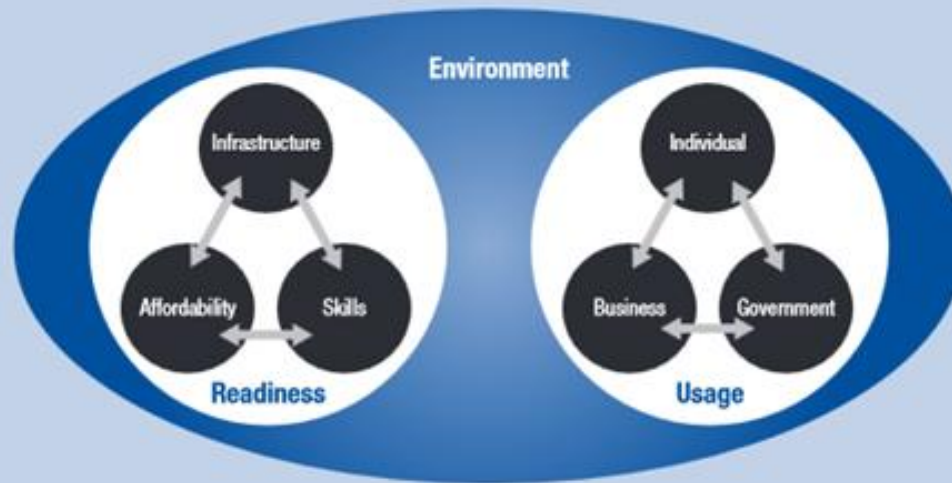
Stage 1:  
Performance  
management

Stage 2:  
Functional area  
excellence

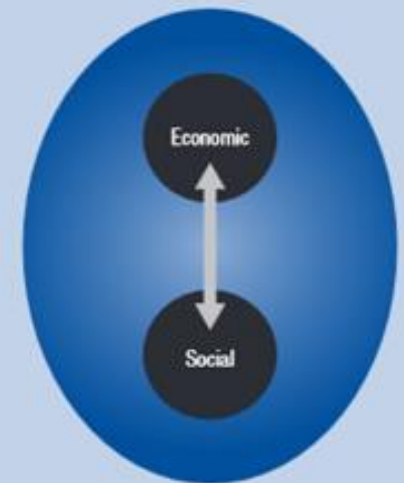
Stage 3:  
Value proposition  
enhancement

Stage 4:  
Business model  
transformation

## DRIVERS



## IMPACTS



BIG DATA

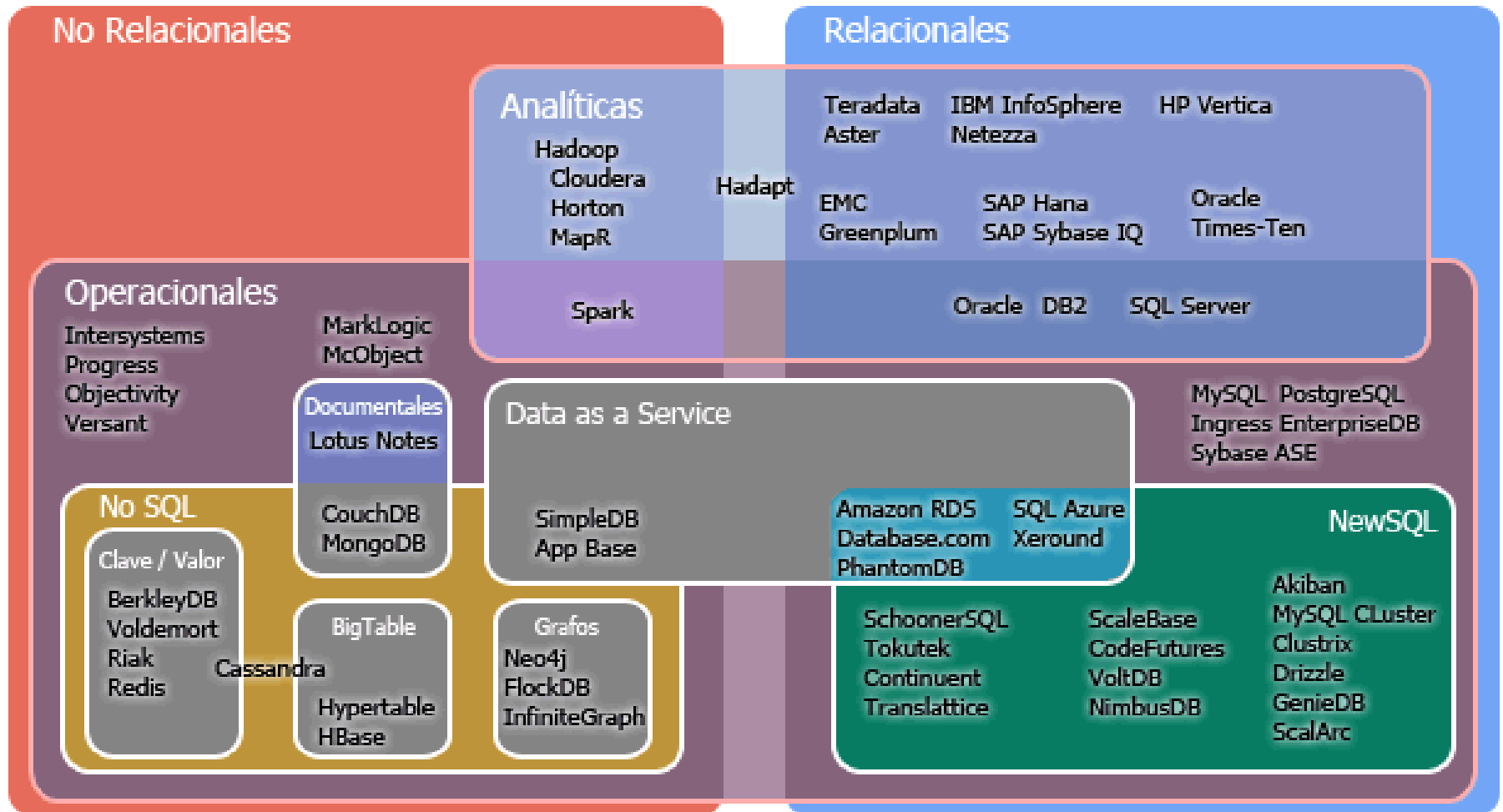


Large-scale  
implementation

World Economic Forum



# Gestión



# Gestión del Conocimiento



# Las nuevas 4P de las empresas



# DIALOGO



**DISRUPTIVO**



# Impacto en todos los ordenes







“KNOWLEDGE IS IMPORTANT BUT MUCH MORE IMPORTANT IS THE USE TO WHICH IT IS PUT.”

[www.dalailamainaustralia.org](http://www.dalailamainaustralia.org)





**@01market.com.ar**

**mdestefanis@01market.com.ar**