

# FROM BIG DATA TO SMALL DATA

## BIG DATA

An enormous quantity of information is stored on the internet/cloud to be processed and interpreted by tools.

### RELEVANCE

Companies benefit from processing and analysing that data.



## SMALL DATA

The key lies in deciphering them to find clues to help companies to take value decisions.

### RELEVANCE

Around 70% of big innovations originate in small data.

Source: SAP.