

# Why Are CIOs Getting SMACT?

Industry analysts predict that within 5 years the CMO will spend more on IT than the CIO. With the adoption of Social, Mobile, Analytics and Big Data, Cloud Computing and the Internet of Things, here are some of the reasons why **CIOs** are getting **SMACT**.



## S

### SOCIAL

**98%** of 18-24 year olds currently use social media

**100** hours of videos are uploaded to **YouTube** every minute

**facebook** ingests approximately **500x** more data than the New York Stock Exchange (NYSE) each day

## M

### MOBILE

By 2016, wired devices will account for 46% of IP traffic, while Wi-Fi and mobile devices will account for 54% of IP traffic

In January 2014, mobile devices accounted for **55%** of Internet usage in the United States

By 2017, **1/2** of employers will require employees to use their own devices for work

## A

### ANALYTICS

By 2017, more than **50%** of analytics implementations will make use of event data streams generated from instrumented machines, apps or individuals

The global Hadoop market is estimated to reach \$50.2 billion by 2020.

2012	\$1.5 billion
2020	\$50.2 billion

It was valued at \$1.5 billion in 2012 and is expected to grow at a CAGR of 58.2% between 2013 to 2020

By 2018, the United States could face a shortage of between **140,000** to **190,000** people with deep analytical skills

## C

### CLOUD

As of April 2014, the average large company uses **759** cloud services, a jump of 21% from previous quarter measurement

**80%** of line of business employees admit to using non-approved SaaS applications in their jobs

By 2017, enterprise spending on cloud will reach **\$235.1** Billion

Triple the \$78.2 billion spent in 2011

## T

### INTERNET OF THINGS

**69%** of consumers are planning to buy an in-home device in the next five years

By 2020, there will be over **30 Billion** connected things, with over 200 billion with intermittent connections

The Internet of Things will result in **\$1.9** Trillion in global economic value-add through sales into diverse end markets

## The SnapLogic Elastic Integration Platform

Connect Data, Apps and APIs in a Snap!

Learn more at: [Snaplogic.com/iPaaS](http://Snaplogic.com/iPaaS)

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### snapLogic

SnapLogic is the only elastic integration platform as a service (iPaaS) that delivers real-time, event-driven application integration and streaming and batch big data integration for analytics in a single platform. With SnapLogic, cloud application and big data integration is a Snap!

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