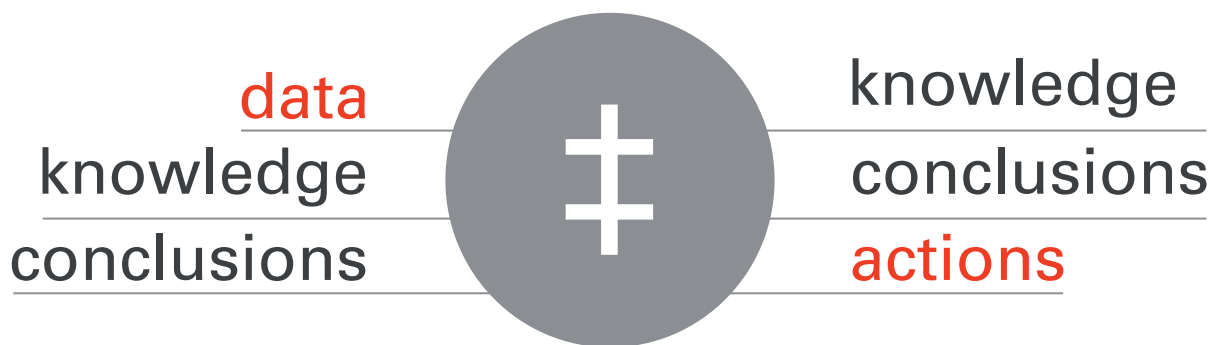




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# THE (big) DATA ISSUE

Ever wondered why it is so hard for companies to actually  
**do**  
something their customers request?



Technology changes the world we all live in. But most companies struggle to adapt. Simply said: Things are getting very complicated.

While Big Data keeps experts busy, the customer impatiently awaits actions. So why not start small and use the data you have, instead of stumbling over the next big trend?