

# PUGET SOUND BUSINESS JOURNAL

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## Three things big data experts think non-tech companies need to know

Get ready for the digital revolution.

That was the message from big data experts to Seattle area business leaders who attended [Seattle Tech Days](#) Thursday morning.

The panelists said American companies — even those located in tech-centric Seattle — can learn from technological innovations in Europe. Businesses of all types are coming under an avalanche of data and, armed with the right knowledge, they can dig their way out and upgrade their business in the process.

Here are three things the panelists said that non-tech companies need to know about big data and doing business:

1. Cloud technology frees up resources to focus on core business problems. Instead of dealing with in-house data storage and processing, companies can outsource these tasks to cloud services, such as Amazon Web Services or Microsoft's Azure.

“Small and medium organizations are already in the terabyte range of data storage,” said [Chris Garvey](#), director of the big data center of excellence at Switzerland-based Luxoft. “In the next 4 to 7 years there's going to be an enormous amount of information coming at businesses. Every year we seem to exponentially grow the amount of data coming from every industry out there.”

2. Big data analysis is changing the relationship between business and customer. In retail, companies increasingly analyze consumer's online site visits and purchases to personalize recommendations and marketing campaigns to get them buying more products or services.

“Amazon’s ‘next best offer’ concept has become ingrained in us,” said [Arya Barirani](#), chief marketing officer at Global Logic, which has offices in cities around the world.

3. Cloud solutions are accelerating the speed of business. “You can go from proof-of-concept to production in a matter of days in some cases using a cloud platform, whereas in the past it might have taken months using on premise technology,” Garvey said, who's based in Luxoft's Kirkland office.

It's a lot easier today to get started with big data using cloud technology than even two years ago. But it's up to companies to take the first step.

*Casey Coombs covers technology and biotechnology for the Puget Sound Business Journal.*