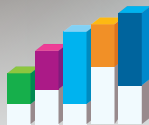


# Big Data & Analytics: Steps to success

Ready to reap the benefits of big data and analytics? IBM has identified a five-step progression path that helps you develop a strategic approach to data—and then expand it across your organization to turn information into valuable insight.



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**Ready to start climbing the steps to big data and analytics success?**

Read the white paper at <http://ibm.co/5steps> and join the conversation at [ibmbigdatahub.com](http://ibmbigdatahub.com)