

# Digitalization of the industry

## Facts and forecasts

16.1 quadrillion GB

Globally generated data volume in the year 2016

\* One quadrillion is equal to a thousand trillion.  
1,000,000,000,000,000 = 10<sup>15</sup>

163 quadrillion GB

Forecast for globally generated data volume in the year 2025

5000jcbu' XLFUdc)big'



**4 billion**  
connected people



**4 quadrillion**  
in revenue from data



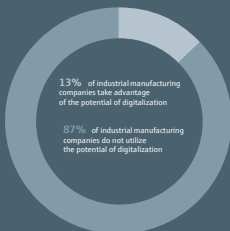
**25 million**  
apps



**50 quadrillion**  
GB generated data

## The potential of digitalization

On average,  
70 robots can do the work  
of 10,000 employees



**82%**  
report significant  
efficiency enhancements



**49%**  
experience fewer  
product failures



**45%**  
gain higher rankings  
in customer retention



70



10,000

## The easy way to digitalization



**90%**

of Endress+Hauser's measuring  
devices already communicate digitally



Transform data from the field into information  
with Heartbeat Technology and our apps:

- Optimize business processes
- Minimize maintenance efforts
- Improve product quality for your customers

**97%**

of the gathered data remain  
unexploited today