

Volume, Storage Top Database Concerns in 2012: Winterberry Group

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The outlook for direct and digital marketing as a whole is optimistic: Winterberry Group managing director Bruce Biegel foresees a 5.1% uptick in spending, to \$215.8 billion, in 2012. But that increase will in part be spurred by marketers' confronting "big data" issues – the amount of data being collected, and the speed at which it is being accumulated, may overwhelm their ability to analyze and use it.

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