

# The Study of Analysis of Business Model Innovation Era of Big Data

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**Abstract:** As the network information age has become more common, mobile Internet, social network, the electronic commerce of the Internet greatly expand the borders and application fields, we are in a data the explosive growth of "big data" era, large data in the social economy, politics, culture, people life and other aspects have far-reaching influence, the big data age to the human data to control ability puts forward new challenges and opportunities.

Big data to the business model has the potential of creative destruction. Big data and combined with an efficient business model from the business model of the economic, operational and strategic perspective is pointed out that big data can promote competitive advantage. Target based on innovation and mechanism analysis of the era of big data, the framework of business model innovation around the business model of four interface are analyzed under the background of big data business model components and structure change.

At the heart of the big data is established on the basis of correlation analysis. In many fields, the wave of big data is cause disruptive innovation, also will bring to institutional change. Suppliers and their operating status billions of bytes of information. According to a large number of large Numbers can be get, communication, gather, store, and analysis of data, is now in the global economic activity is the core of each department and each function, has become as important as physical assets of human capital factors of production.

Big data as a very good perspective and tools. From the Angle of capital, from its data size, the activity and the company's ability to be able to use and interpret data, you can see that the company's core competitiveness. It is the ability of several capital focus point. Mobile Internet and the emergence of a social network bring large data into the new journey, Internet marketing will be based on the analysis of the behavior to make the transition to individualized era.

**Keywords:** Big data, Business model, Value creation and innovation mechanism, Internet of things, Cloud computing .

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## I. INTRODUCTION

Since entering in 2012, large data (Big Date) with the use of the word is mentioned more and more, it has appeared in 《the New York Times》, 《Wall Street Journal》 column cover, people use it to describe and define information explosion of huge amounts of data generated, into the White House network news, talk some domestic networking topics in Sharon, keen sense of smell is the Galaxy Securities, the military Securities, Guotai Junan and other written investment recommendation report, big data era. Mobile Internet, social networking, e-commerce applications greatly expand the boundaries and areas of the Internet. Some people say that the 21st century is the information age data, we enjoy the convenience, but also unpaid contributing their "whereabouts." Various kinds of data are growing rapidly and become larger, it determines the future development of enterprises, although companies may not realize the explosive growth of data has brought the issue of risk, but over time, people will be more and more conscious the importance of data to the enterprise. The Internet is now not only know that the opposite is a dog, also know what the dog likes the food, points out Liu Wan, points back to the nest to sleep. We have to accept this reality, everyone in the Internet into the era of big data, will be transparent existence. Big Data era of human ability to control the data presented new challenges, but also for people to get more profound and comprehensive insight provides an unprecedented space and potential. Harvard

University professor of sociology Gary King said: "This is a revolution, vast data resources so that all fields begin to quantify the process, regardless of academia, business or government, all areas will begin this process." Hidden data the patterns and valuable information in the past, required considerable time and cost to extract this information. Such as Wal-Mart or Google leading companies have to pay a high price to dig information from large data.

## II. OBJECTIVES

With the advent of the era of big data, big data development catalyzed a number of related industries, it also brings opportunities for business model innovation. Big data - and a lot can be obtained, communication, gather, store, and analyze the data. Now is the core of global economic activity in each department and each function, and has become physical assets and human capital is equally important factor of production.

Big data having the current business model of creative destruction potential, that has the ability to change. Between the twinkling of an eye in the world to produce a variety of data, and this trend intensified, with the development of computing technology to better cope with the scale and complexity of the data, from large corporate data to get more revenue. Although big data is still an emerging field of study, but the data has the potential of business model innovation is still recognized by many companies, such as Internet commerce industry, Amazon, Facebook, Alibaba and other traditional industries in the Rolls Royce, GE, Tesco. In view of this, this paper attempts from the competitive advantage to enhance the business model innovation objectives and mechanisms, business models composition of elements change and so on, business model innovation big data era exploratory analysis in order for business management studies at the future of big data background provided reference.

## III. BUSINESS MODEL COMPONENTS

Since the 1990s, with the rapid development of the network economy, research on business models become the focus of attention of entrepreneurs and scholars, business model innovation in the global business community has aroused unprecedented attention. Among Defining the business model, a widely accepted business model is defined as the value creation logic. It clarifies how companies are to profit from the value chain specific targeting, describes the design companies to create value through business opportunities for the transaction, management structure and carried out to answer the following questions: Who is the customer, the customer What is the value of the business activities how to make money, and how to deliver value to the customer the appropriate costs inherent economic logic.

Business model covers create value and deliver value during all the core elements of business strategy and operations management. From a business strategy level analysis of the business model, mainly to enhance the competitive advantage of the role of business model; level of analysis from operational management business model, the business model is reflected in how to optimize operational processes and enhance productivity. Elements of business models including market, enterprises, customers and profit model 4 interface. That market value proposition, describes the company offers products and services to the intrinsic value; corporate interface includes business partners, to create the required resources and key business activities value; customer interface, including customer segmentation, transmission channels and customer relationship value dependent ; profit model includes ensuring the economic viability of the business cost structure and revenue streams.

## IV. THE INFLUENCE OF BIG DATA

In the digital age, people's life style and ways of thinking in a series of changes, this change also made larger changes to people's consumption concept. Big data era of big data the influence of life, work, its influence in addition to economic aspects, it also can have far-reaching effect in such aspects as politics, culture, big data can help people open cycle "number" management mode, is the concentrated reflection of the "big society", our current three technology, seven points, according to the data to the world. It gives consumers a wider field of vision, but also in improving the consciousness of consumers. These effects enough consumers no longer fully believe that the traditional marketing "bombing type" and the spread of implants, they are more inclined to doubt the brand and product, they can on the basis of published their own views, to affect other people. The influence of "big data", increased the demand for information management experts. In fact, the influence of big data is not limited to information and communication industry, but is "eat" and reconstruct many traditional industries, widely used in data analysis means of management and optimizing the

operation of the company the essence of which is a data company. McDonald's, KFC, and apple's flagship store location are based on data analysis, the precision of location.

In retailing, technology and means of data analysis is widely used, traditional companies such as Wal-Mart through data mining remodeling and optimize the supply chain, the rise of new electricity suppliers such as Amazon, Taobao through massive data control and analysis, to provide users with a more professional and personalized service. In this era of environmental, business and vendors if their views are indifferent attitude, then they will lose a lot of attention to the crowd, but also makes the influence of the traditional marketing model spread greatly reduced. Big data privacy aspect, the large amounts of data often contains some detailed information about our potential to showcase information, and gradually brought to our concerns about privacy. Some companies need to handle large data seriously this issue. Information such as the United States days Rui give the impression deeper impression is one of his scientists, we should not simply obey privacy legal issues, which is not enough, the company should comply with the principle of Google is not evil, even more efforts should be made more active.

#### **4.1 Development Trend**

Trend 1: Become an important strategic resource. In the next period of time, the data will become large enterprises, social and national levels important strategic resource. Big data will continue to be the various agencies, in particular the important assets of enterprises, institutions and become to enhance the competitiveness of companies a powerful weapon. Enterprises will be more in love with user data, make full use of customer data with their online product or service interactions generated, and derive value. Furthermore, in terms of market impact, big data will also play an important role - impact on advertising, product promotion and consumer behavior.

Trend 2: Data privacy standards will be introduced. Will face major challenges large data privacy protection, privacy protection laws and the existing technical means difficult to adapt to large data environment, more and more difficult to protect personal privacy, there may be a paid private services, data "mask" will be popular. It expects all countries will have introduced a series of data privacy standards and regulations.

Trend 3: The analysis occurred change. Big Data analysis will be a series of major changes. Like computers and the Internet as Big Data may be a new wave of technological revolution. Based on Data Mining Big Data, machine learning and artificial intelligence may be changed in many small data algorithms and basic theory, this area is likely to generate the level of theoretical breakthrough.

Trend 4: The depth of integration and cloud computing. Big data processing inseparable from cloud computing technology, cloud computing provides efficient mode Flexible and scalable infrastructure to support environmental and data services for big data, big data, compared with Cloud computing offers new business value, therefore, starting in 2013 big data technologies and cloud computing technology must enter a more perfect combination of. Overall, emerging computing and other forms of cloud computing, networking, mobile Internet, both local produce big data, but also need large areas of data analysis methods.

Trend 5: Network security issues highlighted. Data security very big concern, big data protection is increasingly important. Increasing big data, the data stored in the physical security requirements will be higher, so that multiple copies of data and disaster recovery mechanisms put forward higher requirements. Networks and makes digital life easier for criminals to get information about people, also have more means crime can not easily be tracked and prevention of fraud may appear even more brilliant.

Trend 6: Big data subject was born. Data science will serve as an emerging disciplines related to the big data to. At the same time, a large amount of data will be published monograph science class.

Trend 7: Creating data analyst. Big data will create a number of new jobs, such as data analyst and data scientist. Data analysis talents with rich experience to become scarce resources, data driven job opportunities will present a explosive growth.

#### **4.2 Dilemma of Chinese foreign trade enterprises are facing**

- (1) Trade growth weakened sharply.
- (2) Europe is still the main source of China's trade surplus.

(3) Foreign trade restructuring has not been completed.

(4) Trade protectionism threat seriously.

#### ***4.3 Chinese foreign trade enterprises in the development process***

Growth and innovation of SMEs (Small and medium-sized enterprises) for economic development has an important role. Entrepreneurship and growth of small and medium enterprises for a national and regional economic growth plays an important role, which has become the consensus of the world. China's growth and innovative SMEs are promoting economic growth, ease the employment pressure, maintaining social stability fundamental forces, as well as promoters of market economic reform. In recent years, the rapid SMEs as the main body of the non-public economic development, promote regional SMEs have become an important force in economic development. Practice of China's economic development also proved the SME is in a good, positive development trend in our country and promoting economic development and increase revenue, promote the industrialization of innovation as an important force. As the world economic integration process and the development of the socialist market economy, how SMEs to enhance their growth innovative mechanisms to promote economic development and has become a hot topic of social concern. However, SMEs irrational entrepreneurial growth and development mechanism has become a bottleneck restricting the development of SMEs themselves. Because of its small size, low capital and technology constitute, by the traditional system and the external impact of the macroeconomic and other factors, so that the situation of SMEs and their development and are not suited to a market economy exists in financial management, leading to cope with the fierce market competition faced enormous difficulties. How to overcome the shortcomings and disadvantages of small and medium-sized enterprise own development. Will directly related to the local regional economic development and social harmony and stability.

By the end of 2001, China had 29.3 million SMEs, employing 174 million people. The role of SMEs in national economic development can be summarized as follows: First, China's small and medium enterprises with its less than 1/2 of all assets created more than 70% of the outstanding performance of the employment opportunities for promoting healthy and coordinated development of national economy and maintain an important guarantee for social stability; Second, China's small and medium enterprises through the creation of social jobs corresponding reduction in expenditure of national social security and other aspects, it is also the country has created 43% of tax revenues, an important stability of the country's fiscal balance security; Third, China's SMEs through reform and opening up 20 years of continuous development and growth, has undergone intense survival of the fittest competition, to break the shackles of the traditional planned economy system, become developed and perfected with Chinese characteristics, an important guarantee of the socialist market economy; Fourth SMEs are at the same time create jobs and provide support services for large enterprises, governments at all levels to focus on to become state-owned enterprises restructuring, reorganization important protection; Fifth, China's SMEs are mostly located in small towns to absorb a lot of private investment, led to the development of small cities and towns has become an important guarantee to promote the smooth implementation of the proactive fiscal policy and narrowing the urban-rural income gap. From the size of the enterprise point of view, compared with other countries in the world, China's small and medium enterprises is relatively low in assets, capital and other aspects of the size of turnover, while the number of high scale, reflecting China's SMEs are mostly labor-intensive enterprises basic national conditions. Contribution from the social point of view, the value of final goods and services created by SMEs have accounted for half of China's GDP, small and medium enterprises to solve the employment of more than 75% of the total amount of China's urban employment, products, technologies and services offered by exports account 60% of total exports, completed 43.2 per cent of total tax revenue income. Moreover, SMEs in China has increasingly become an emerging high-tech and service industries the main force (in Beijing's Zhongguancun high-tech concentrated area of 900 enterprises, more than 95% of SMEs).

#### ***4.4 What is the business model innovation can bring foreign trade enterprises***

(1) Strategic positioning and innovation. Mainly around enterprise value proposition, innovation target customers and customer relations, specifically refers to the enterprise to choose what kind of customer, to provide customers what kind of products or services, we hope to establish what kind of relationship with the customer, its products and services can to provide customers with innovative value what other aspects. In the fierce competition in the market, no one product or service to meet all consumers, strategic positioning innovation can help us find effective market opportunities and improve the competitiveness of enterprises. In the strategic positioning of innovation, companies must first understand who their target customers, followed by how to make products or services the company offers to meet the needs of target

customers to a greater extent, determined on the basis of both the front and reanalysis The choice of the customer relationship. Suitable customer relationship can also make business value proposition to better meet the target customers.

(2) Resource capacity and innovation. Innovation is an enterprise resource capacity to innovate and integrate its ability to use the resources available, mainly around the key activities of the enterprise, the establishment and development of innovative business models and configuration required for the operation of critical resources, costs and revenue aspects of the source. The so-called key activity is affecting the core competitiveness of enterprises conduct; key resource assignment enables enterprises to create and provide a valuable resource, mainly referring to physical assets that can not be replaced by other enterprises, intangible assets, human capital and so on. In determining the target customers, customer value proposition and the business relationship after the companies can further innovate resource capacity. Strategic positioning is the foundation of enterprise resource capacity of innovation, and the ability to innovate four resources also influence each other. On the one hand, companies have to analyze what are the key or want to have the ability to others can not be replaced, development and allocation of resources according to these capabilities in the value chain themselves; on the other hand, if the enterprise has a certain critical resources such as patents, can also be the development of relevant activities for its key resources; key competencies and key resources for innovation will also lead to changes in income sources and costs.

(3) Commercial ecological innovation. Business eco innovation is an enterprise to its surroundings as a whole, helping to create a sustainable win-win business environment. Business environment innovation main around corporate partners, including suppliers, distributors, and other market intermediary, if necessary, include their competitors. The market is changing, customer needs are constantly changing, individual enterprises can not fully accomplish this, companies need alliances, the need for cooperation to achieve win-win situation. Corporate strategy and positioning capability are internal resources base for enterprise business environment. Without good strategic positioning and internal resource capacity, businesses will lose the opportunity to select good quality external collaborators and their bargaining chips. A sustainable development and win-win business environment will provide guarantee for enterprise future development and operation ability.

(4) Hybrid business model innovation. Hybrid business model innovation is a strategic positioning innovation, resources and ability to innovate business eco innovation combined with each other in the way. According to the author of the study, business model innovation are generally mixed, as is the interdependence between the elements of the strategic positioning of the enterprise business model, internal resources and external resources and the environment, interaction, each part of the innovation will lead to another part of the corresponding change. Moreover, this strategic positioning by the innovation, resource capacity and business innovation ability innovation were combining the two innovative ways even simultaneously, as business performance will bring huge improvements.

## V. BASED ON ANALYSIS OF BIG DATA, BUSINESS MODEL INNOVATION

Over the past two or three years, "business model innovation" (business model) is probably the one most people use, but also to hear one of the largest business terms. Dot-Com especially in the heat of the day, the business model as if a magic wand and have the Midas touch function.

The popular view is: the business enterprise of the other elements, such as technology, capital, talent is not so important, only the business model is everything. Given the right business model, we will be able to surprise move, quick success. Unique new business model so we can get the favor of investors. The story is often heard, entrepreneurs with an attractive business model easily obtain large sums of venture capital, a few pages in exchange for hundreds of thousands of yuan in cash.

Of the business model, "worship" is indeed the cause of a number of network hero onto the peak, but also created some of the new economy from scratch, into the ground, a company in the industry movers and shakers. However, we should also see that an important reason to Dot-Com bubble burst as a precursor to a global recession, it stems from unrealistic, unworkable business model overinvestment. True also called as mode loser mode.

Country national strategies over the years is the "upgrading of industrial structure", under the national macro-economy strategy micro - enterprise, how to proceed with the industrial structure upgrade it? Chinese enterprises in this round of



industrial upgrading, not to say do not a low-end manufacturing, but to transform in low-end manufacturing, the transformation of the direction is to continue to enhance the profitability and value-added business.

To achieve sustained profitability and enhance the value-added, the core of the strategy is to business model innovation and remodeling. A survey data show that Chinese entrepreneurial companies fail today, 23% because of strategic mistakes, 28% because of implementation issues, while 49 percent failed is because no business model for their continued profitability. Seen how important business model for enterprises.

So, the first priority is the president of the business model or business concerns management? Business model determine the direction, management efficiency, and the business model is to create value, profit model is the distribution value, financing model is to accelerate the zoom value.

Mode does, the higher the efficiency of management may die sooner! For the president, rather in terms of "managed chaos but to make money, not lose money but need to be managed and orderly"; growth is the last word, with the overall concept and innovative business career looking venture business model, implemented in the existing conditions and create the biggest profits, resources, this must be to establish a "strategic market × × × formats integrated business profitable commodity force system, the harmonization of value proposition, business systems planning system, profit model, the cash flow structure and the overall structure of enterprises and institutions decision making".

Business model is market value realization mode. With globalization, information technology, market deepening of the traditional business model has been unprecedented challenges, business model innovation is imperative. The basic principles of business model innovation: creating value for the soul, customer demand as the center and business alliances for the carrier and strain rate as the key to the information network as a platform.

## **VI. EXAMPLES OF INNOVATIVE BUSINESS MODELS BASED ON LARGE DATA - SHANGHAI INFORMATION TECHNOLOGY CO., LTD., DOUBLE-CLICK**

### ***6.1 brief introduction of Shanghai Double-click***

Double-click is to promote international trade and international trade expert intelligence experts of China's first. Rely on a strong technical resources and professional team, double-click technology systems integration and export trade intelligence and procurement Business reported nearly 200 countries on five continents and regions, in January 2011 to trade heavy launch intelligence as the core set trade marketing website construction, foreign trade promotion, the promotion of e-commerce platform, E-mail, CRM system structures, such as one-stop solution for international trade - "global Foreign Trade."

December 2012, double science and technology and the use of ORACLE database server in a distributed computing technology in the industry pioneered the world's leading cloud-based business information service platform - "International trade services platform Business Intelligence (GBI)", and won the Shanghai Information support of the project.

Double-click the Science and Technology was established in July 2006 in Shanghai Pudong, so far in the Bohai Sea, Yangtze River Delta, Pearl River Delta region successfully opened 25 branches. Currently China operations center located in the national information security industry base in Shanghai Zhangjiang Hi-Tech Park, and successfully set up overseas institutions in North America, South America, Europe and other regions.

### ***6.2 Double-click GBI***

Global Business Intelligence using the Oracle database, Lucene full-text search tool, Hadoop architecture, distributed servers, "" to achieve international trade during the dispersion range of effective integration of data resources; improve the handling capacity of large data platform based on cloud computing architecture , allowing users to "cloud" experience "big data" rapid run; user-based business development process of the link convergence process reengineering demand platform embedded foreign trade management functions, to achieve user customization and service push, you truly become a business trade full solutions business development and business management.

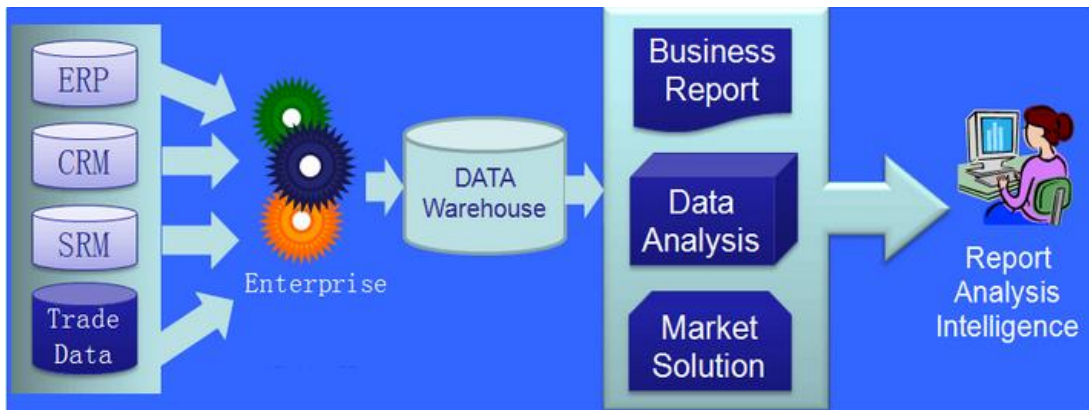


Fig.1 Double-clicks on data, CRM, ERP, SCM, Development Flowchart Data.

6.3 Global Market Analysis

First, we should pass a global market analysis, to find a suitable Chinese suppliers and relatively high profit market.

In Case led light, HS code: 94054090

(1), Chinese exports led light (94054090) Global Market Analysis: quantity, unit price, total price cycle changes, to help users master the seasonal market, grasp the best export opportunity; analysis of industry trends and avoid trade crisis.

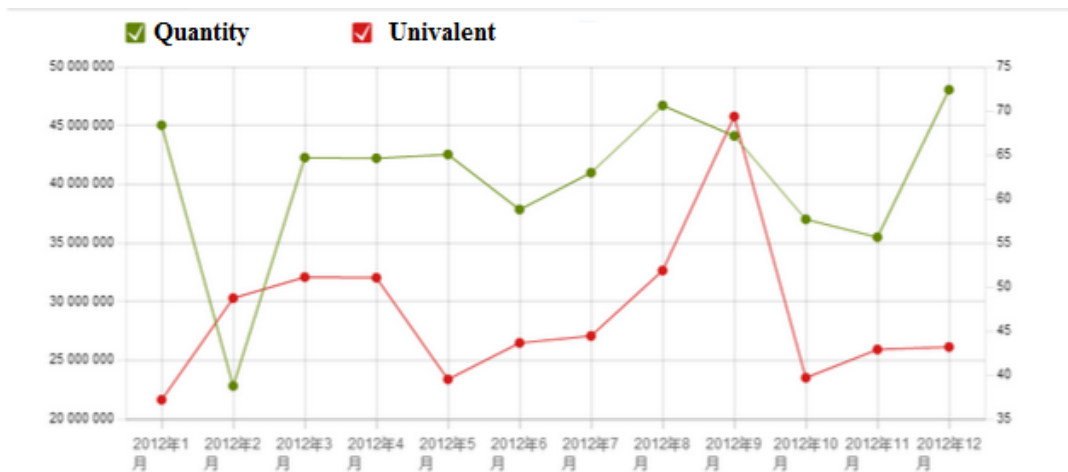


Fig.2 January 2012 - December 2012 China Export Market Analysis Report statistics.

(2) Chinese exports led lighting (94054090) the purpose of the market situation, if we compare with 2-year or quarter you can see the changes in the circumstances of each market to help Chinese suppliers good selection of fast-growing market.

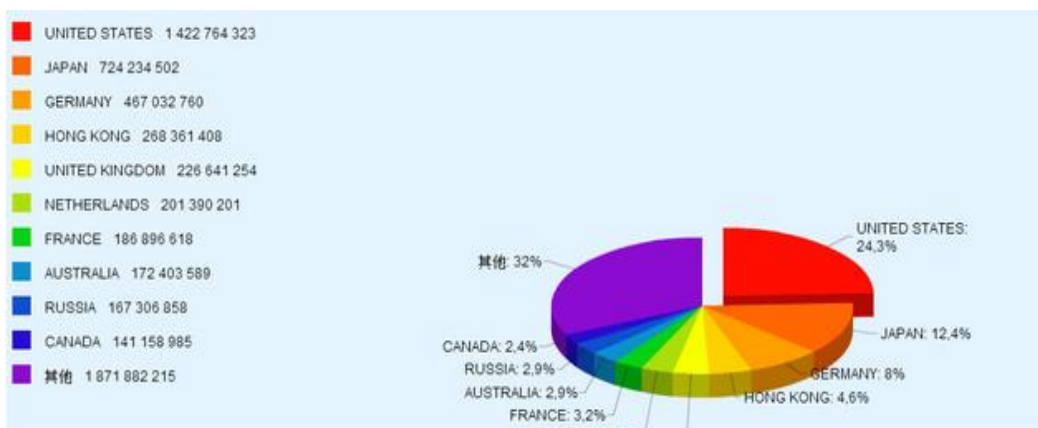


Fig.3 January 2012 - December 2012 Chinese export destination TOP10.

#### 6.4 business intelligence analysis, initiative, precision marketing

##### 6.4.1. Macro Market Analysis

Single-country analysis of the database system Through led light trading records search, a product supply and demand trends analysis reports, analyzes US purchasing this product trends, to help determine the US market demand, demand cycle, customer habits, accurate grasp of time to market, low contact, peak Cooperation.



Fig.4 January 2012 - December 2012 Product trends.

##### 6.4.2 Analysis of the country of origin

US buyers led light products, all procurement is procured from what countries, and thus to judge competition peers. As can be seen from the figure, China is its largest supply country.

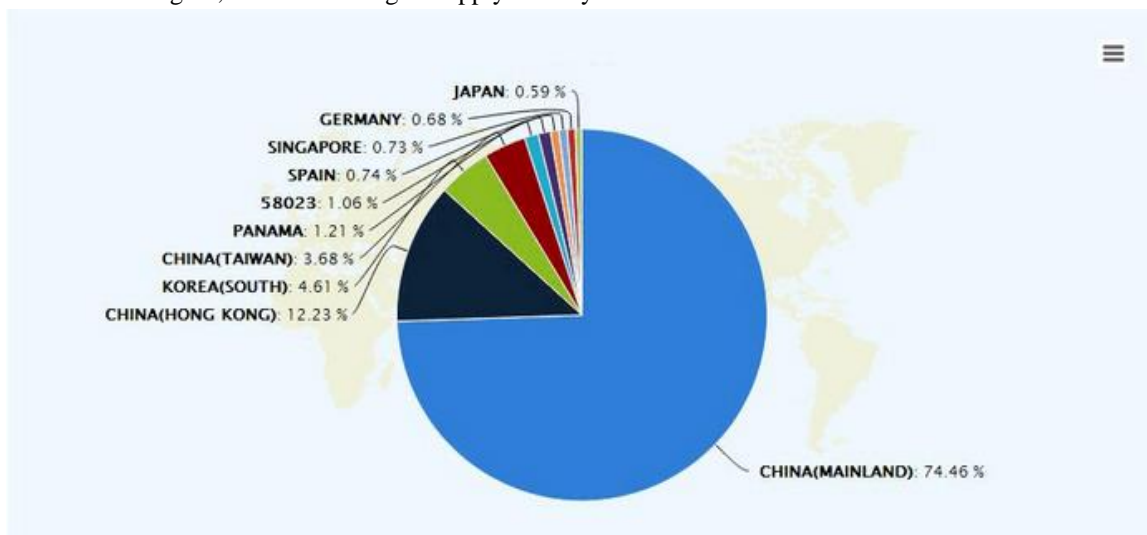


Fig. 5 Analysis of the country of origin

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Date	Buyer	Supplier	Country	Product	FOB port	Weight
2013-12-31	+ 客户 ADJ PRODUCTS LL	+ 客户 CKC LIGHTING CO	HONG KONG	LED LIGHTING EQUIP	HONG KONG	4170
2013-12-31	+ 客户 RAB LIGHTING INC.	+ 客户 JIANGXI LITKCONN	CHINA (MAINLAND)	LED LIGHT, PLASTIC F	YANTIAN	9634
2013-12-31	+ 客户 LIBERTY PROCURE	+ 客户 HONWELL PRODU	HONG KONG	UMB LIGHT 20 LED U	HONG KONG	8627
2013-12-31	+ 客户 UNITED PACIFIC IN	+ 客户 JULUEN ENTERPR	CHINA (TAIWAN)	LED LIGHT THE SAME	KAO HSIUNG	140
2013-12-31	+ 客户 BRIGHT LIGHT LED	+ 客户 Z-MOTO CO.,LTD.	CHINA (TAIWAN)	LED LIGHT AND ACC	ALL OTHER CHIN	1509
2013-12-31	+ 客户 FLEETPRIDE INC. D	+ 客户 MIN HSIANG CORP	CHINA (TAIWAN)	AUTO LIGHT AND ACC	KAO HSIUNG	849
2013-12-31	+ 客户 ALIER AUTOMOTIVE	+ 客户 BSUSE AUTO PART	CHINA (TAIWAN)	LAMP LED DRL FOR T	KAO HSIUNG	330
2013-12-31	+ 客户 HUMANSCALE PISC	+ 客户 APEX (TWN) INTER	CHINA (TAIWAN)	ELEMENT LED TASK I	KAO HSIUNG	1409
2013-12-31	+ 客户 FLEETPRIDE INC D	+ 客户 MIN HSIANG CORP	CHINA (TAIWAN)	AUTO LIGHT AND ACC	KAO HSIUNG	814
2013-12-31	+ 客户 ALBERTSONS LLC	+ 客户 SUN POINT CO.,LT	CHINA (MAINLAND)	BANANA UMBRELLA	NING BO	46413
2013-12-31	+ 客户 FLEETPRIDE INC. D	+ 客户 MIN HSIANG CORP	CHINA (TAIWAN)	AUTO LIGHT AND ACC	KAO HSIUNG	1194
2013-12-31	+ 客户 TABLE 2 PRODUCTS	+ 客户 XXXTECH TECHNOC	CHINA (TAIWAN)	LED LIGHT	KAO HSIUNG	100
2013-12-31	+ 客户 ILLINI ASI COMPANY	+ 客户 DANSON PROMOTE	CHINA (MAINLAND)	MAGNET CLIP RETRA	NING BO	2226
2013-12-31	+ 客户 ALLIANCE OUTDOO	+ 客户 ARTLED TECHNOL	CHINA (TAIWAN)	LED LIGHT H.S. 853	KAO HSIUNG	676
2013-12-31	+ 客户 TRANSWORLD PRC	+ 客户 SHIN YUH CHERNK	CHINA (TAIWAN)	AUTO ACCESSORIES	KAO HSIUNG	462

Fig.6 US buyers list

By product report all buyers and suppliers on the market an analytical understanding, sorted based on their supply and demand volume, and analyzes their situation, for their own situation to choose some of the right customers, analysis of the current market with the intention of customers focus on the analysis and follow-up.

	Buyers	Trading volume	TEU	Transactions	Transaction amount	Number of suppliers
+	+ 客户 TOPOCEAN CONSOLIDATION SER	1828591	160	69	N/A	7
+	+ 客户 SUNTECH AMERICA	1785000	2	18	N/A	2
+	+ 客户 CHAUVET & SONS, INC	1511556	116	58	N/A	2
-	+ 客户 GE LIGHTING SOLUTIONS	1509381	437	88	N/A	11
	<b>GE LIGHTING SOLUTIONS</b> USA CO ALSUP ALSUP INC 2121 C FRONTERA RD.DEL RIO DEL RIO TX 78840 US 共651笔交易,其中88笔交易符合您的搜索条件					
+	+ 客户 PHILIPS LIGHTING COMPANY	1320622	365	174	N/A	25
+	+ 客户 COSTCO WHOLESALE CANADA	1298810	315	192	N/A	17
+	+ 客户 TRUE VALUE COMPANY	1275389	263	92	N/A	11
+	+ 客户 BARSAN INTERNATIONAL INC	1224188	44	32	N/A	2
+	+ 客户 MARK FELDSTEIN & ASSOCIATES. I	1158358	280	52	N/A	1
+	+ 客户 FEIT ELECTRIC CO INC	1150856	368	22	N/A	4

Fig.7 US Top Ten Buyer

## VII. CONCLUSIONS

With the development of big data analysis techniques, the use of the value of enterprise data assets increasing, big data analytics biggest feature is real-time, intelligent, high-speed, real-time insights to help businesses get and insight into action, thus achieving customized analysis and decision making. Research in this area should take full advantage of big data analysis combined with industry characteristics, driving the company's products and services innovation, for example, finance, insurance, healthcare, retail, logistics, Internet, telecommunications and other industries, has improved significantly the operating mode has occurred bring disruptive innovation. It provides corporate business development actors and trends to support and promote the effect of prospective business activities, to make knowledge-driven decisions, mining companies unknown issue, and ultimately meet the actual needs of enterprises, to achieve business model innovation and value creation, which is the big data application charm lies.

In the era of big data, in the era of information explosion, the source of business value comes from the community, to share the core, the three operators were not in the pipeline as the only source of value. They do that in addition to the pipeline, we should also do the value of traffic. Application of the whole era of innovative models, which requires companies to focus on the value of information, pay more attention to business innovation, business model innovation, including as DOUBLE-CLICK way from the traditional trade fair include, B2B platforms and business intelligence innovation. Business model innovation is intended to seize the pain points of enterprise users demand, mining user true

inner needs. Enterprises should bail out or break the bottleneck of the development, to achieve rapid growth, it must be business model innovation.

Business model innovation is the soul of cultural factors, business model innovation is intended to enhance the company's profitability, and enhance the ability to resist risks, and reduce operating costs and difficulty to competitors set the threshold, the rapid development of unconventional, these are just business enterprise development process of technical problems. The building will reflect the corporate culture of quality problems. Enhance their corporate image and social image. So from this perspective, the enterprise must also be business model innovation.

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