#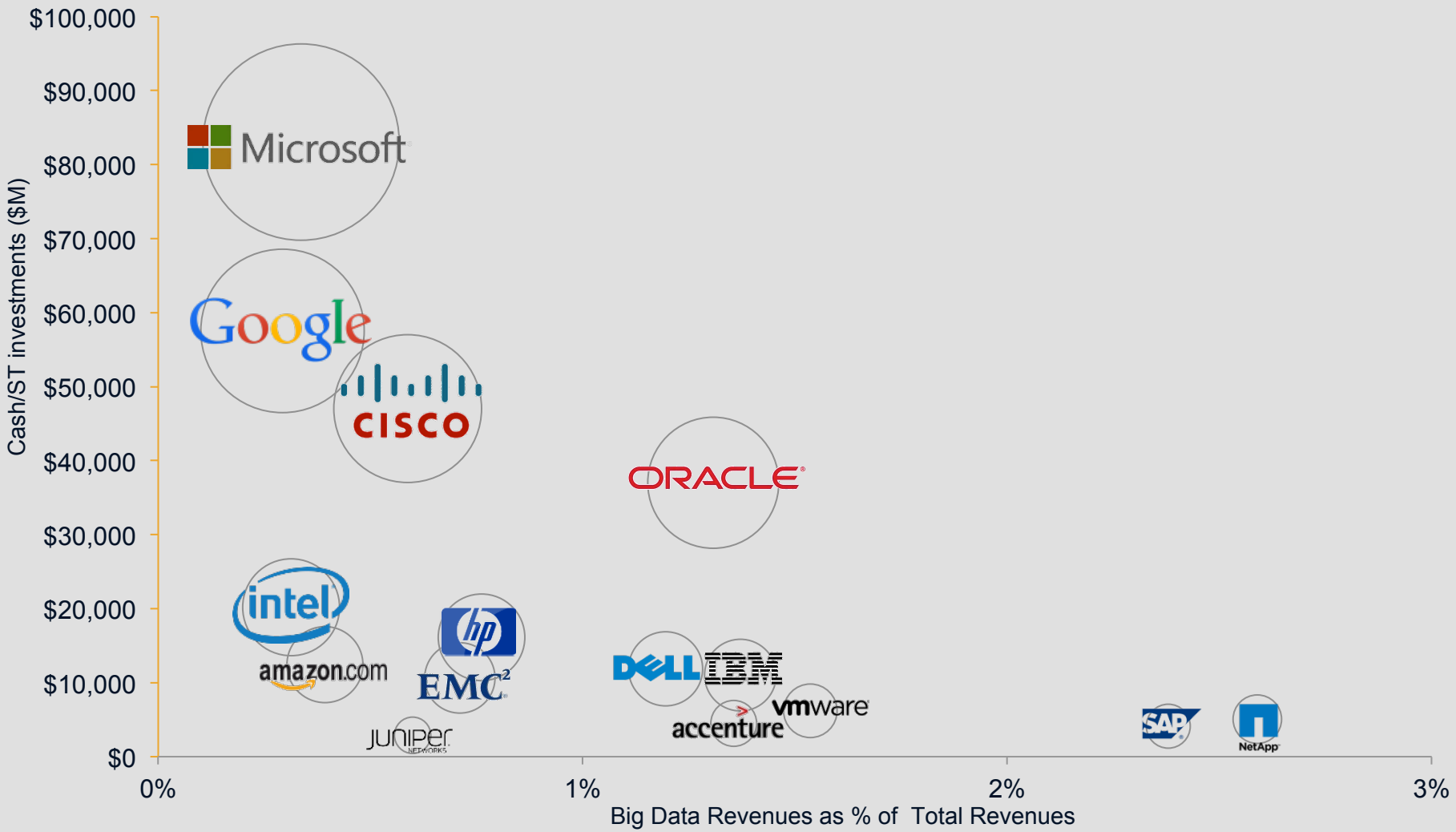 Incumbents Primed to Build Big Data Presence