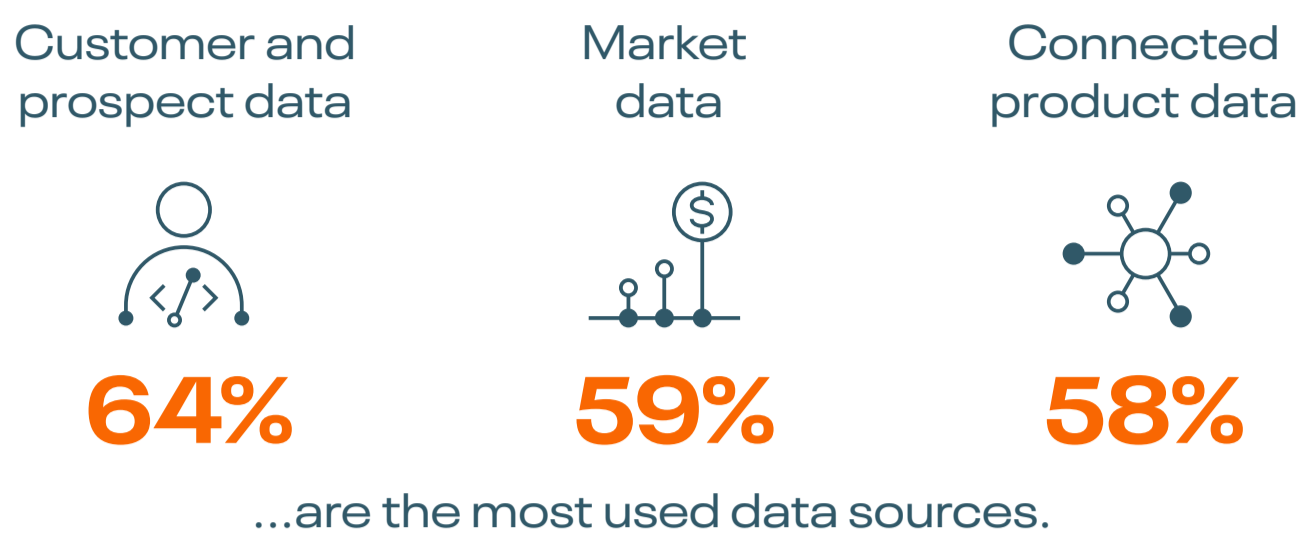# BEING DATA DRIVEN IN THE MANUFACTURING INDUSTRY – A GLOBAL VIEW

Customer-centricity, resiliency and product lifecycle visibility are key in the manufacturing industry

| Customer and prospect data	Market data	Connected product data
64%	**59%**	**58%**

...are the most used data sources.

The manufacturing industry reported a large variety of innovative analytical methods and next generation tools used, such as the Internet of Things (IoT) **(65%)**, Artificial Intelligence (AI) and machine learning **(57%)**, data science collaboration tools **(53%)**, and data warehouse modernization **(53%)**.

Improving the customer experience and satisfaction **(61%)**, reducing risks **(61%)** and gaining a competitive edge **(55%)** are areas organizations currently use data and analytics.

The critical nature of effective enterprise data strategies in manufacturing

Most SDMs (87%) and ITDMs (84%) across the industry report currently having enterprise data strategies in place.

84% ITDMS
87% SDMS
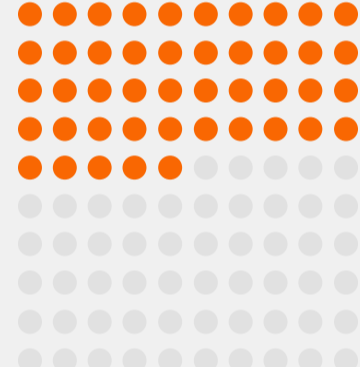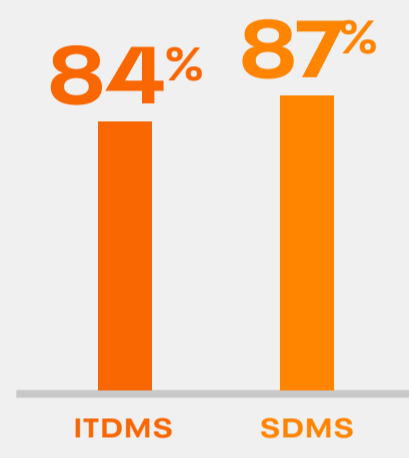
More than two fifths (45%) of ITDMs also recognize their current enterprise data strategies as very effective, with the remaining proportion of surveyed respondents in the manufacturing industry reporting improvements to be made.

The high cost of management solutions is a key challenge for more than four in ten **(46%)** ITDMs, as well as growing data volumes **(40%)**, and difficulties migrating workloads across cloud and multi-cloud environments **(36%)**.

Organizations that leverage Enterprise Data Cloud capabilities create opportunities for new business frontiers in a hybrid world

41%

More than two fifths (41%) of ITDMs surveyed across this industry have reported an increase in spend across supporting changing work environments (e.g., hybrid working).

47%
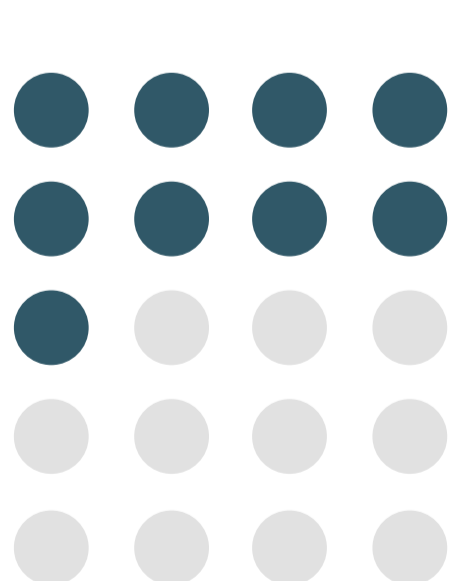
There has also been an increased spend since the start of the pandemic in supporting digital transformation initiatives (47%), such as hybrid multi-cloud architecture, and data and analytics solutions.

The hybrid future outlines the need for hybrid, multi-cloud data architecture (known as enterprise data cloud). Most (91%) ITDMs agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.

91% ITDMS
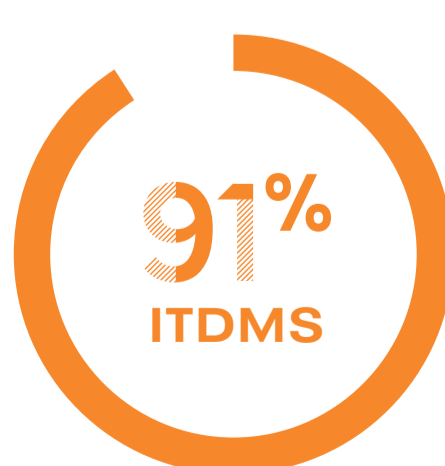
To learn more about how to best optimize your data, visit: cloudera.com/enterprise-data-maturity