

# BEING DATA DRIVEN IN THE MANUFACTURING INDUSTRY – IT DECISION MAKERS’ VIEW IN THE US

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

Customer and prospect data



56%

Connected product data



50%

Customer sentiment data



50%

...are the most used data sources.

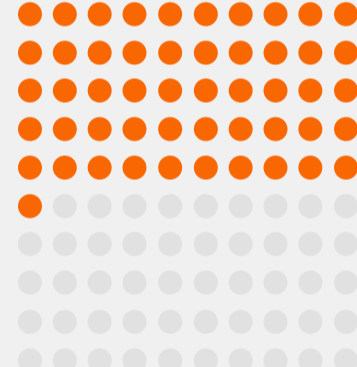
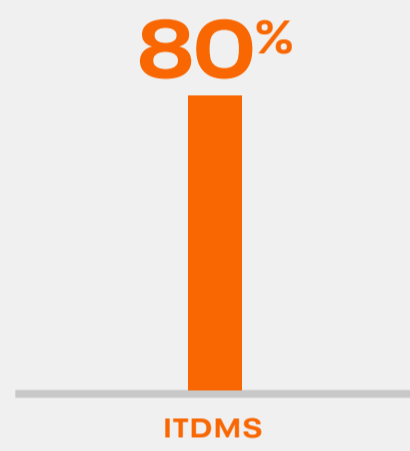
The manufacturing industry reported a large variety of innovative analytical methods and next generation tools used, such as the Internet of Things (IoT) (61%), Artificial Intelligence (AI) and machine learning (54%), data science collaboration tools (53%), and business intelligence (51%).



Improving the customer experience and satisfaction (58%), reducing risks (56%), and gaining a competitive edge (51%) are areas organizations currently use data and analytics.

## The critical nature of effective enterprise data strategies in manufacturing

Eight in ten (80%) ITDMs across the industry report currently having enterprise data strategies in place.



More than half (51%) 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.

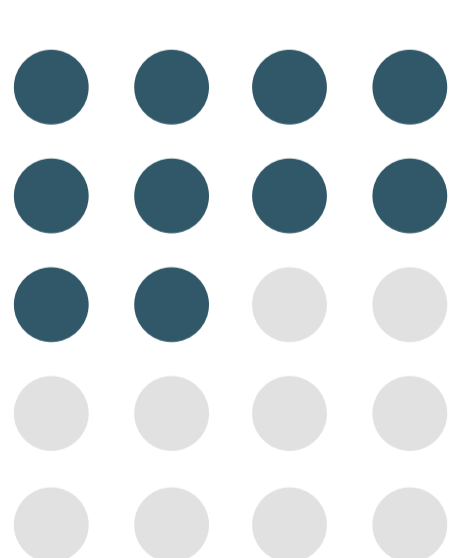
The high cost of management solutions (41%), growing data volumes (41%), and difficulties migrating workloads across cloud and multi-cloud environments (33%) are key challenges.



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



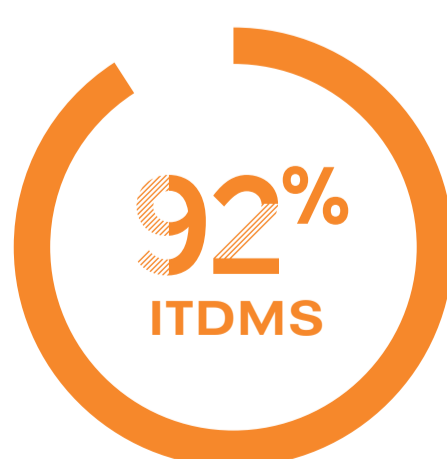
More than four in ten (43%) ITDMs surveyed across this industry have reported an increase in spend across supporting changing work environments such as hybrid working.



51%

There has also been an increased spend since the start of the pandemic in supporting digital transformation initiatives (51%) 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 (92%) ITDMs agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.



To learn more about how to best optimize your data, visit: [cloudera.com/enterprise-data-maturity](https://cloudera.com/enterprise-data-maturity)