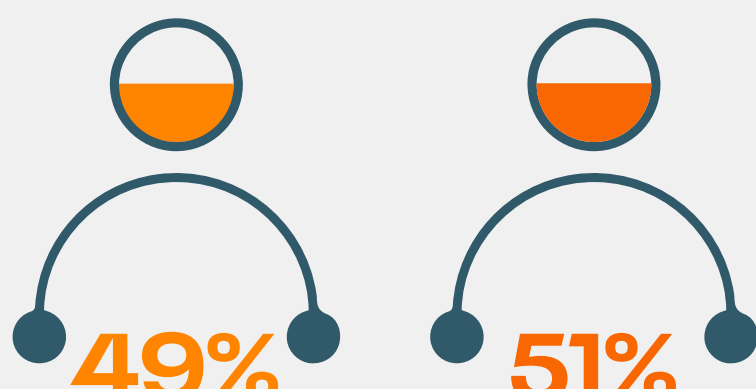# CLOUDERA

DATA UTILIZATION AND OPTIMIZATION IN THE FINANCIAL INDUSTRY, ACROSS THE US
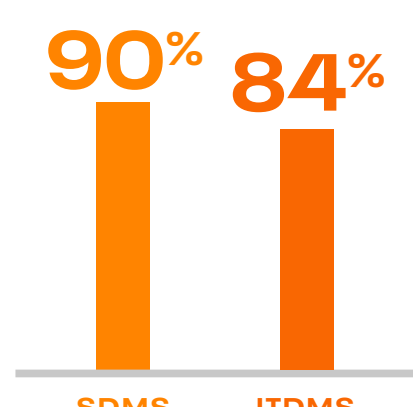
Organizations in the financial industry across the US utilize data and analytics to improve the customer experience and satisfaction, but there is still room for improvement.

Improving the customer experience and satisfaction is the area where data and analytics is used the most in the finance industry...
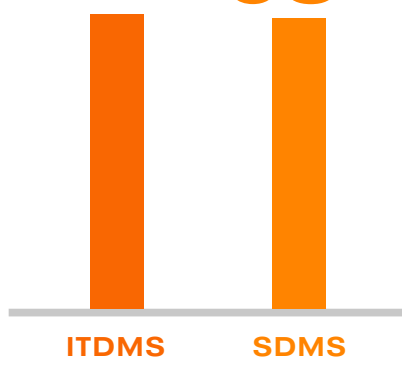
49%   **51%**

...with almost half (49%) of senior decision makers (SDMs) and half (51%) of IT decision makers (ITDMs) saying their organization is currently doing so.

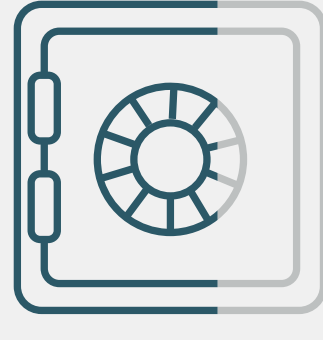90% of SDMs and 84% of ITDMs also report their organizations currently having enterprise data strategies in place.

90%   **84%**
SDMS   ITDMS

99%   **98%**
ITDMS   SDMS

99% of ITDMs and 98% of SDMs report currently facing, or anticipate challenges when implementing enterprise data strategies.

Almost **two thirds** of surveyed **SDMs** from organizations in the **finance industry across the US** have coped very well since the start of the pandemic.

66%

90% of senior decision makers agree that it's important to optimize data management within organizations.

Senior decision makers report annual losses of **$61,951** as a result of missed opportunities involving their data.
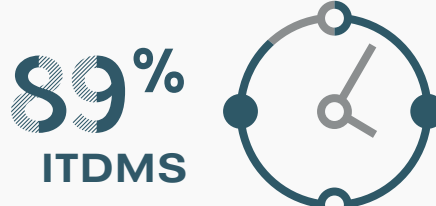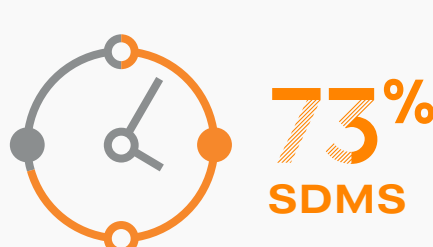
The Future is Hybrid

88% of **senior decision makers** believe that making sense of all data across hybrid, multi-cloud and on-premises architectures is or would be valuable.

90% of **IT decision makers** agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.

Almost **three quarters of SDMs (73%)** report needing data in real-time in order to make business critical decisions and **the majority of ITDMs (89%)** see the value in delivering real-time business insights – both demonstrating the importance of fast data.

73% SDMS

89% ITDMS

93%
89%

93% of SDMs and 89% of ITDMs also report that the ability to secure, centralized governance and compliance over the entire data lifecycle is valuable when handling and managing data.

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