

# CLouDERA DATA UTILIZATION AND OPTIMIZATION ACROSS EMEA





### Introduction

Data is at the center of our everyday lives, and the way in which organizations are required to continue business as usual can change day by day. We've had to relearn best practices involving data as a result of the pandemic, and it's not unreasonable to consider that unprecedented events such as this could happen again.

Yet, all too often, organizations adopt cloud strategies without a clear plan to digital transformation making it easy to lose sight of the initial motivation. As a result data silos and businesses are unable to realize its true potential. To make more efficient use of its data, organizations must advance their cloud and data strategies in tandem, or risk added complexities and having their data trapped in silos.

Being able to adapt quickly is critical, and the research has uncovered three key main elements:

- Organizations across EMEA (Europe, the Middle East and Africa) engage with a multitude of data sources, analytical tools and methods. Engagement with data and analytics is also further reiterated by the fact that the majority of surveyed organizations across the region have data enterprise strategies in place; and it's those with more mature strategies in place that are more likely to experience positive impacts to the business, such as profit growth and resiliency.
- Hybrid is the future, with organizations being more likely to house their data and performance analytics across hybrid multi-cloud infrastructure in 18 months' time. This makes sense given the fact that a notable proportion of surveyed organizations' workforce have taken a hybrid approach to working environments since the start of the pandemic, and plan to continue doing so into the future.
- Surveyed organizations demonstrate engaging with a multitude of strategies in the interests of diversity initiatives. The relevancy and critical nature of data and analytics in relation to organizations' operations is made clear – with data being the center of business initiatives, and even organizational success. It goes without saying that adequate access to data, as well as organizations' ability to manage it, can have an impact on overall performance.

Read on to find out more details about the current state of data and analytics across EMEA, and both the benefits and challenges currently faced...

### Organizations in EMEA utilize data sources with the customer in mind

Organizations across EMEA demonstrate an impressive level of engagement with data and analytics, with nearly all (98%) surveyed IT decision makers (ITDMs) and all (100%) senior decision makers (SDMs) using data and analytics in at least a little capacity in their own department.

Customer prospect data is the most commonly used data source as reported by ITDMs (60%). This is no surprise when thinking about the continuously changing behavior and needs of the customer. Having visibility of such changes in order to appeal and optimize opportunities is essential in order to gain a competitive advantage in the market.

Furthermore, connected product data such as Internet of Things (IoT) (52%) and supply-chain data (49%) are used across approximately half of surveyed organizations within EMEA – further demonstrating organizations' motivations in terms of understanding the customer, and supply and demand.

Looking at this trend more specifically by country, it's clear that customer and prospect data is prioritized, with this being the most commonly used data source for five out of seven surveyed countries in EMEA. This makes sense, particularly when considering that enhancing customer engagement is ranked within the top three prioritized areas for organizations over the next three years in more than two fifths (43%) of cases. Utilizing customer and prospect data is a good place to start – giving organizations insight into customer behavior and how to best tailor approaches in order to improve engagement.

Top three scoring/most used data source by EMEA country

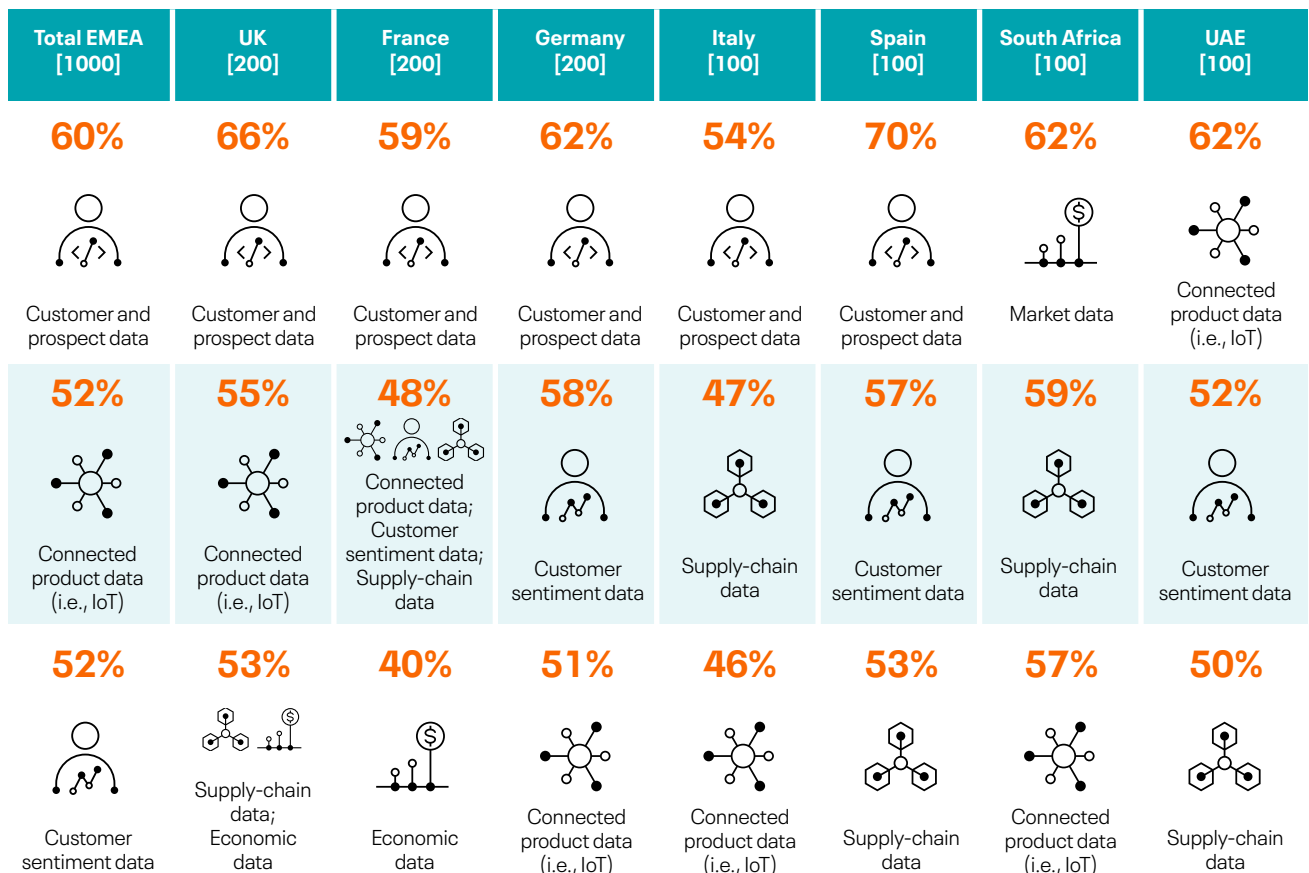


Figure one: What data sources are currently used by your organization? [Base sizes in table], asked to ITDMs only, showing top scores by EMEA region and country.

Artificial Intelligence (AI)/machine learning algorithms is the most used analytical tool and method used across EMEA at an overall level, with other areas such as the UK, France, Italy and Spain also prioritizing data warehouse modernization, data science collaboration tools, and business intelligence. It’s clear that organizations are trying to get ahead by utilizing innovative technologies in the interests of their data.

Given that respondents across EMEA report that those working remotely in their organization has more than doubled since before the pandemic, the utilization of these specific analytical tools makes sense. COVID-19 has taught organizations the importance of quickly and efficiently adapting to change. Supporting employees whilst remote working, and having greater flexibility across locations and devices is key – IoT and Edge device management are ways in which organizations can do so.

98%

of **IT decision makers** report currently facing, or anticipate challenges when implementing enterprise data strategies.

**Enterprise data strategies are commonplace, and it's organizations with more mature strategies that are more likely to have experienced higher profit growth recently**

The fact that most of the surveyed EMEA organizations have enterprise data strategies in place goes to show the extent to which such strategies are of value. It seems as though most organizations that have adopted these strategies do see them being effective to at least some extent. Less than half of ITDMs (48%) report their current enterprise data strategies being very effective. However, there are recognized improvements that could be made for more than half (52%). SDMs report very similar findings, with nearly half (49%) having very effective strategies, and 51% having strategies where at least some improvements could be made.

94%

of **senior decision makers** report currently facing, or anticipate challenges when implementing enterprise data strategies.

Looking further at the challenges faced or anticipated when implementing enterprise data strategies, there are some key differences based on the perspectives of different parties across the business. ITDMs are more likely to report the high cost of data management solutions (40%) and difficulty migrating workloads across cloud and multi-cloud environments (39%) as key challenges. Whereas security threats (47%) and growing data volumes (43%) proves problematic for SDMs. This is perhaps unsurprising, and as expected, respondents report challenges based on their own personal experiences and pain points. Perhaps part of the answer to driving improvements is also in recognizing the challenges faced by other business divisions, in order to work together to address these most effectively. Having well-formed, embedded data strategies means your business is driven throughout by data, with cohesion and agility.

87%

of **IT decision makers** report that their organizations' technology and infrastructure could be improved to meet existing and/or future data strategy needs.

Organizations with more mature enterprise data strategies are also more likely to have weathered COVID-19 better than others too. Almost seven in ten (67%) surveyed organizations with enterprise data strategies in place for longer than a year have coped very well since the start of the pandemic, where organizations have been very resilient and report that there were little to no improvements that could have been made to react better. On the contrary, those with newer enterprise data strategies report much lower levels of coping very well, with less than a third (30%) doing so.

88%

of **senior decision makers** report that their organization would experience more revenue paying opportunities if they were able to manage data more effectively.

Positively, close to half (44%) strongly agree that their organization is on track to meet their near-term strategic goals, so they're clearly doing something right in terms of their engagement with data sources and analytical tools. However, almost six in ten (57%) either somewhat agree, somewhat disagree or strongly disagree with this – opening up a considerable amount of opportunity to improve.

Almost four in ten (39%) ITDMs report their organization is coping extremely well with the volumes of data that they are currently expected to manage, with little to no issues in this area. However, the remaining surveyed organizations across EMEA are not able to do so. Perhaps more effectively managing these great volumes of data would help to further drive organizations towards meeting their near-term strategic goals.

81%

of **senior decision makers** across EMEA agree that data management has been impacted as a result of the pandemic.

Similar levels of ability to cope are seen across several other areas such as the variety of data, the frequency of incoming data, and its trustworthiness. All of these factors feed into most critically, the value of data – which is where EMEA organizations are also falling short in part. Improving across these areas would certainly allow organizations to see better value from their data, and to best focus on those areas they plan to prioritize in the future. Improving data management and analytics capabilities is ranked within the top three priority areas in almost half (47%) of cases, but in order to do so, organizations must address these challenges faced in terms of how they're currently coping with their data.

It goes without saying that implementing enterprise data strategies brings advantages, particularly when thinking about risks posed by unprecedented events such as the pandemic. Positively, of those with enterprise data strategies in place currently, the vast majority (88%) report that their strategies are key to their business resiliency, so clearly the critical nature of adopting such strategies is recognized. Perhaps it's too soon to see such benefits for those with newer strategies, or it could be said that this group would benefit from understanding how to best utilize them. Either way, organizations want and need to best optimize them, and that's key in terms of minimizing missed opportunities involving data.

89%

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

EMEA organizations report a total average profit growth of 4.48%, and those with enterprise data strategies in place for longer than a year report higher profit growth than those with newer strategies, and even those that do not have strategies in place at all. It's perhaps those with newer strategies that would benefit from further guidance in terms of how to best optimize these strategies in order to manage their data better.

\$188,386

**Senior decision makers** across EMEA report annual losses of **\$188,386** as a result of missed opportunities involving their data, with the **IT, technology and telecoms sector** reporting annual losses of **\$1.96 million** on average.

90%

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

Hybrid multi-cloud: The future of data

Organizations are planning to shift a notable amount of their current performance analytics to the hybrid multi-cloud in the near future. The need to adapt and change direction quickly is something that the hybrid multi-cloud will enable organizations to achieve, and with the greater shift towards hybrid working looking like it's here to stay, this move makes sense.

Being able to access and manage data from multiple sources and locations is something that's important now more than ever and would give organizations the agility that they desire. Organizations are clearly already preparing for such changes, with an average of more than two fifths (42%) of the IT department's time and resource in organizations being dedicated to cloud migration and strategy, and a similar average amount dedicated to managing data (38%). Furthermore, more than two fifths (42%) of ITDMs surveyed across EMEA have reported an increase in spend across supporting changing work environments (e.g., hybrid working), to support their organizations' workforces, and digital transformation initiatives (44%) such as hybrid multi-cloud architecture, and data and analytics solutions.

86%

of IT decision makers report that managing data with at least some cloud capacity is a priority for their organization.

86%

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

Proportion of organizations' staff working remotely

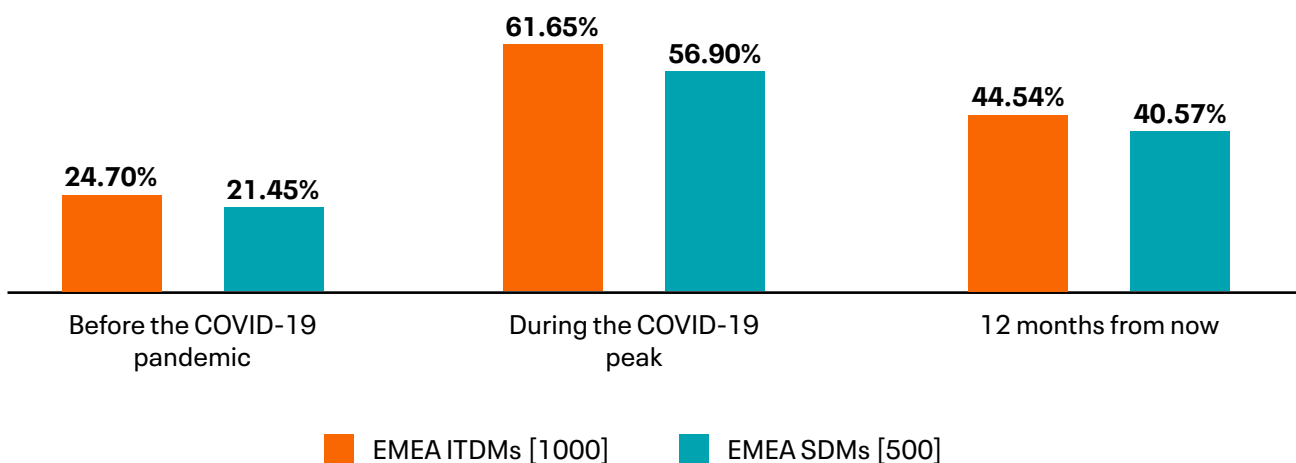


Figure two: Approximately what percentage of your organization's staff worked remotely before the global COVID-19 pandemic, what percentage did at the peak of COVID-19, and what percentage do you think will 12 months from now? [Base sizes in chart], ITDMs and SDMs, showing average percentages in EMEA.

## Data is at the center of business initiatives and organizational success

With most ITDMs (92%) and SDMs (95%) believing that DEI (Diversity, Equity and Inclusion) initiatives contribute to an organization's success, it makes sense that almost nine in ten ITDMs (88%) and SDMs (87%) also report currently having such initiatives in place in their organization.

Furthermore, the vast majority of both ITDMs (94%) and SDMs (96%) believe that data and analytics is important to ensuring successful and effective DEI initiatives. With this in mind, it's simply not enough to recognize the value that these initiatives can bring to organizations and their performance – it's essential that data and analytics is utilized in the best way possible to reap the benefits. Most currently face challenges in terms of their enterprise data strategies specifically, and the majority (87%) of ITDMs have also reported that they could improve in terms of their technology and infrastructure in order to meet our existing and/or future data strategy needs. Doing so would enable organizations to get the best from the initiatives and strategies they're investing in.

Creating a company culture rooted in acceptance, inclusion and belonging is key for organizations – particularly through Employee Resource Groups, programming and training. With this in mind, it makes sense that organizations recognize a relationship between such initiatives, and data and analytics. The latter is essential in being able to best optimize and roll out such practices.

It's promising that almost all (99%) ITDMs and SDMs across EMEA report digital transformation forming at least part of their business strategy. Further indication of the importance of digital transformation stems from six in ten (60%) SDMs reporting that digital transformation is a business driver that is currently prioritized within their business division. However, despite the extensive utilization of such initiatives, there's certainly room to improve in terms of organizations' current capabilities.

Almost seven in ten (68%) ITDMs report that their organizations have not completely achieved the ability to leverage solutions optimized for speed and access across on-premise and public/private cloud infrastructure. This in particular is problematic, not only when considering specific initiatives as mentioned above, but more so when thinking about the speed to which organizations require data in order to make business critical decisions. Almost two thirds (59%) of SDMs report needing data in real-time in order to do so, and the majority (83%) of ITDMs see the value in delivering real-time business insights – both demonstrating the importance of fast data.



## Methodology

This report specifically focuses on the analysis of EMEA which consisted of 1,000 ITDMs and 500 SDMs.

Respondents were from organizations with 1,000 or more employees across both public and private sectors.

### ITDMs and SDMs were based in the following countries and regions:

**EMEA ITDMs (1,000)** – UK (200), France (200), Germany (200), Italy (100), Spain (100), South Africa (100), UAE (100)

**EMEA SDMs (500)** – UK (100), France (100), Germany (100), Italy (50), Spain (50), South Africa (50), UAE (50)

All interviews were conducted using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

## Conclusion

Organizations across EMEA utilize a wide range of data sources, and analytical tools which suggests that they're well equipped and knowledgeable in terms of where attention should be focused. Looking to more advanced and innovative technologies such as IoT and AI/ machine learning is a good way to get ahead in a competitive context and better understand the customer. Most also have enterprise data strategies in place, proving recognition of a need to best manage the volumes of data they're faced with.

The anticipated shift towards a hybrid multi-cloud, and investments spent on supporting hybrid working and infrastructure is promising – clearly organizations are already putting practices in place ahead of plans to move where infrastructure is currently housed. Such changes can also further support the business initiatives organizations currently have in place and see value in. Engaging in such initiatives will give organizations an opportunity to gain traction in the market and retain diverse employees that can help to fulfil business objectives and desired outcomes.

However, with all of this comes notable challenges, and there are particular areas in which these organizations could improve to best optimize their data, and as a result, their business outcomes. In particular, the effectiveness of enterprise data strategies is a pinch point for some and will surely be limiting potential. Organizations would benefit from further support and guidance, especially those with less mature enterprise data strategies in place. Doing so could really improve the agility of organizations, and their ability to cope with unprecedented events in the future.

Data is everywhere, and feeds into many parts of the organizational framework. It's those organizations that recognize the extent of this and address the challenges they currently face, that will gain an advantage in the competitive market.

### About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises.

Learn more at [cloudera.com](https://cloudera.com)