

Forbes  
**INSIGHTS**

# Enterprise Data Strategy In Action

**THE U.S. LEADERSHIP PERSPECTIVE**

IN ASSOCIATION WITH

**CLOUDERA**



# Introduction

IT decision makers (ITDMs) in the U.S. agree that enterprise data strategy—a holistic approach to data capture, storage, analysis and prediction—is both good policy and good business.

Ninety-one percent of U.S. IT decision makers whose organizations have an enterprise data strategy in place say it is key to business resiliency.

And they're seeing higher profit growth as a result: Organizations with an enterprise data strategy in place for more than 12 months average an annual profit growth of 7.27%. Organizations without an enterprise data strategy in place and with plans to implement one in more than 12 months average just 3.48% annual profit growth.

These figures come from a [global survey](#) conducted by data management platform provider Cloudera between July and September 2021 to better understand how organizations value and prioritize enterprise data strategy. Worldwide, 2,100 IT decision makers and 1,050 senior decision makers (SDMs) from organizations with at least 1,000 employees responded—among them 400 ITDMs and 200 SDMs from U.S.-based organizations. These leaders represent both the public sector and a variety of private sector industries.

In this regional report, we focus on key trends and findings specific to the U.S., including the revenue potential locked away in data silos, the ongoing challenges most American organizations still face and a strong and growing interest in hybrid cloud data solutions.



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## Extracting Value From Data

Respondents spoke highly of enterprise data strategies both in principle and in practice. Ninety-two percent of SDMs in the U.S. said their organization already has an enterprise data strategy in place, with 61% of those with an enterprise data strategy at least 12 months old rating it “very effective.”

They view these strategies as a means to business ends. U.S. SDMs see data as a rich source of present and future value: 92% said that more effective data management would lead to more revenue opportunities, and half reported a greater use of data and analytics for building new revenue streams.

Overall, SDMs in the U.S. reported being more successful at finding new revenue streams from data than their global counterparts. This may be a product of a comparatively lighter data regulatory environment in the U.S. compared to nations subject to GDPR or similar controls. It may also reflect the greater urgency U.S. SDMs experience than their global peers. Nearly three-quarters (74%) of U.S. SDMs said

their organization needs data fast in order to make business-critical decisions, compared with 59% in Europe, the Middle East and Africa (EMEA) and 64% in Asia-Pacific (APAC).

Surprisingly, new revenue streams were not the top data analytics priority for U.S. SDMs. Improving customer experience and satisfaction through data won out, mentioned by 60% of SDMs.

Data-driven insights, for example, can be used to unify and elevate customer experiences, said Carolyn Duby, a field chief technology officer at Cloudera. Combining customer interaction data across different parts of the business can streamline help calls or improve personalized offers. “Data can tell you about the cases customers are opening with customer service, and who and when they called,” she said. “How you put that data together can give you a consistent view of the customer, and help you understand what the customer needs in the moment.”



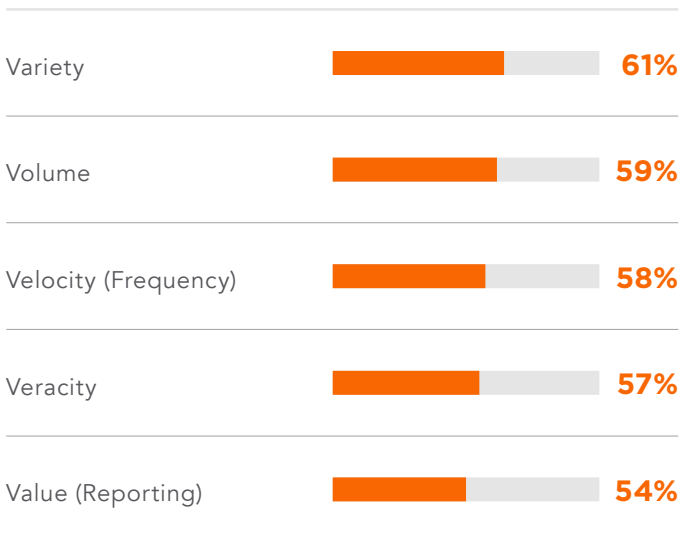
In the U.S., 60% of SDMs cite improving customer experience and satisfaction as one of the top goals for using data and analytics.

## Tackling Persistent Challenges

Most ITDMs acknowledge that maintaining a solid enterprise data strategy is an ongoing effort rather than a one-time solution. This is reflected by the fact that a majority of ITDMs say they still face challenges with each of the five Vs of data.

### The Five Vs Of Data

Percentage of U.S. ITDMs who said their organization currently faces issues with data on the following dimensions:



Cindy Maike, Cloudera's vice president of business and product solutions, said these figures reflect the ongoing

challenges all leaders face in choosing and prioritizing data assets. "A lot of organizations are still struggling to decide what data makes the most sense for them to run their business by."

To help guide investments in enterprise data strategy going forward, both IT and business leaders may wish to carefully consider the areas which appear under-invested in today.

For example, the survey revealed an important gap between attitude and execution when it comes to data governance. Almost every leader in the survey acknowledged the value of centralized governance and compliance over the entire lifecycle when managing data: 93% of U.S. SDMs and 89% of U.S. ITDMs agreed.

But when U.S. ITDMs were asked if their data lifecycle processes *currently* involve security and governance, just 54% agreed, considerably less than the 62% global average and the 71% of ITDMs in the APAC region.

"Security is not sexy," Duby said. "But really, it's the enabler for every process."

There is also a large gap between SDM interest in data management and the investment levels reported by ITDMs. Nearly all (94%) of U.S. SDMs agreed that it is important to optimize data management within their organization. But just 38%, on average, of U.S. ITDMs said their organization currently dedicates time and resources to data management.

## The Coming Pivot To Hybrid Multi-Cloud

Hybrid architectures, which span data storage and analysis across in-house resources as well as both public and private cloud services, are a growing priority for enterprise data strategy investment. Nine in 10 U.S. ITDMs said that organizations with hybrid architecture as part of data strategy leads to a competitive advantage, and 86% are either maintaining or increasing hybrid multi-cloud spending over an 18-month period.

“Hybrid gives you the flexibility to expand and service customers in new markets without having to buy a data center, and to process data wherever it is, so you don’t have to constantly move things around,” Duby said.

The survey showed a gap between investment and intention, though. Despite the heavy interest in hybrid cloud, for example, only 43%, on average, of U.S. ITDMs said their organizations are currently dedicating time and resources to cloud migration and strategy. The fact that this is half of the 86% figure which said their overall spending on hybrid cloud will stay steady or increase suggests that much of this spending may lack careful guidance. And only a small percentage (14%) of ITDMs said they currently house hybrid multi-cloud data and performance analytics, even though the strong majority (72%) said they are looking to over an 18-month period.

These shifts could come at just the right time for organizations at an evolutionary crossroads. Maiké said that improved analytical capability is a strong indicator of success with business transformation initiatives. “Organizations that excel at digital transformation fundamentally have good insights. They know what their business challenges are, and their reporting is rock solid.”

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### JASON COMPTON

Report Author

