

CLOUD ANALYTICS TRENDS

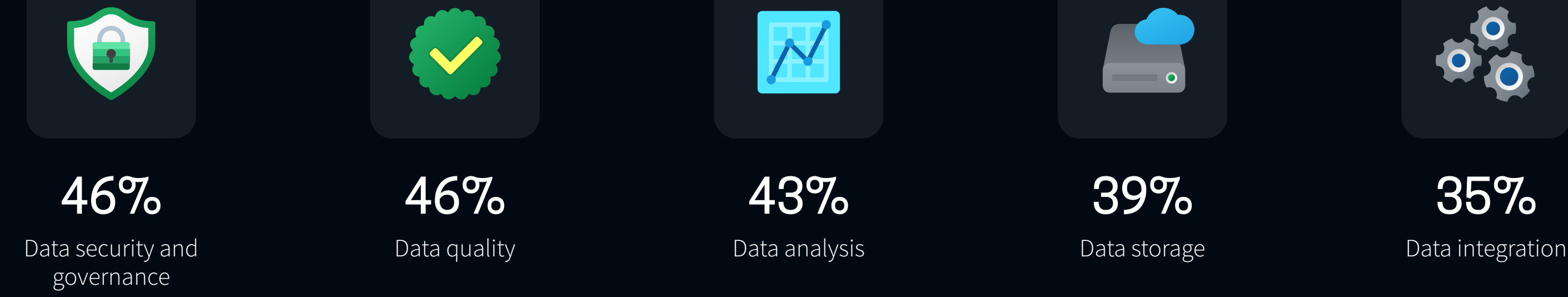
The cloud has become a cornerstone of modern IT environments, especially since pandemic-related work-from-home mandates kicked virtual work and distributed environments into high gear. ESG recently surveyed IT decision makers to assess the criticality of the cloud in fueling data-driven success.

Data Strategy Trends

» TOP 5 BUSINESS OBJECTIVES DRIVING DATA STRATEGY.



» TOP 5 MOST CHALLENGING AREAS OF THE DATA LIFECYCLE.

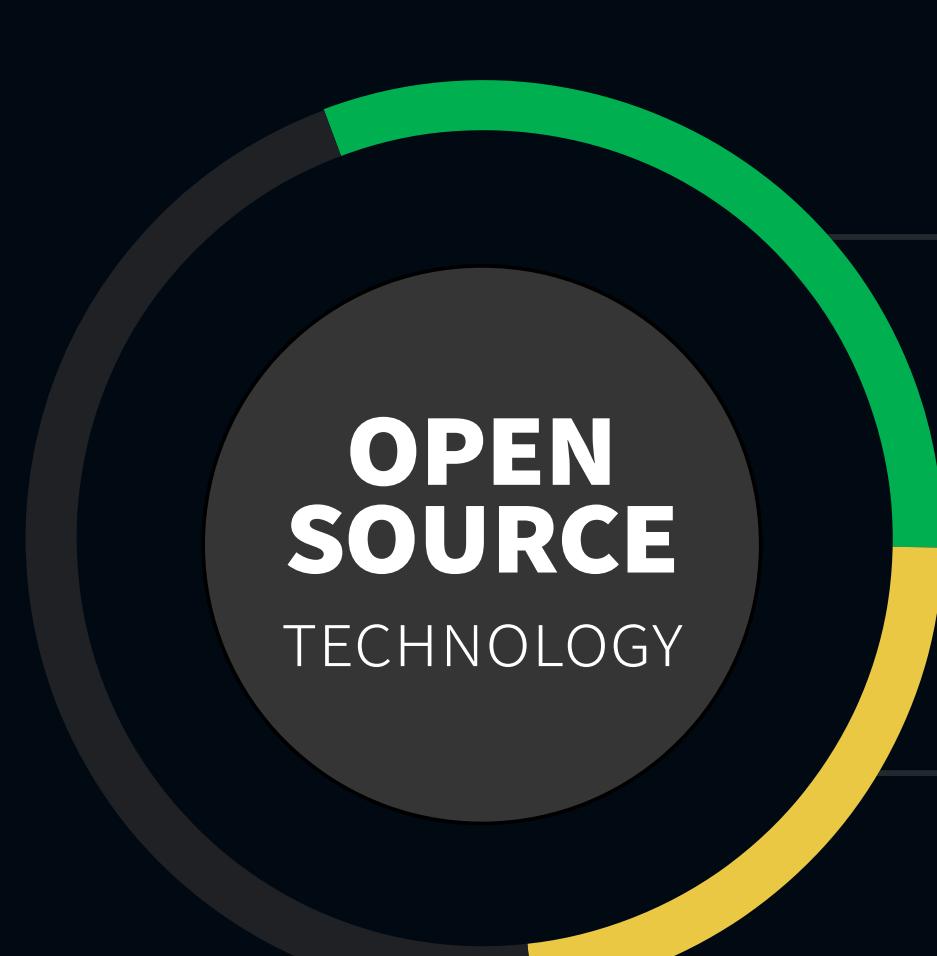


While most organizations (79%) work with at least 5 vendors to support their data initiatives,

41% work with more than 10.

Open Source Continues to be Pivotal to Data Strategies

» USE OF OPEN SOURCE TECHNOLOGY IN DATA STRATEGIES.



We **use** open source technology for data analytics whenever we can

31%

We **prefer** open source technology for data analytics

23%

» CLOUD PROVIDER'S VIEW ON OPEN SOURCE MATTERS.

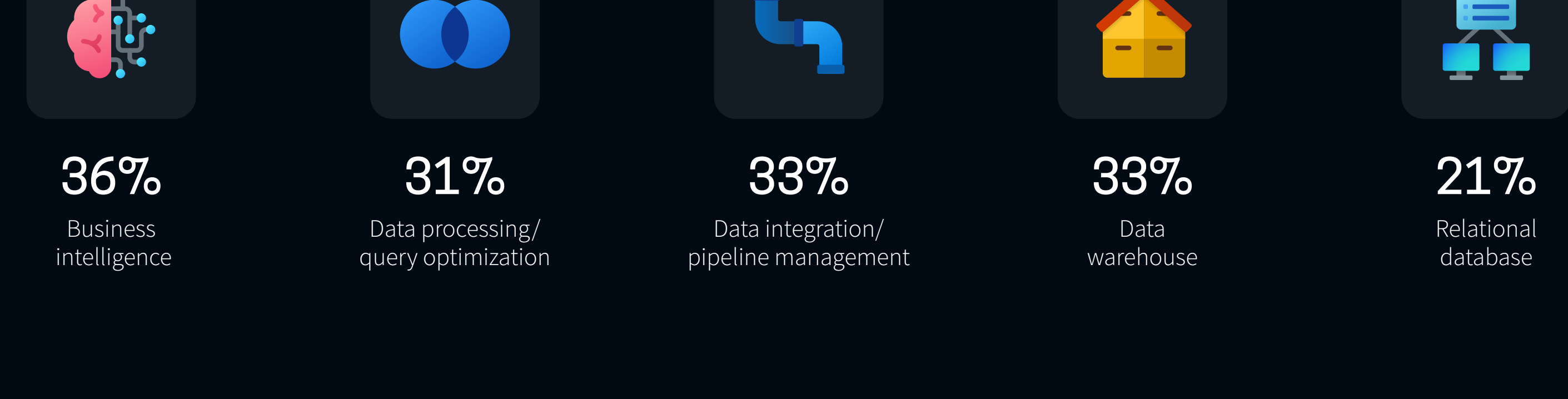


Our **buying decisions** are based on our cloud provider's view and support of open source technology,



89%

» TOP 5 AREAS WHERE OPEN SOURCE TECHNOLOGY IS LEVERAGED TODAY.



Cloud Data Strategy



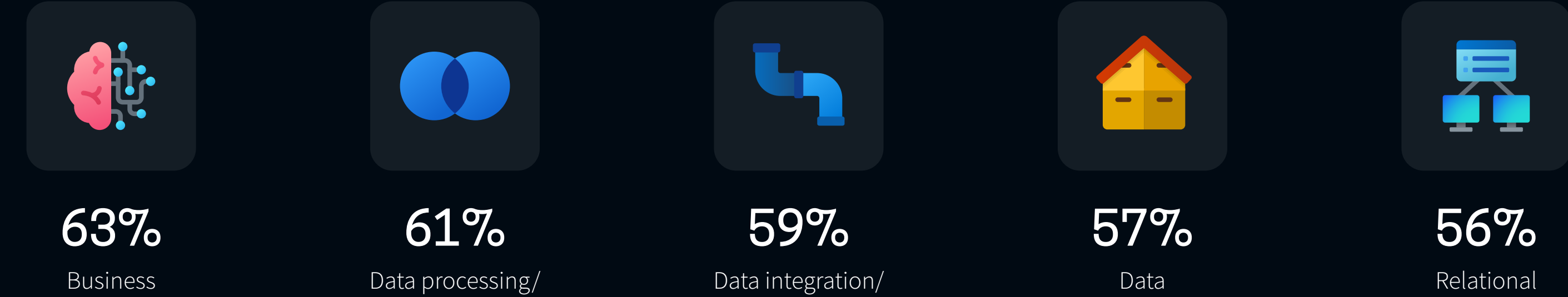
88%

view the cloud as a big part of, if not the basis for, their ongoing data analytics strategies.

» TOP 5 BENEFITS OF LEVERAGING PUBLIC CLOUD TO SUPPORT DATA INITIATIVES.



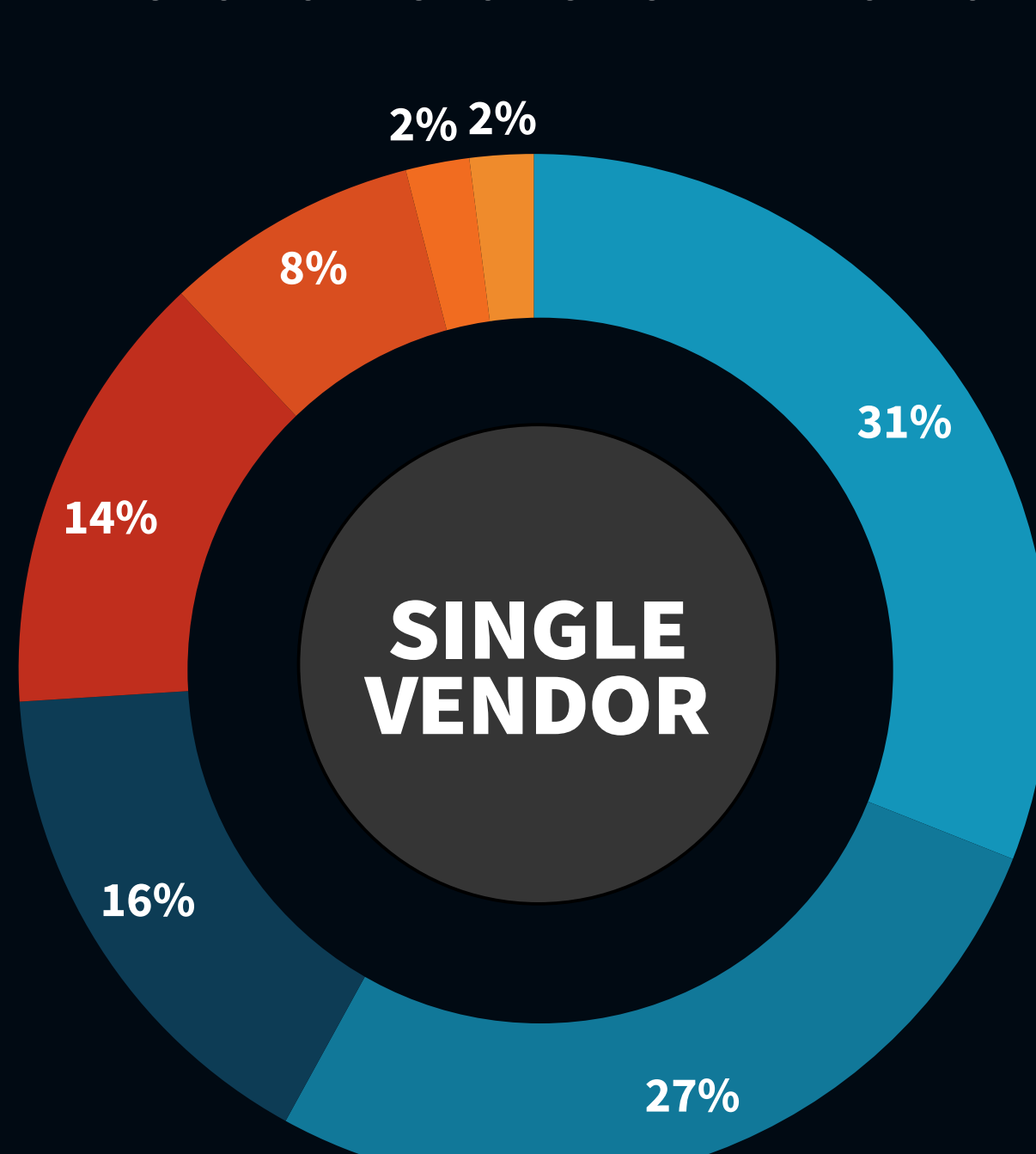
» TOP 5 DATA TECHNOLOGIES SUPPORTED BY PUBLIC CLOUD TODAY.



78%

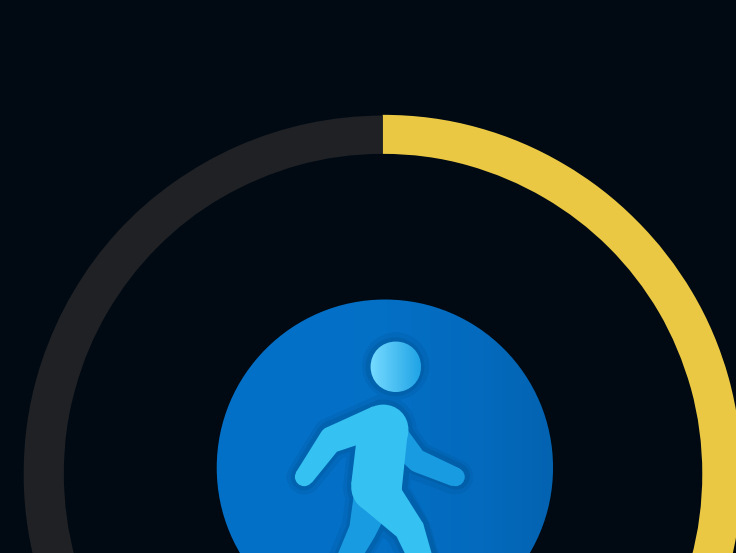
of organizations prefer a single cloud provider for data-centric initiatives.

» IMPEDIMENTS TO MOVING TO A SINGLE VENDOR FOR ALL DATA-CENTRIC INITIATIVES.



- There is not a single vendor to satisfy all these requirements
- Loss of flexibility
- Fear of vendor lock-in
- Lack of trust
- Loss of cost leverage
- Roadmap dependency
- Don't know

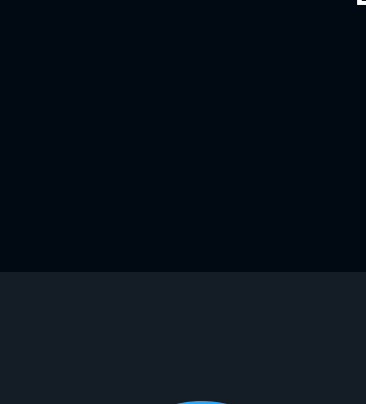
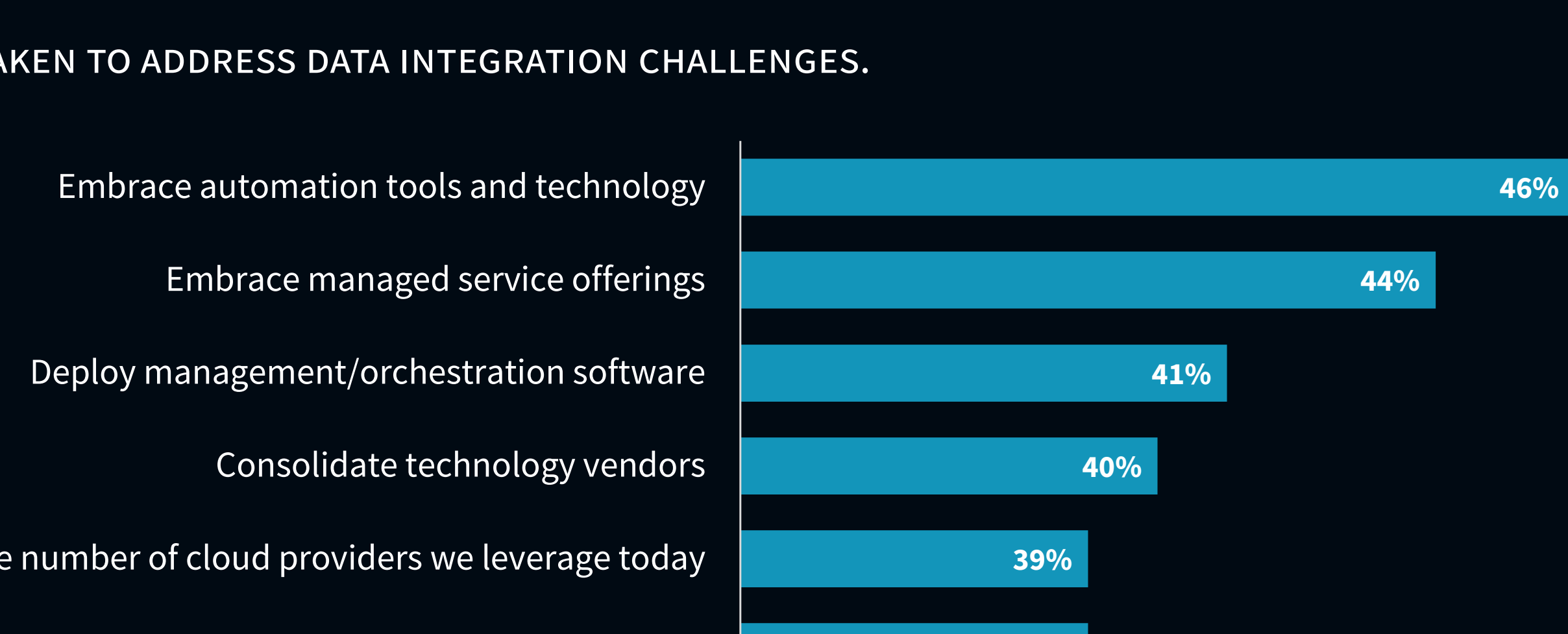
Management and Data Integration



Public cloud has made data integration **more complex,**

55%

» ACTIONS TAKEN TO ADDRESS DATA INTEGRATION CHALLENGES.



Cross-cloud data integration is becoming the norm:

89% of organizations collectively analyze combined data from different cloud environments.

[READ THE REPORT](#)

For more insights from this survey, including critical business questions affecting cloud analytics strategies, read the ESG Research Report, *Cloud Analytics Trends*.