

# 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.



53% Improving quality of products/services delivered



50% Improving operational efficiency



**49%** Improving business decisions and strategy



45% Improving forecasting accuracy



**42%** Reducing cost of business operations

#### » TOP 5 MOST CHALLENGING AREAS OF THE DATA LIFECYCLE.



**46%** Data security and governance



**46%** Data quality



**43%** Data analysis



**39%** Data storage



**35%** Data integration



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.



» CLOUD PROVIDER'S VIEW ON OPEN SOURCE MATTERS.



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



**36%** Business intelligence



**31%** Data processing/ query optimization



**33%** Data integration/ pipeline management



**33%** Data warehouse



**21%** Relational database

## **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.



**45%** Improved agility to respond to business needs faster



**43%** Many data sources and applications already cloud-based



**43%** Faster deployment time



**42%** Ability to support higher levels of end-user concurrency



**41%** Better availability than can be delivered on-premises

#### » TOP 5 DATA TECHNOLOGIES SUPPORTED BY PUBLIC CLOUD TODAY.



**63%** Business intelligence



**61%** Data processing/ query optimization



**59%** Data integration/ pipeline management



**57%** Data warehouse



56% Relational database



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



27%

Don't know

## Management and Data Integration



# Public cloud has made data integration more complex, 55%

#### » ACTIONS TAKEN TO ADDRESS DATA INTEGRATION CHALLENGES.

Embrace automation tools and technology Embrace managed service offerings Deploy management/orchestration software Consolidate technology vendors Reduce the number of cloud providers we leverage today Hire more people Leveraging third-party management solutions





E S G

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*.