

The State of DataOps

Between data quality issues, distributed data, over-burdened teams, rising costs, and increased risk, the complexity of today's data ecosystem hinders democratization of data and analytics. This is a big reason organizations are turning to DataOps, an agile, automated, and process-oriented methodology used by data stakeholders to improve the quality, delivery, and management of data and analytics.

Overarching data strategies continue to emphasize the importance of trust in data platforms, processes, people, and data itself.

Top 5 business objectives driving data strategies.



53% Improving quality of products/services delivered



53% Improving operational efficiency



52% Improving business decisions and strategy



39%

Improving forecasting accuracy



33%

Increasing customer spending by identifying more upsell, cross-sell, and deep-sell opportuniites

5 most common priorities to enable broader and more effective data use.











Organizations are looking to increase DataOps spending with a goal of overcoming both business and technical challenges.

Investment plans in support of DataOps over the next year.



5 most important technology capabilities to support ongoing data initiatives.



The criticality of automation and data observability cannot be overstated when it comes to DataOps effectiveness and success.

Extent to which automation is or will be used throughout the DataOps process.





Data integration continues to serve as a lynchpin to DataOps.

Top 5 most common data integration challenges.

90%



5 most common steps taken to address data integration challenges.



DataOps done right delivers benefits that include increased employee data access and improved effectiveness for data producers and consumers alike.

Ten most commonly realized benefits from DataOps.



LEARN MORE

For more from this ESG study, including insights into organizations' challenges and successes based on their DataOps maturity level, read the ESG research report, State of DataOps.