Enterprise
Strategy Group™
by TechTarget

DATA PLATFORMS:
THE PATH TO ACHIEVING
DATA-DRIVEN EMPOWERMENT

Data management teams require new capabilities to effectively harness and extract value from expansive volumes of data culled from a growing number of sources. The goal is to reach a maturity level where insights are delivered in real time to keep pace with the operational needs of the business, innovate faster, and build competitive advantages. TechTarget's Enterprise Strategy Group recently surveyed IT professionals who make decisions for data and analytics, modern tooling, data technologies, and data-centric processes to gain insights into these trends.
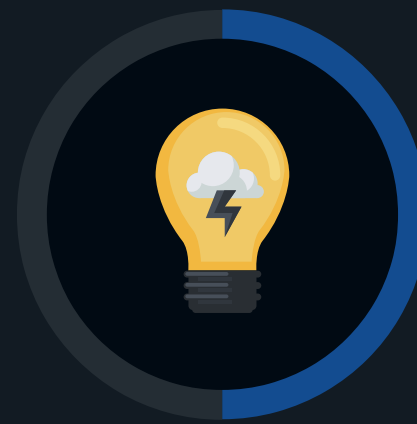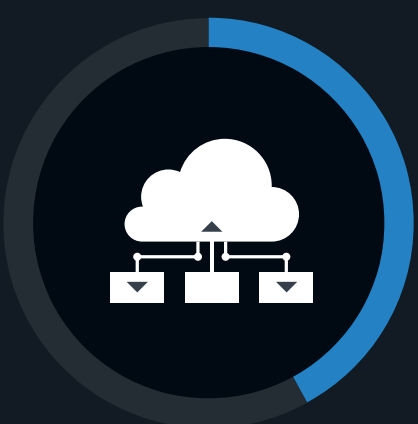
Notable findings from this study include:

93%
of organizations plan to **increase their spending on data platform technologies over the next 12 months.**
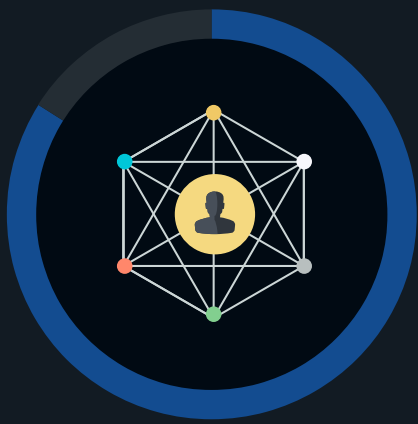
84%
of organizations have had an increase in data stakeholders over the past 24 months.

50%
of organizations are investing in data platform tools to empower faster business decision making.

42%
of organizations are using multiple clouds to control costs in their data pipeline.
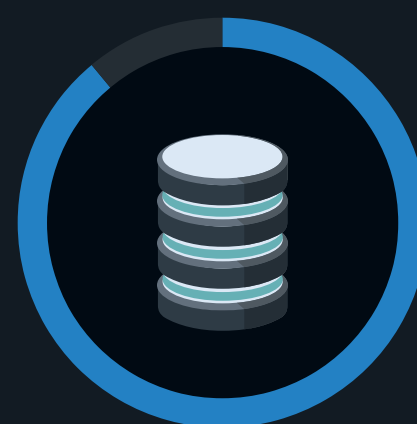
89%
of organizations manage 50 or more data sources to support their data platform initiatives.
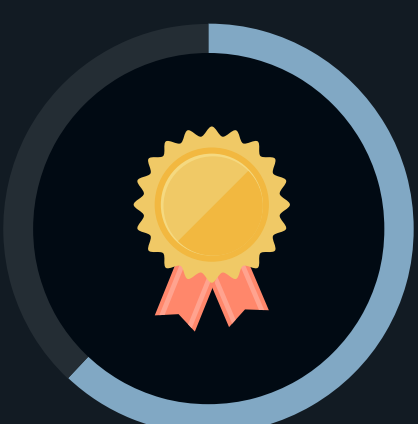
62%
of organizations prefer best-of-breed technologies for their modern data platforms.

48%
of organizations plan significant investments in data analysis tech in the next 12-18 months to support data platform strategies.

For more from this Enterprise Strategy Group study, read the full research report, *Data Platforms: The Path to Achieving Data-driven Empowerment.*

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