The State of DataOps:
Unleashing the Power of Data

For most organizations, data is no longer only one of many elements that contribute to the success of business initiatives. On the contrary, data increasingly *is* the business, wielding formidable influence and power across numerous factors. In turn, organizations are investing significant resources into the development of DataOps strategies that formalize parts and processes inherent to the data pipeline. TechTarget's Enterprise Strategy Group recently surveyed data professionals involved with modern data and analytics tooling, technology, and processes to gain insights into these trends.

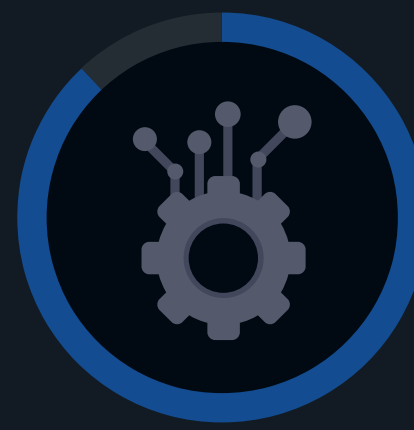Notable findings from this study include:

84%
of organizations saw an **increase in end users accessing data in the past year.**

49%
of organizations plan to extensively increase spending on DataOps in the next year.

88%
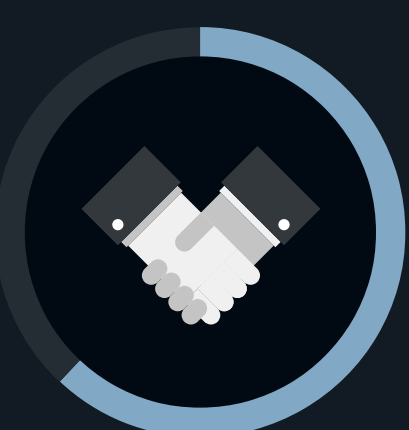of organizations indicate they can improve the way they use data.

54%
of organizations say DataOps strategies improve data access for their business users.

79%
of organizations say they must use AI in mission-critical processes to better compete.
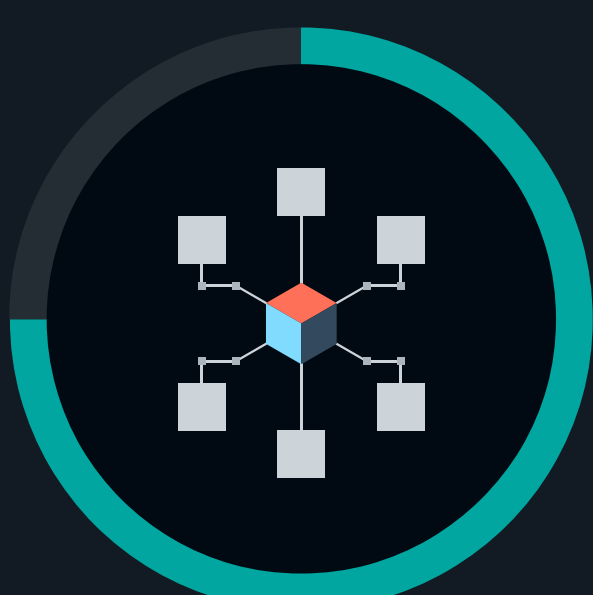
62%
of line-of-business stakeholders say they only somewhat trust their organization's data.

42%
of organizations require 26 or more technology vendors to execute their DataOps strategy.

75%
of organizations report **increased use of third-party data over the last 12 months.**

For more from this Enterprise Strategy Group study, read the full research report, *The State of DataOps: Unleashing the Power of Data.*

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