

Seeking Pervasive Data Intelligence

Executive Summary

To better understand the effectiveness of enterprise investments in analytics, Teradata commissioned the independent technology market research firm Vanson Bourne to conduct a global survey of 260 senior business and IT decision makers at some of the world's largest companies. The questions focused on factors that affect how well analytics investments actually translate into value for the enterprise.

Unfortunately, the collective picture that emerges is that analytic insights remain trapped in complexity and bottlenecks. The survey shows a clear frustration among respondents whose analytics investments are stymied by significant technological and organizational roadblocks. These roadblocks come in several forms:

- **Analytics is not pervasive enough in the organization**—A full 81 percent of respondents expressed this sentiment, particularly when it comes to senior decision making. For instance, less than a quarter (23 percent) of the survey respondents said that C-suite and board-level executives are using analytics to make decisions.
- **Company data is not accessible enough**—Nearly eight out of ten (79 percent) survey participants say they need more access to data to do their jobs effectively. On average, respondents say they are missing nearly a third (28 percent) of the company data they need to do their jobs effectively.
- **Analytics intelligence is stuck in the hands of data scientists**—Only 25 percent of respondents said analytics intelligence sufficiently makes its way into the hands of business decision makers without the need for data scientists. And nearly two thirds (63 percent) say it's hard for non-analytics workers to consume analytics within their organization.

This lack of what Teradata calls “pervasive data intelligence” is what's keeping organizations from rising above the confusion and noise posed by the overwhelming wealth of data that most large enterprises contend


The Study

The following results come from a survey conducted by independent technology market research firm Vanson Bourne of **260 global senior business and IT leaders** regarding their organizations' use of data and analytics.*

 **1,000+**
employees

 **Public** and **private** sectors

 **\$250M+**
annual revenues

 **69%**
with global revenue **\$1B+**

with. Indeed, 53 percent say their organization is “overburdened” by the complexity of its analytics.

It's worth noting that all the survey participants came from organizations with at least 1,000 employees and \$250 million in global annual revenue—69 percent of respondents worked for companies with at least \$1 billion in revenue. At this scale, enterprise executives are realizing they can't just invest in more analytics—they need to invest in answers. Unfortunately, 46 percent of respondents say their current analytics produce too few answers—and too many questions.

Against this backdrop, the survey findings suggest success can only come by reimagining analytics as a driver of pervasive data intelligence throughout the organization. In other words, genuine and actionable intelligence can only come with platforms that provide all the data, all the time, to people anywhere in the organization. Survey participants seem to be getting the message: More than 90 percent are investing or planning to invest in easier-to-use technology and more training to enhance the skills of users.

Ultimately, the survey clarifies the path to a future driven by intelligence—rather than by just more

analytics. As businesses learn to sidestep the complexity, bottlenecks and uncertainty of today's enterprise analytics, they will increasingly benefit from the pervasive data intelligence that will come to embody the better solutions of tomorrow.

Overly Complex Analytics Technology

- About three quarters (74 percent) of respondents whose organization currently invests in analytics said that the analytics technology is complex.
- Nearly one out of three (31 percent) say that not being able to use analytics across the whole business is a negative impact of this complexity.
- Nearly half (46 percent) say that analytics isn't really driving the business because there are too many questions and not enough answers.
- Over half (53 percent) agree that their organization is actually overburdened by the complexity of analytics.
- One of the main drivers of this complexity is that the technology isn't easy for all employees to use/understand (42 percent)

Limited Access to Data

- 79 percent of senior leaders said they need access to more company data to do their job effectively.
- On average, respondents said they are missing nearly a third

Challenges to Achieving Pervasive Data Intelligence

Company leaders claim there is too much **complexity** in their analytics technology.



Getting to Data

Users **have limited access to the data** they need to make effective decisions that combat their toughest challenges.



Where are THE DATA SCIENTISTS?

Along with the challenge of using complex technology, there is a **gap in the skillset** needed to uncover intelligence in the analytics. "Unicorn" data scientists create a **bottleneck to pervasive data intelligence**.

Only a Fourth
Leaders that said their business decision makers **have the skills to access and use intelligence from analytics without the need for data scientists**

25%

(28 percent) of the data they need to do their job effectively.

- 81 percent agree that they would like analytics to be more pervasive in their organization.
- More than half (54 percent) of respondents said their organization's IT department is using analytics, compared to under a quarter (23 percent) who said that the C-suite and board level are doing so.

Overreliance on Data Scientists

- Only 25 percent of companies said their business decision makers have the skills to access and use intelligence from analytics without the need for data scientists.
- Nearly two thirds (63 percent) of respondents from organizations that currently invest in analytics agreed that it is difficult for non-analytics workers to consume analytics within their organization.
- In 75 percent of respondents' companies, data scientists are needed to help business decision makers extract intelligence from analytics.
- To reduce this over-reliance on data scientists, 94 percent of respondents' businesses where data scientists are currently needed are investing, or plan to invest, in training to enhance the skills of users; while 91 percent are investing, or plan to invest, in easier-to-use technology.