ADAPT OR PERISH: THE NEW REALITY IN A HYPER-DIGITIZED

Businesses are facing a new reality in

today's hyper-digitized world, thanks to

rapidly evolving technologies, an increasing crop of competitors and ever-changing customer demands.

conducted by independent research firm Vanson

THE STUDY

Bourne in September 2019, shines a light on how businesses are being forced to rethink the norm to keep pace with current market drivers.

Recent research, commissioned by Teradata and

Of businesses are experiencing some form of disruption and are

Under Pressure



Are underprepared to

market-disruptive competitors.

cesses to keep pace.

strategically address

rethinking approaches and pro-



businesses to rethink their approach and processes - creating an urgent need for greater simplification and improved operations.

Is Widespread... Yet the

is LONG Of respondents confirmed they are either moving to a digital business or leveraging/piloting digital technology to change

YET ONLY 10% have fully realized widespread digital transformation.

business models, processes

and/or systems.

Al on the Mind

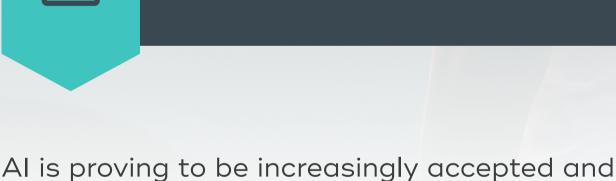
Most companies are making progress with

considered long with few realizing digital

next step of embracing Al.

nirvana. This is a key enabler for taking the

their digitization efforts, but the journey is still



global scale.

adopted by businesses - seen as playing a

major role in future digitization initiatives - on a

68% of businesses confirmed AI or ML is currently being

leveraged in some areas of the business.

Nearly 60% of organizations who have at least limited

and for most, the Al future is already here.

digitization agreed their efforts were done with AI in mind

With around a third (30%) confirming pilots in progress.



12 months.

Despite AI-Cloud optimism however, 69% of the same respondents are concerned their cloud analytics strategy lags behind other cloud initiatives.

There is a clear connection between the perceived

benefits of AI and how it leverages cloud analytics

efforts; however, more work is to be done in terms

of advancing cloud analytics initiatives within the

the Enterprise

exist in the cloud.

MARRIAGE

Almost two-thirds (64%) of organizations who have data analytics and workloads that exist in

the cloud are looking to AI as playing a major role

in their overall cloud analytics strategy in the next

With 61% confirming less than half of their data

analytics applications and workloads currently

Consumerization of

organization.

074% Nearly three quarters of respondents state that new competitors and new business model complexity are driving a need for greater simplification and operational excellence within the business.

Enterprises are citing operational complexity as an issue and are turning to technology that has roots in the consumer world to simplify, become more agile and take friction out of business processes.

* Research commissioned by Teradata and conducted by

independent research firm Vanson Bourne in September 2019.

teradata.

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