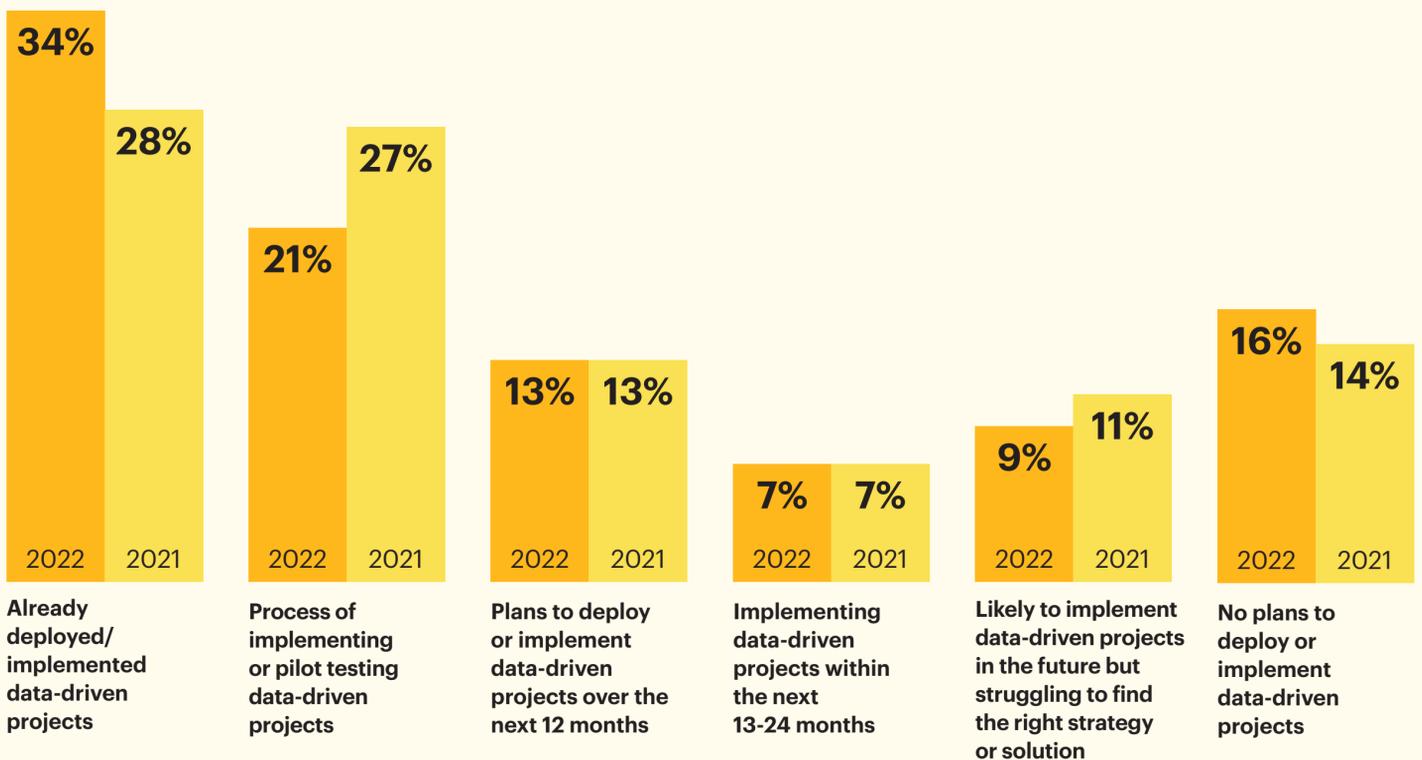


Data & analytics is driving the business forward

Tech leaders share their data-driven initiatives, goals, and investments

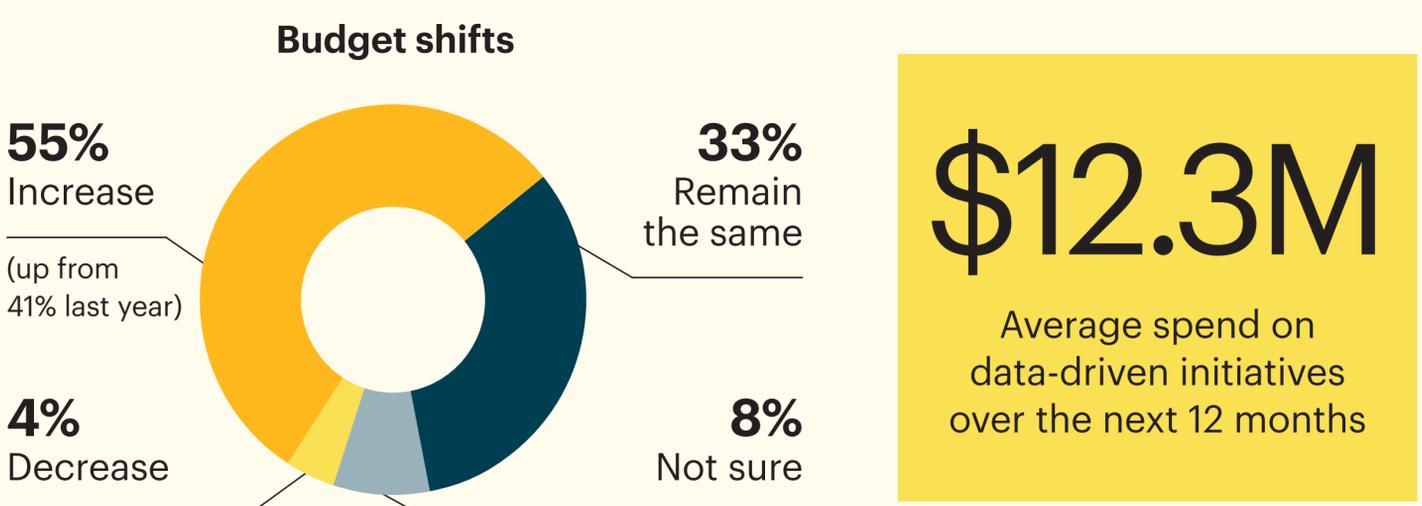
Data & analytics adoption continues to grow



What's driving data-driven initiatives?

Improve/automate internal business process	50%
Improve customer insight and engagement	46%
Improve customer service/support	43%
Improve/automate IT operations	43%
Improve existing products	36%
Improve information security/cybersecurity	36%

Data-focused investment on the rise



Most important criteria when evaluating data and analytics vendors

- 1 Data reporting and visualization capabilities
- 2 Security/governance capabilities
- 3 Integration into existing infrastructure
- 4 Self-service analytics for non-technical users
- 5 Data integration & transformation pipeline