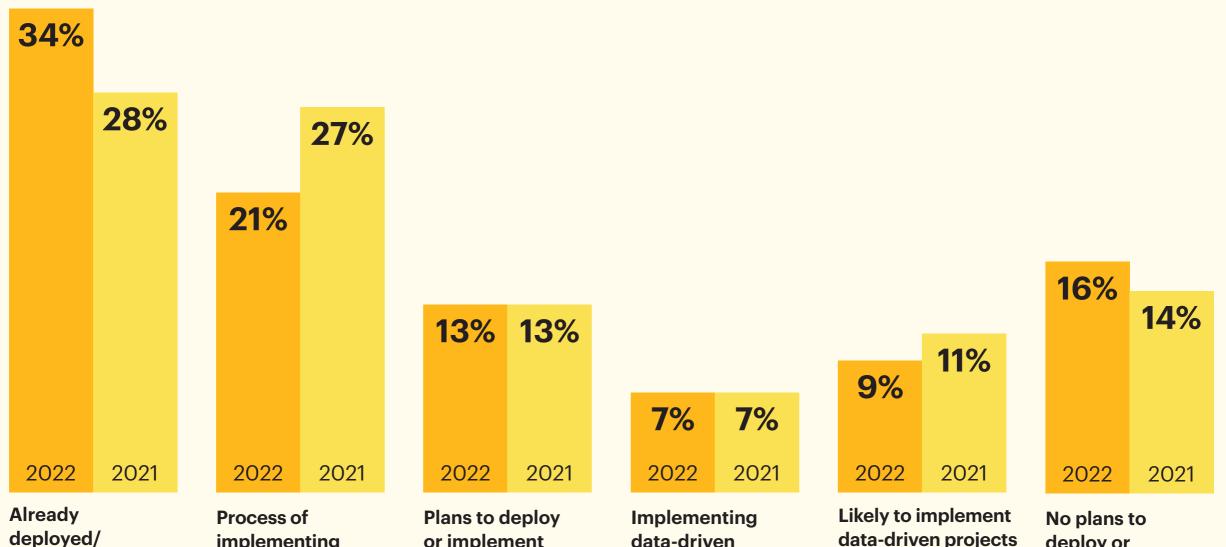
Data & analytics is driving the business forward

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

Data & analytics adoption continues to grow



implemented data-driven projects implementing or pilot testing data-driven projects or implement data-driven projects over the next 12 months data-driven projects within the next 13-24 months data-driven projects in the future but struggling to find the right strategy or solution

deploy or implement data-driven projects

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

Budget shifts



\$12.3M

Average spend on data-driven initiatives over the next 12 months



Most important criteria when evaluating data and analytics vendors

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



As IT decision-makers continue to navigate new data & analytics solutions, learn more about their plans in Foundry's 2022 Data & Analytics Study.

Source: Foundry Data & Analytics Research, 2022