

# CXO Research: Challenges, Costs and Benefits of Cloud Data Management

Over 1,500 business and IT leaders shared their approach to data management and its role in business transformation. While poor practices are creating critical issues today, more sophisticated cloud data management can deliver big business benefits.

Cloud Data Management is an inherent part of Intelligent Data management, meaning that data is available across the business, centrally managed and controlled and located where it will deliver the most value for the organization.

## The cost of poor data management is high



**\$20M**

a year is the cost of downtime to the average business



**73%**

of organizations are unable to meet users demands for uninterrupted access to applications and data



**38%**

say downtime has damaged their brand integrity



**54%**

experience a loss of customer confidence as a consequence

## But organizations are planning to address this

**93%**

of organizations will have Cloud Data Management initiatives in place by the end of 2019 to drive success

**\$41M**

the average company is investing in transformational technologies

## Addressing poor data management

Those companies embracing Intelligent Data Management have four defining attributes:

### Cloud Data Management



**77%**

have SaaS deployments, citing security and flexibility as key

### Confidence



**98%**

have confidence in Intelligent Data Management initiatives

### Capabilities



**9/10**

see increasing employee skills as critical to success

### Culture



**69%**

believe company culture must be more open to digital

## The big benefits of digital transformation to businesses

**44%**

view the deployment of digital technology as critical to success in next 2 years

**\$124M**

Can be added in additional revenue annually through the use of digital initiatives

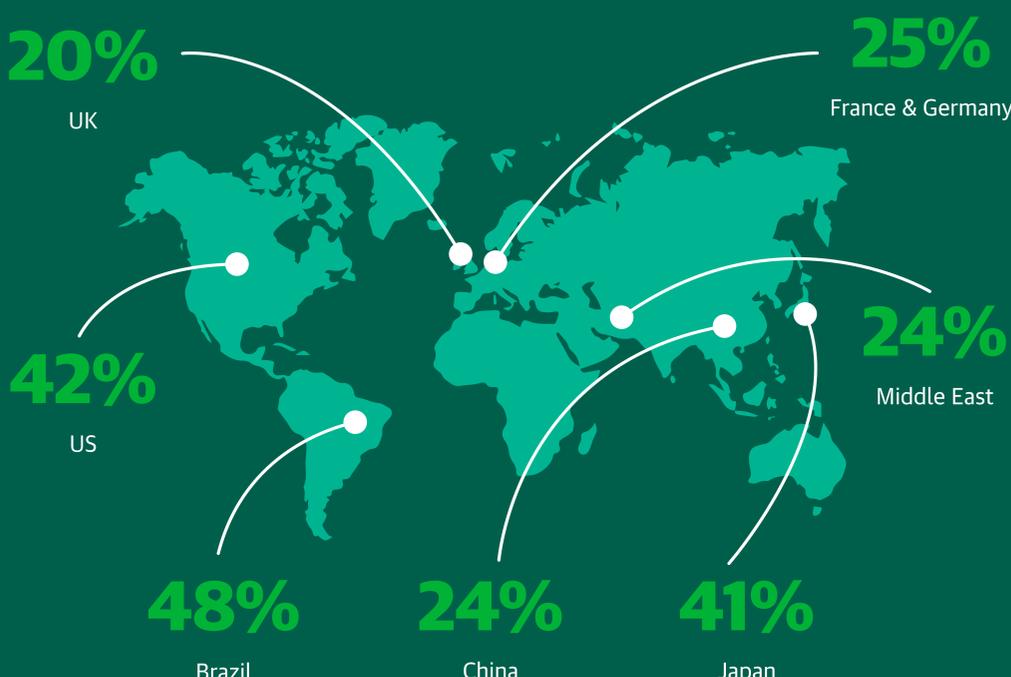
**80%**

see productivity benefits of Intelligent Data Management

## There's a global race for digital adoption

Some of the world's largest economies are at risk of having to play catch-up when it comes to their digital adoption.

There is global disparity when it comes to the percentage of businesses in each country who describe their digital initiatives as mature:



## Are you managing your data with the cloud?



[Download the full report here](#)

With poor data management costing organizations \$20 million a year, successfully managing business data is no longer a luxury - it's essential for the bottom line. With Cloud Data Management in place, organizations can implement the next stage in their digital transformation strategy, confident it will create a more intelligent - and more successful-business.