The cost of poor data management is high

- 73% of organizations are unable to meet user demands for uninterrupted access to applications and data
- 38% say direct costs have 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
- The average company is investing $41M in transformational technologies

Addressing poor data management

Those companies embracing intelligent data management have

- 77% have a cloud-first strategy
- 98% have confidence in cloud-based initiatives
- 9/10 have successfully implemented multi-cloud solutions
- 69% can see productivity benefits of intelligent data management

The big benefits of digital transformation to businesses

- 44% use the deployment of digital technology as a key to success in next 2 years
- $124M annually through the use of digital initiatives
- 80% can be added in additional revenue annually through the use of digital initiatives

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

- 20% UK
- 42% US
- 25% France & Germany
- 24% China
- 48% Brazil
- 41% Japan
- 38% Middle East

Are you managing your data with the cloud?

- With your data management costing your organization $20 million a year, successfully managed business data is a business imperative
- It’s essential for the business to be able to provide a consumption-based, self-service model for employees
- The ability to manage data in the cloud, and control it, will create a more intelligent and more successful business

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