



How Data is Leveraged in the Future of Intelligence



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Business Backdrop - Data is the MATTER



60% of organizations will have a digital transformation (DX) strategy in place by 2020 and in the process of executing on it



IDC research: data protection changes are included in **50%** of DX projects and consume **30%** of the DX budget



Focus for many DX initiatives is becoming a data-centric organization

- Using timely data to drive informed decisions
- Using data to gain competitive advantage
- Finding ways to monetize data

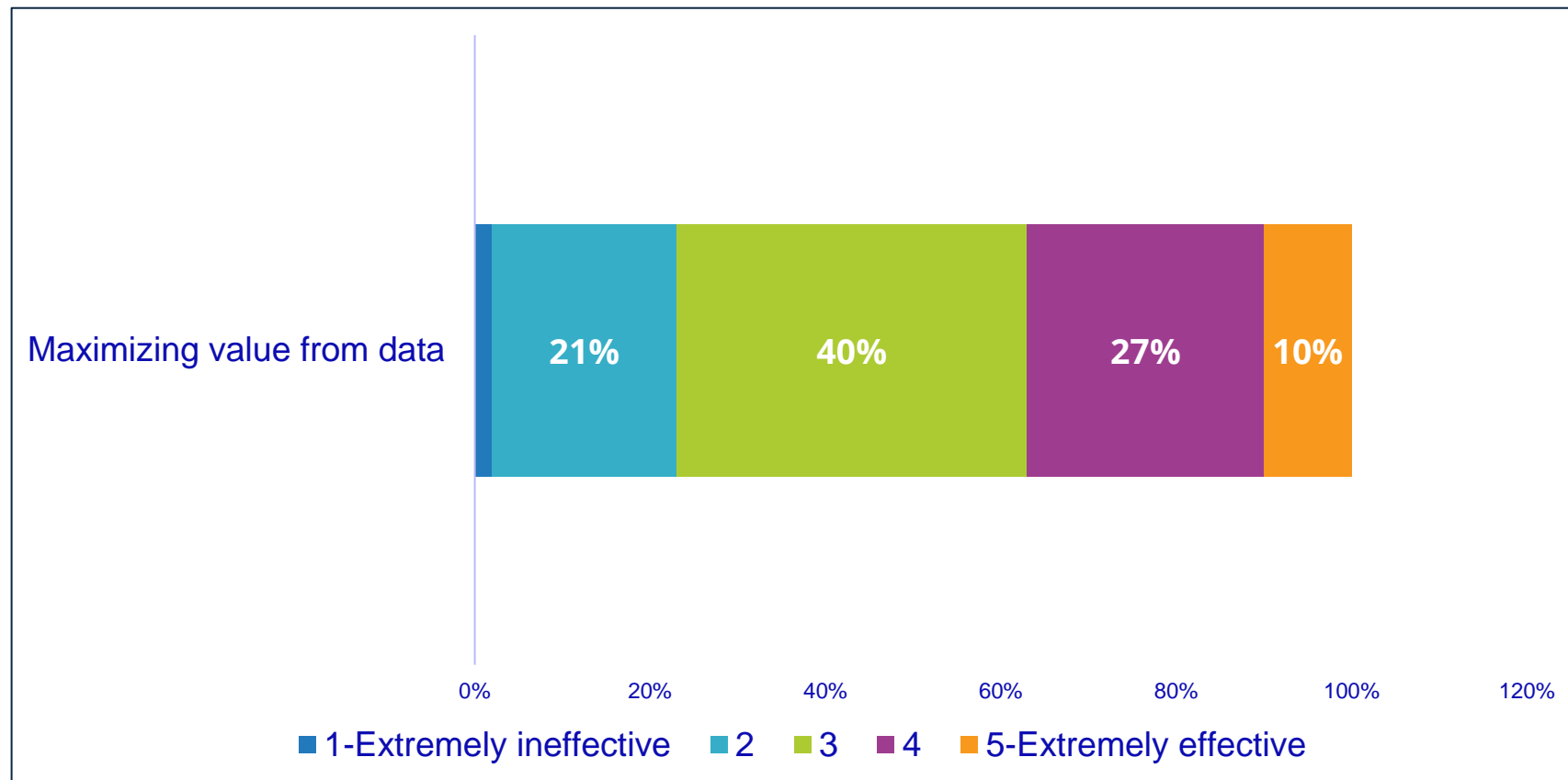


IDC forecast: as many apps will be deployed in the next **5** years as in the previous **40** years

At issue: What role does data protection/management play in digital transformation?

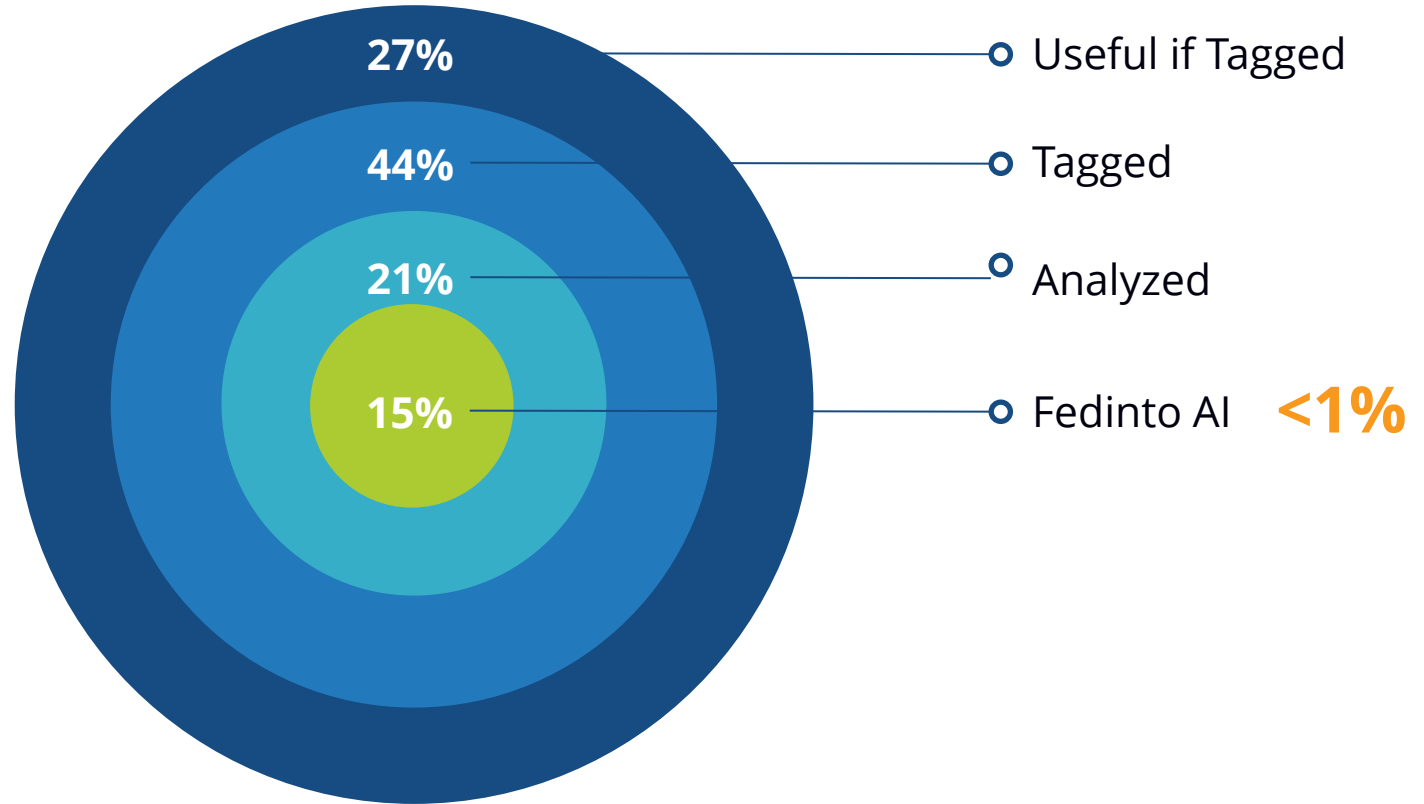
Maximizing Value from Data is Highly Critical for Organizations

Q. How effective is your organization at the following? Please rate each row from (1) Extremely ineffective to (5) Extremely effective.



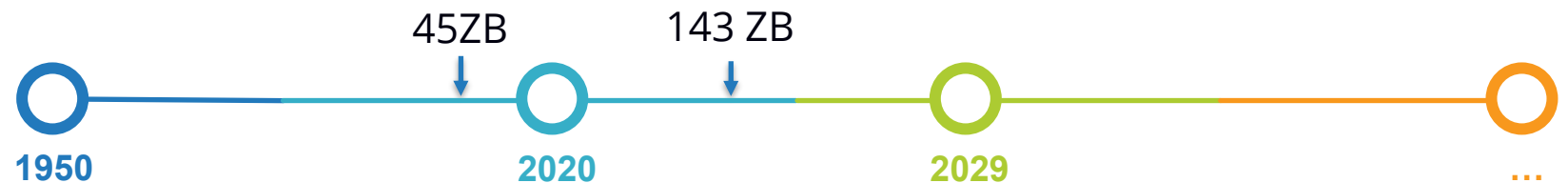
Too much dormant or dark data = no value

IDC Global DataSphere



143ZB of new data will be created in 2024

1 zettabyte = 1 trillion gigabytes.



The data ~~dilemma~~ opportunity

Dilemma

- How to turn 143 Zettabytes of data into useful insights?
- Critical data not readily available to those who need it.
- Siloed

- Potential value of \$430 billion
- AI-enabled data management
- Modern search

Opportunity

Challenges with Data Management

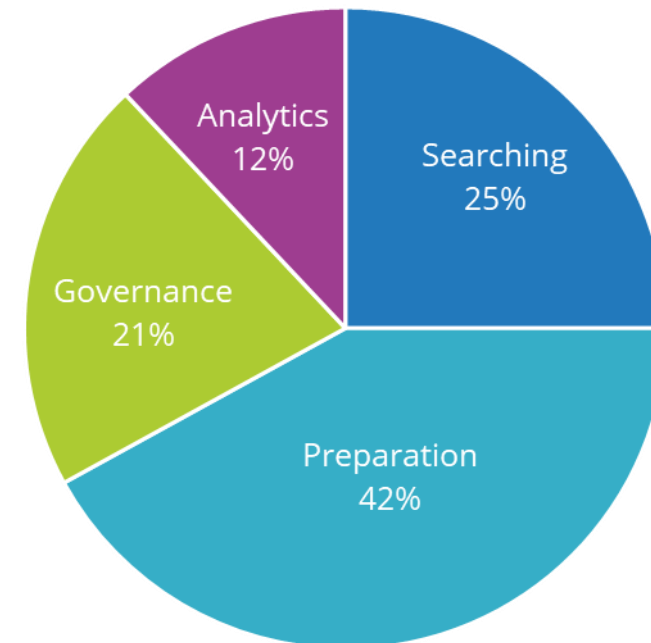


$$\frac{\text{Worker Time}}{\text{Increased Complexity}} = \text{Lower Efficiency and Effectiveness}$$

Since 2017, workers on average are becoming less efficient with data, spending less time analyzing it and creating intelligence and up to 25% more time preparing and searching for it.

80% of time is spent on data discovery, preparation, and protection, and **less than 20% of time is spent on actual analytics and getting to insight.** Users are wasting up to 12 hours per week because they cannot find, prepare, or protect data.

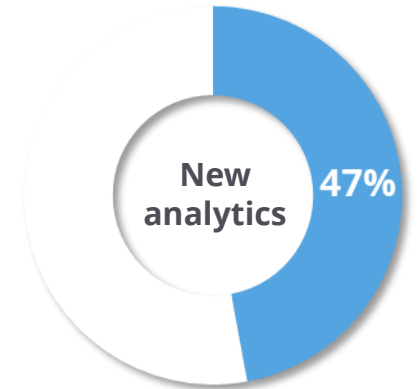
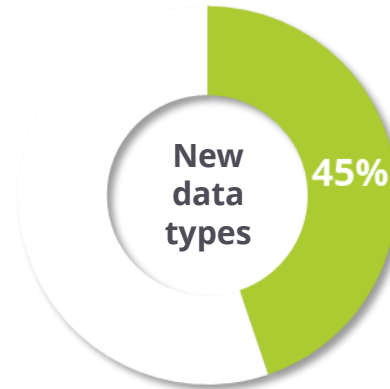
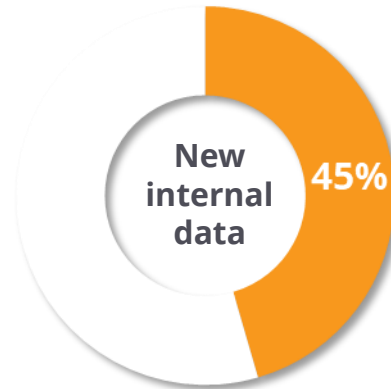
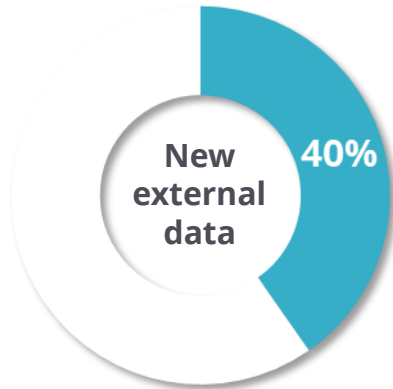
2019 % of Weekly Time



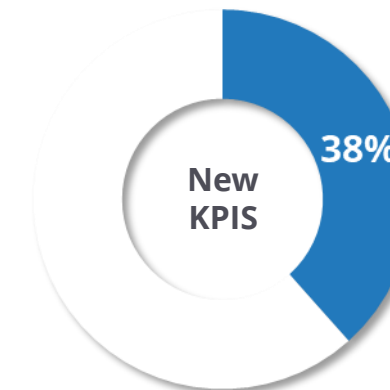
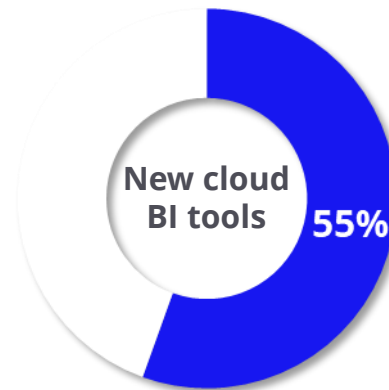
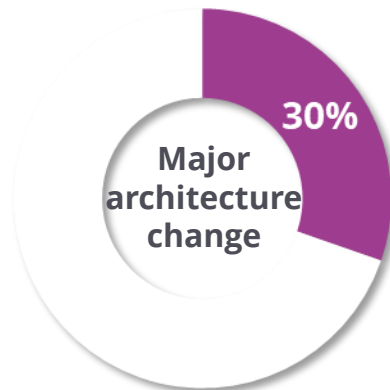
What Data and Analytics Changes are Affecting Enterprises?

Q. In the last 12 – 18 months has your organization done any of the following?

Started using →



Introduced →



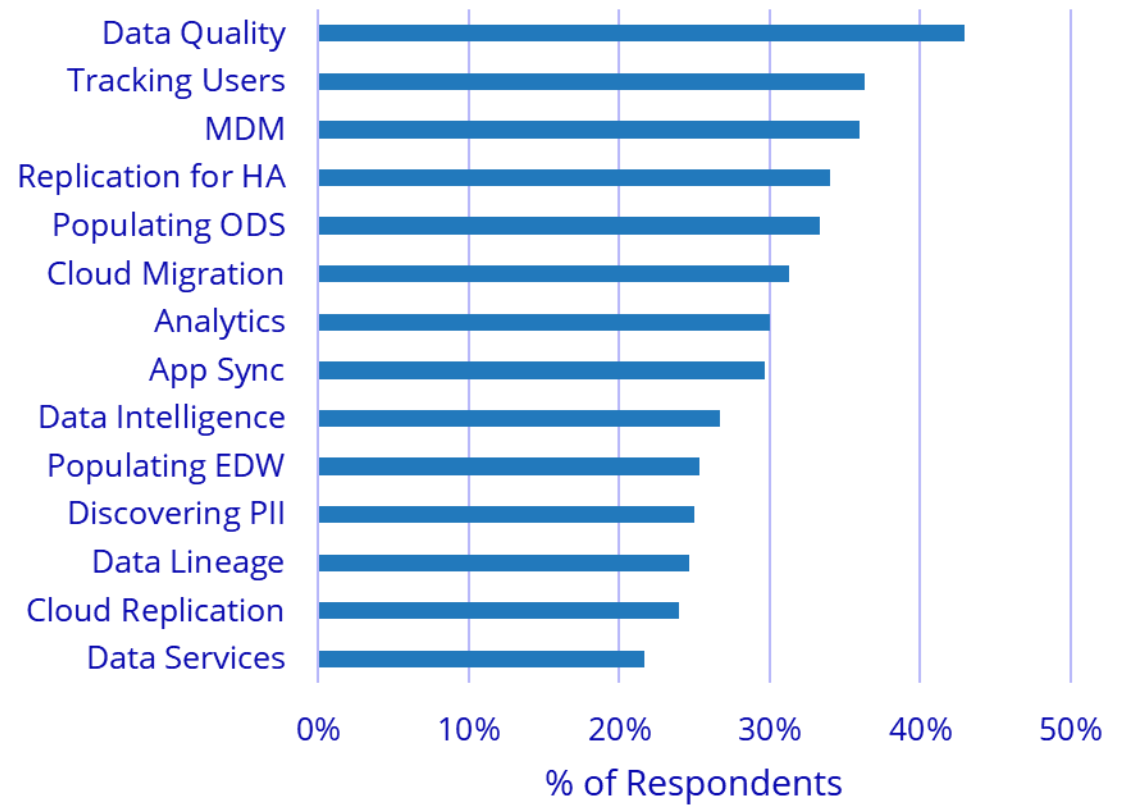
IDC #US46105220 (March 2020)
Source: Business Intelligence End User Survey, IDC, February 2020, N=310

Data integration and intelligence (DII) is important across all business processes, improving trust and managing risk are high on the list of DII use cases

Importance to Business Processes



Data Integration Use Cases



- MDM: Master Data Management
- HA: High Availability
- ODS: Operational Data Store

- EDW: Enterprise Data Warehouse
- Data Intelligence: Metadata, data profiling and stewardship
- PII: Personally Identifiable Information

n = 300
Source: IDC's Data Integration and Integrity End User Survey, 2019

Introducing the Data Native Worker; Gen-D

25% of Knowledge Workers

'Data ' <insert role here>

Anyone who...

- Makes decisions with data
- Questions recommendations
- Has a digital footprint awareness
- Can argue with data
- Embraces responsible automation

Q. To what extent does the output of data analytics influence or affect decision making by each of the following groups?



n = 310

Source: Business Intelligence End User Survey, IDC, February 2020

IDC Recommendations

Cloud-native

Containers for portability and scalability

Future of Intelligence: Capacity to learn

DII software can help deliver context

Future of intelligence: Ability to synthesize information

DII software can help facilitate the capacity to learn for both humans and machines

Future of intelligence: Delivering insights at scale

AI-based automation in DII software can help enterprises ensure delivery of insights at scale by surfacing trusted data in context to all users (human or machines)



**THANK
YOU!**

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