

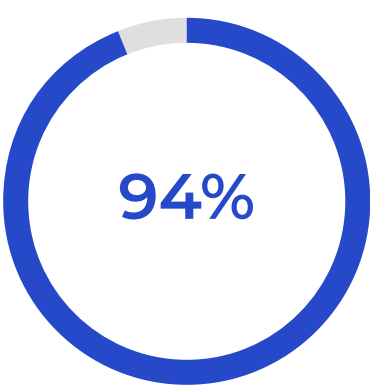
ACTIAN DATACAST 2019: HYBRID DATA TRENDS SNAPSHOT

As enterprises continue along their digital transformation journey, it's imperative that they derive more value from their diverse hybrid data to improve profitability and remain competitive in their industries. In an effort to better understand both the current challenges and opportunities that IT decision makers (ITDMs) are facing when it comes to hybrid data environments, Actian conducted an in-depth analysis and survey on the topic. Below are the four key trends that emerged.

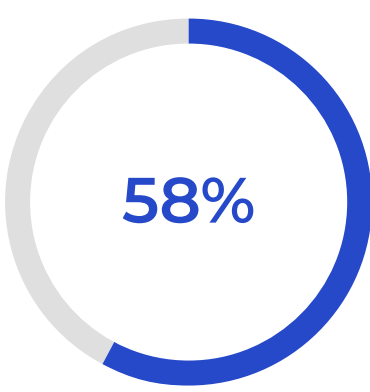
01

LIMITED ACCESS TO FRESH DATA

Most companies aren't able to provide fresh or complete access to data in real-time and at the speed of business



of ITDMs say it's important to have a system that ensures users are receiving current data



of ITDMs say it's somewhat or not likely that they are always using fresh or current data



51% of end-users are not getting data at the moment they need it



45% of end-users are not always accessing data that is available to them all the time

02

MAXIMIZING THE VALUE OF DATA

Organizations aren't taking advantage of the data they have in order to drive real-time, actionable insights

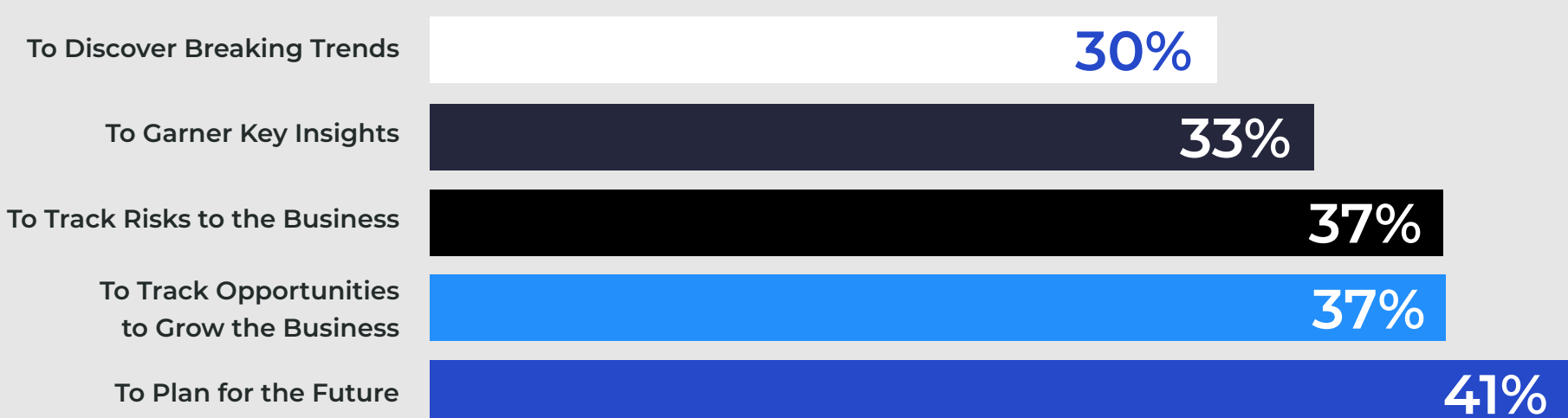


Only 54% of available data is being harnessed to gain valuable insights



Only 26% of end-users are fully maximizing potentially actionable insights from available data

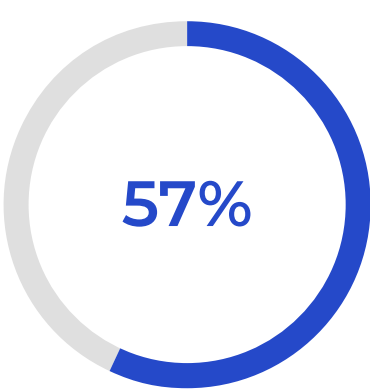
Data is being used for business-as-usual purposes, not to transform the business or provide competitive advantages. For example, ITDMs say end users are only leveraging their company's real-time data as follows:



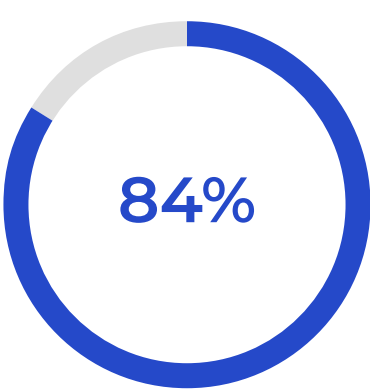
03

BARRIERS TO SUCCESS

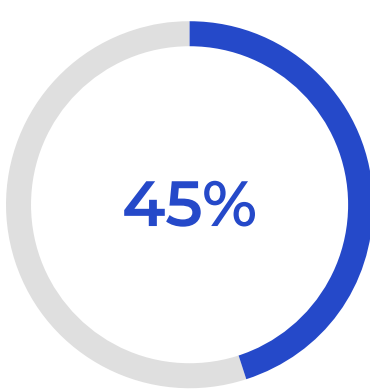
Costs and speed of deployment hinder organizations' ability to adopt cloud data warehouse solutions



of ITDMs say they have lots of data technology, but **they don't believe it's making any difference** to their business



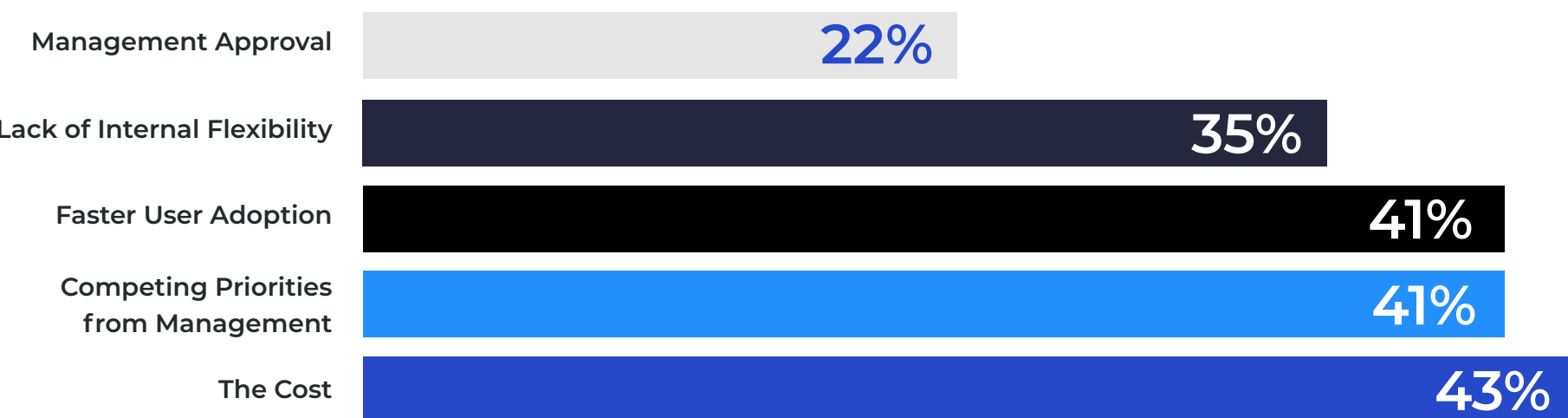
of ITDMs agree that they would be more likely to deploy more data warehouse solutions if it took **less time and money**



of ITDMs say **the complexity of real-time data and big data is a challenge** to harnessing data in their businesses

Over four in five ITDMs say one of the most painful parts of data analytics is how long it takes to deploy

The biggest challenges to the ideal approach to computing data/analytics:



04

HYBRID ENVIRONMENTS

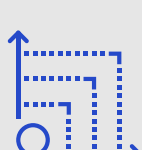
Most companies would prefer a hybrid environment over their current solutions



87% of ITDMs agree that when it comes to their data analytics, they want a hybrid solution



Only 45% of ITDMs are very satisfied with their current cloud platform(s)



89% of ITDMs agree that they need more flexibility from data analytics solutions

Over four in five (84%) say their ideal approach is some combination of hybrid solutions (cloud and on-premise or multiple clouds) while 16% want either single cloud or on-premise only

To learn more about the Actian Datacast 2019 and find an in-depth look at how these four hybrid data trends will impact the industry, visit our Data at Work blog.

