ACTIAN a division of HCLSoftware

What do data analytics cloud journeys look like?

Every data analytics migration is different, yet they share common goals, obstacles, and key drivers. Actian research, compiled by surveying **450** business, IT, and data analytics leaders across a range of industries, found that most companies—**72%**—are using cloud platforms for all new analytics projects.

Here's what your peers had to say about moving to the cloud for data and analytics:

5 KEY DRIVERS OF CLOUD MIGRATION

The main reasons organizations transition to the cloud closely parallel their data challenges. Data privacy and improving scalability are recurring themes. These are the top factors and objectives companies consider when moving their data analytics to the cloud:

- **57%** Data privacy/data security/compliance easier to manage in the cloud
- **51%** Improving scalability/performance/ removing capacity constraints
- **48%** Application modernization/improving business/ IT agility/responsiveness
- **47%** Availability and reliability improvements
- **46%** Better data analytics capabilities available in the cloud

3 DATA ANALYTICS CHALLENGES

Organizations face several issues with data and analytics. While maturity influences these factors, there are no major differences based on company size, department, and role. More than half of organizations have these challenges:

- **57%** Data privacy/regulatory compliance/ ethical use concern
- **56%** Scalability/perform cost effectively as data volumes and workloads increase
- **52%** Operationalize as more data sources, pipelines, and/or analytics use cases are added

4 FACTORS MOST ENCOUNTERED DURING CLOUD TRANSITIONS

Companies can face friction points when migrating to the cloud. These change by company size, department, role, and maturity. The top factors your peers face include:

- **40%** Data privacy concerns
- **39%** Integration challenges with existing apps/legacy systems
- **38%** Lack of cloud computing training for IT staff
- **37%** Limited trust in cloud computing vendors/hyperscalers

3 USE CASES MOST COMMONLY IMPLEMENTED

Organizations are using data and analytics in the cloud for a variety of purposes across many types of industries. The top three use cases being implemented are:

- **48%** Customer 360/customer analytics
- **48%** Financial risk management
- **46%** Supply chain/inventory optimization

5 'EXTREMELY IMPORTANT' FACTORS WHEN ASSESSING VENDORS

Choosing a vendor for the data analytics migration is one of the most important decisions your business will make. When assessing vendors, your peers said these factors are Extremely Important:

- **49%** IT efficiency/user experience
- **48%** Functionality and capabilities offered
- **45%** IT insights and analytics
- **44%** Tech support: responsiveness/effectiveness
- **43%** Business understanding/personalization of sales process

4 CLOUD TECHNOLOGIES IN OPERATION

Data analytics maturity, department, and role all impact cloud technologies that organizations use. Companies are leveraging a wide variety of these technologies. The four most popular cloud-native analytics related technologies are:

- **54%** Cloud data security/data privacy
- **54%** Cloud data integration/data operations
- **52%** Cloud data quality/data mastering
- **52%** Cloud data streaming/real-time analytics

The Actian Advantage

When you're ready to transform your business with a cloud data platform, we can help. We offer a hassle-free cloud migration for your data and analytics workloads, and we make data easy for everyone across your business to use.

Try our Actian Data Platform for free today by visiting Actian.com >