

85% of executives polled believe that the lack of access to data insights is hampering their ability to scale

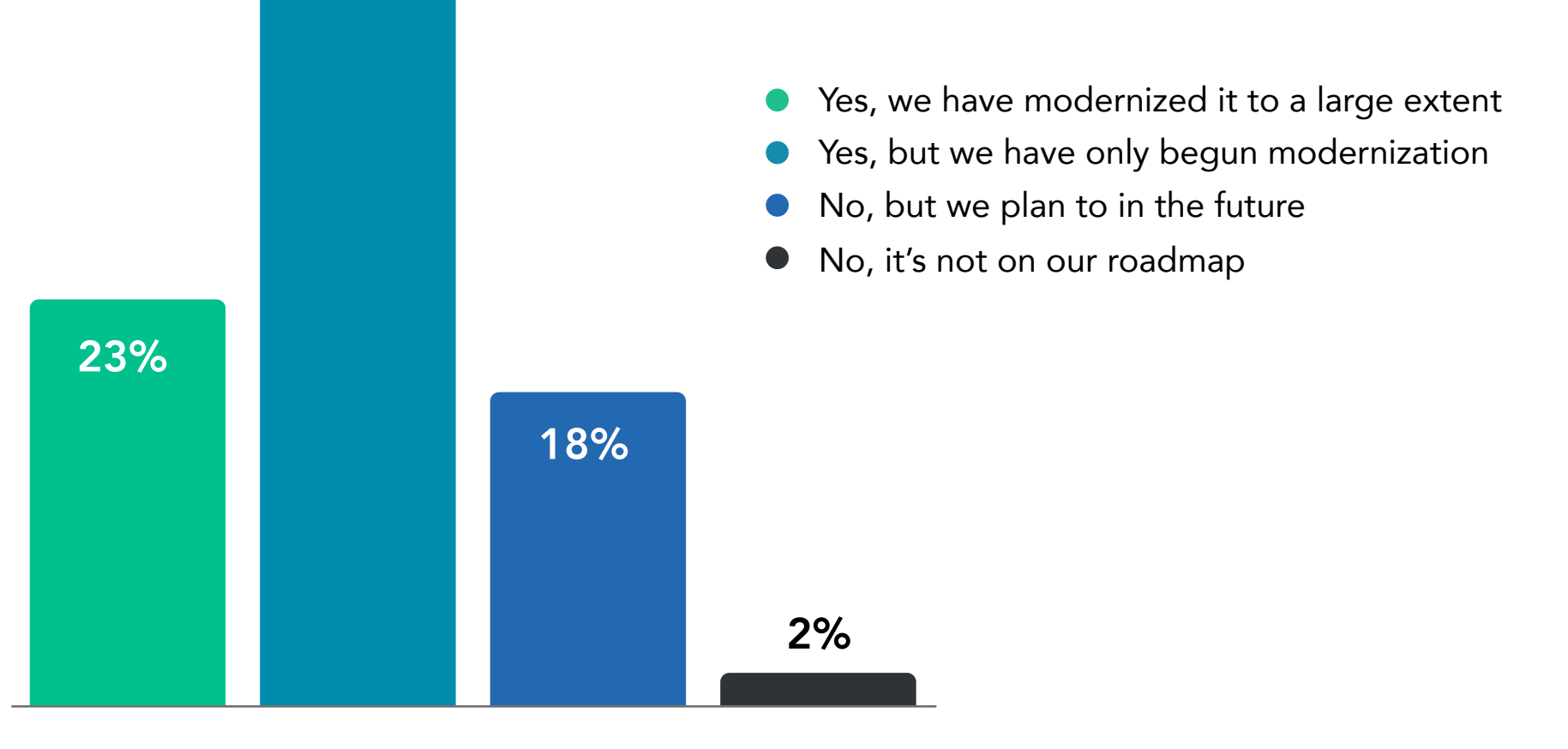
Data is a top business priority, but is only as valuable as its context. Surveyed executives agree: 98% are modernizing their infrastructure to shift priorities from simple data collection to insights consumption.

GoodData and Pulse surveyed 100 IT executives to understand their priorities for infrastructure modernization, data architecture, and insights consumption.

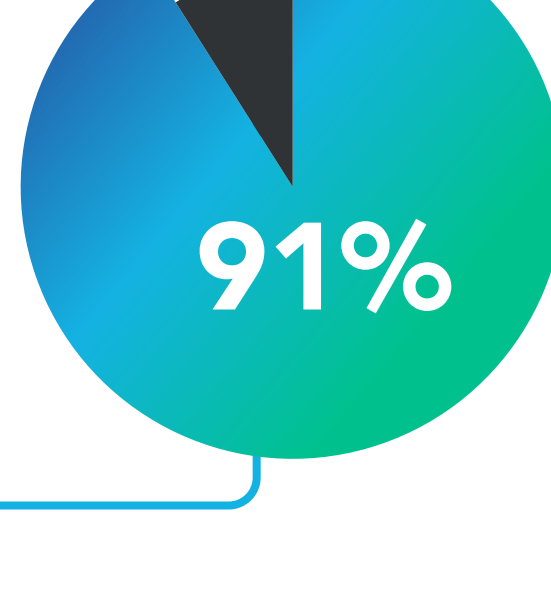
Data collected from Dec. 18, 2020 - Jan. 4, 2021

Total respondents: 100 IT executives

Data infrastructure modernization is well under way — but only half of executives are prioritizing insights consumption



91% of companies with 10,000+ employees have already started to modernize their data infrastructure.



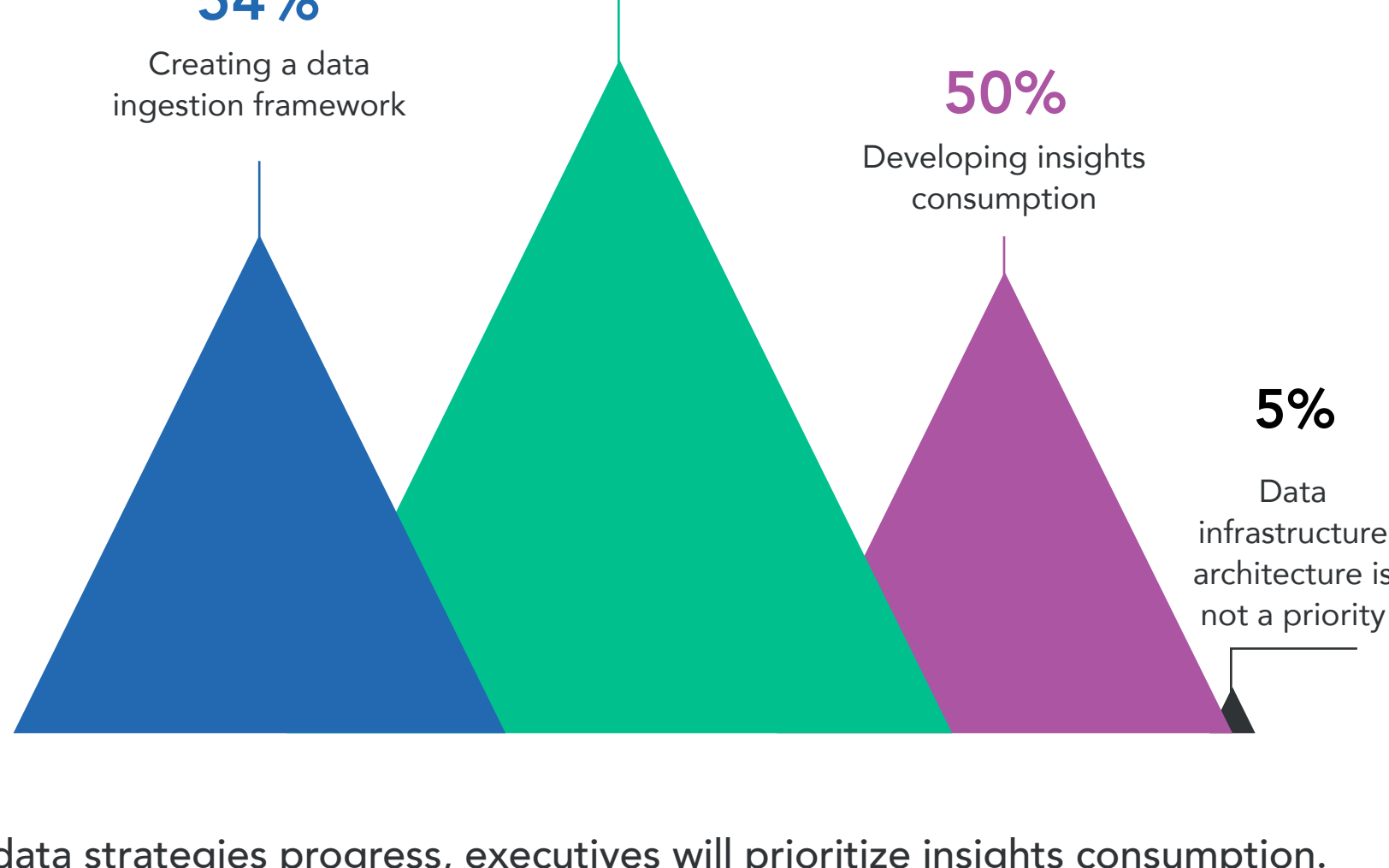
Three steps to a unified data architecture



As data strategies mature, priorities will shift from creating a data ingestion framework to setting up data lakes + data warehouses and insights consumption.

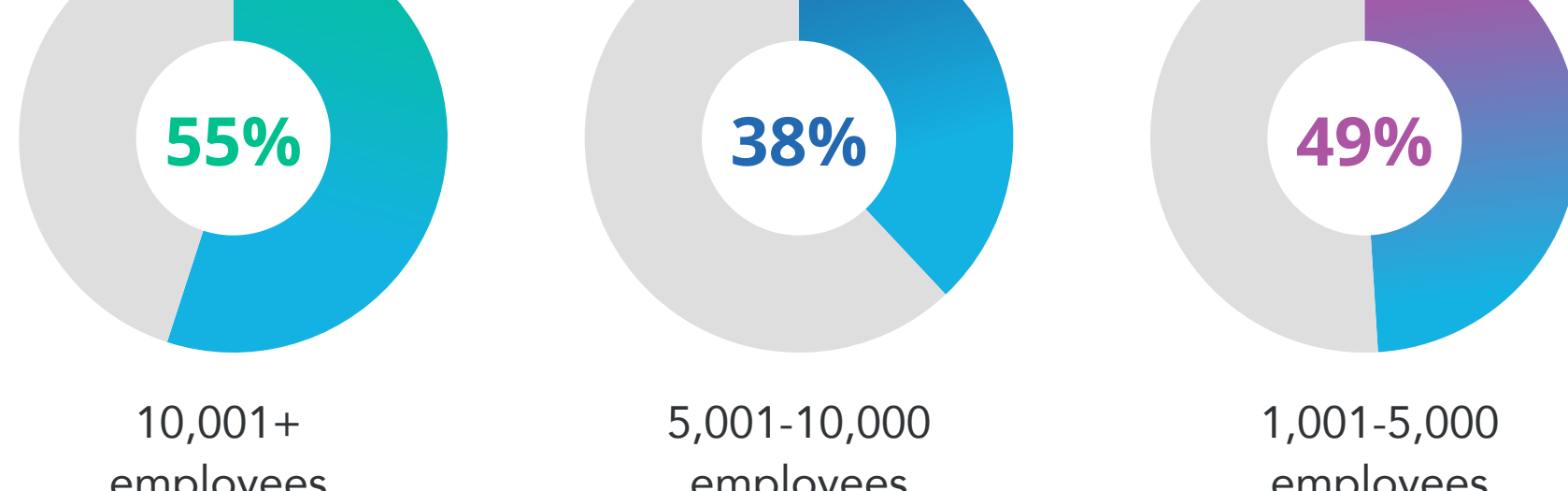
Current data priorities

Which of the following components have you and your team prioritized in your data infrastructure architecture?



As data strategies progress, executives will prioritize insights consumption.

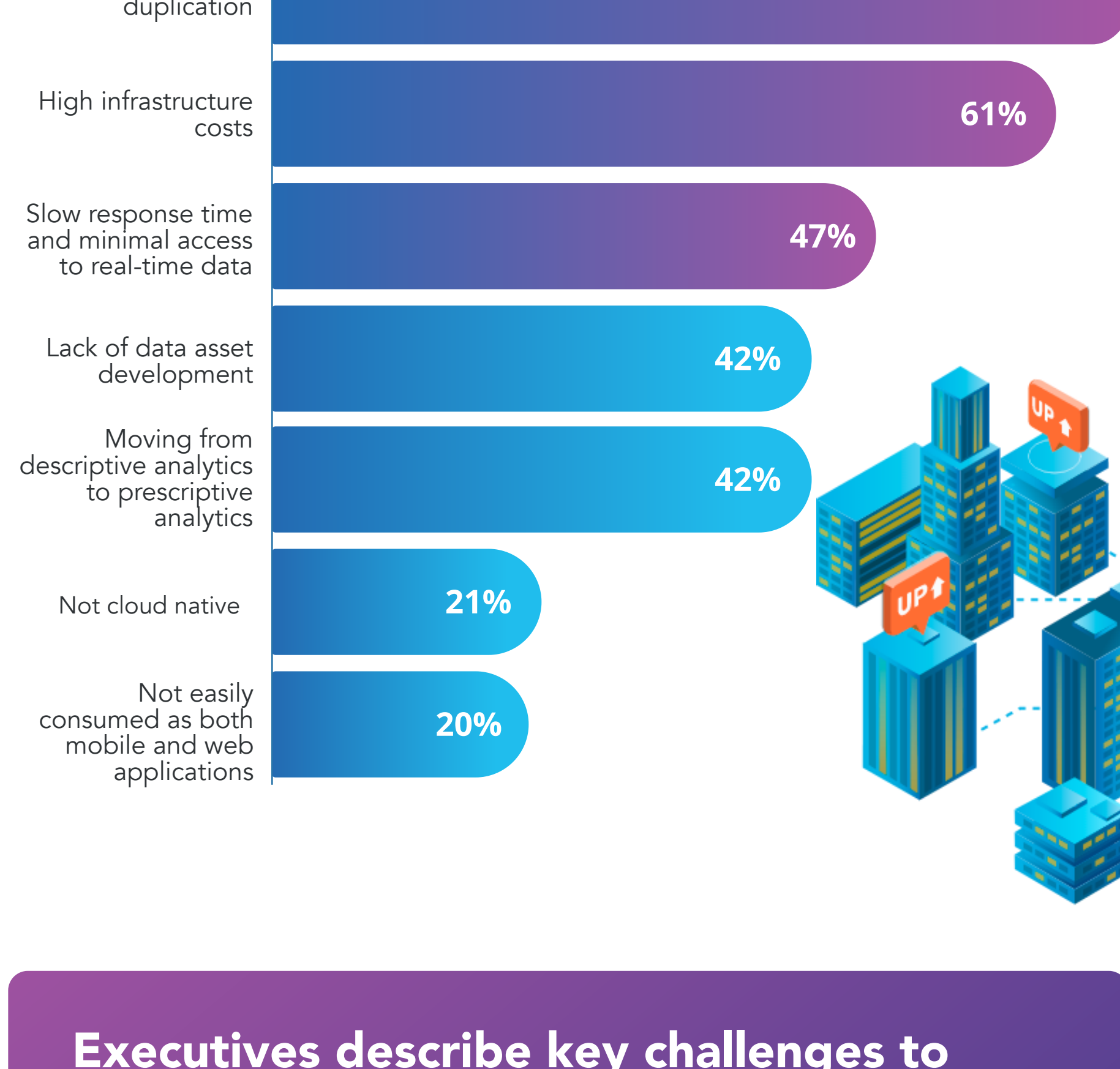
Here's how companies of different sizes are prioritizing insights consumption:



Developing an insights consumption layer is the key next step on the data modernization journey

In 2022, enterprises will shift to the final phase of data infrastructure modernization: insights consumption.

Which of the following are your top three issues with insight consumption in your data infrastructure architecture today?



Executives describe key challenges to effective insights consumption



"Mapping the technology and process to the business needs is a priority. The second challenge is architecting the appropriate capabilities and infrastructure to meet our needs."

- Vice President, Software



"Developing insights consumption is hindered by the time and cost to build; it competes against our external facing revenue generating applications and solutions for resources."

- Vice President, Software



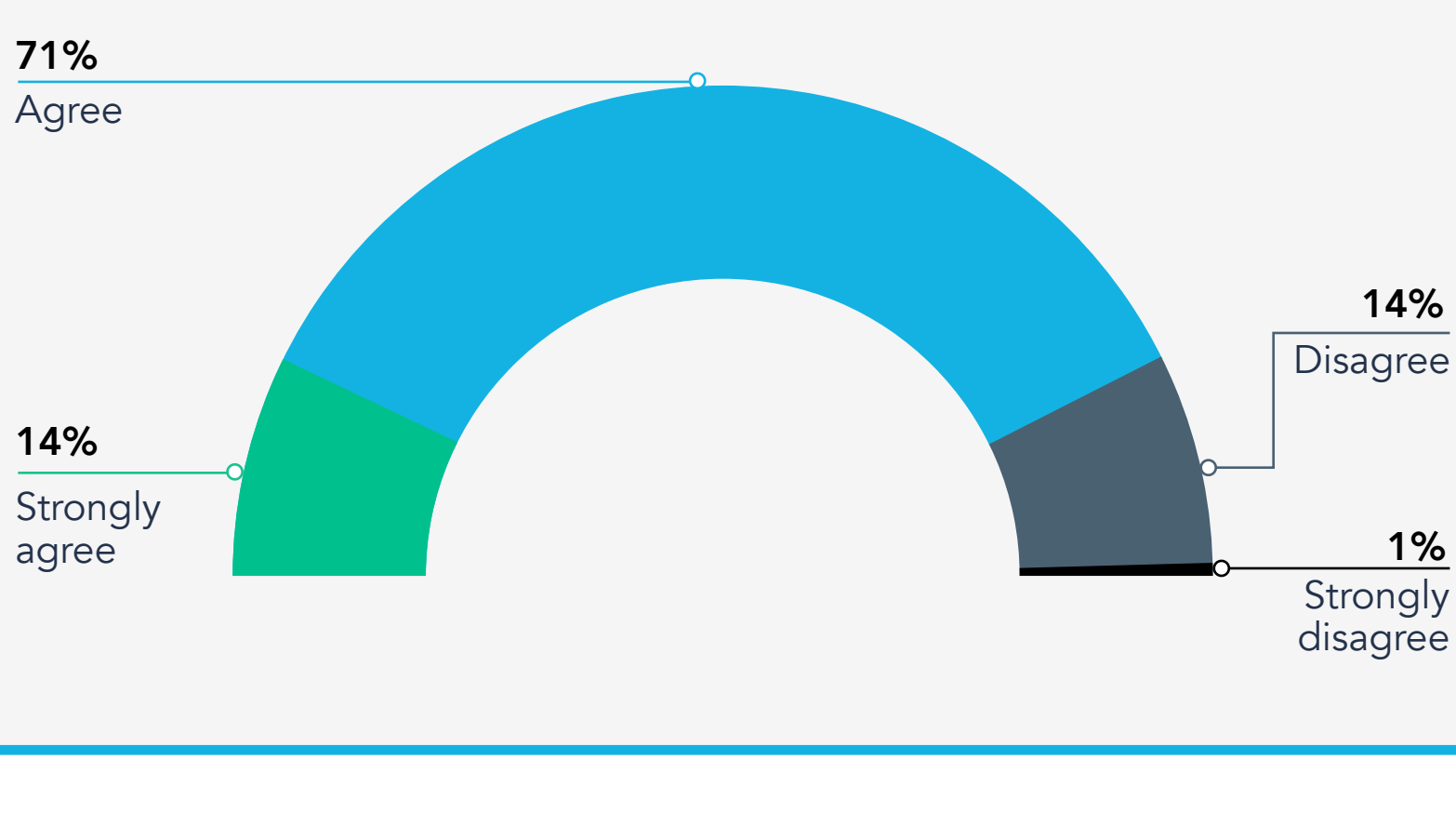
"Getting all involved parties to agree on a basic framework to achieve the desired data outcome. We need to have a plan that delivers on stakeholders' expectations without deviating from what the top priorities are for creating this architecture."

- Vice President, Manufacturing

Despite these challenges, 85% of IT executives agree that a good insights consumption layer is critical to their company's ability to scale analytics.

To what extent do you agree with the following statement?

"I believe that not having a good insights consumption layer is hampering my company's ability to scale analytics."



RESPONDENT BREAKDOWN

REGION

100% North America



TITLES

80% VP

20% C-Suite

COMPANY SIZE

10,001+ employees

5,001-10,000 employees

13% 1,001-5,000 employees

44% 43%