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2018 BIG DATA MATURITY SURVEY

Multi-year, comprehensive Big Data Maturity Survey reveals enterprises are still riding the big data momentum but stumble on data literacy and silos

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Introduction

Self-service access to big data continues to correlate highly with business value, and Gartner predicts that digitally-savvy companies will promote “citizen data analysts” as data becomes democratized according to **Gartner’s 2019 Planning Guide for Data and Analytics**.

But collecting data to drive insight that contributes to business value must be prefaced with a proper use case. On the maturity scale, enterprises are still struggling with making the fundamental shift to building a foundation for advanced analytics and a data-driven culture.

Over the 3 year duration of the survey, we’ve collected and synthesized responses from 5,593 big data and analytics leaders in collaboration with Cloudera, Hortonworks, MapR, Tableau and new in 2018, ODPi (a project of the Linux Foundation). All industries are represented across the globe—from financial services to utilities—from Canada to Kenya.

The overarching theme concludes that although big data continues to gain momentum and investment, data is still siloed within organizations, with little data literacy, resulting in limitations in crafting meaningful insights. Operationalizing and scaling analytics efforts within an organization’s broader technology infrastructure will work to break down the silos and a narrowing of BI tools of choice should bring more autonomy.

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What you need to know

1. OVERCONFIDENCE

In 2018, **78% of respondents rank their big data maturity as "medium or high."** In reality and per our methodology, in 2018, only 12% have a high-level of maturity (up from 8% in 2016).

2. SILOED THINKING

55% of respondents still are dealing with a siloed, decentralized analytics team. Online and utilities players are leading with centers of excellence while financial services and telecommunications are lagging.

3. SELF-SERVICE CHALLENGES

59% of respondents have deployed big data in the cloud (up from 53% last year). This has disrupted their end-users' ability to access data: **self-service access is at 42%, down from 47% last year** and back to 2016 levels (41%). **Governance is big data leaders' top concern in 2018** as tools and platforms proliferate in the enterprise.

4. CLOUD IS TAKING CENTER-STAGE

77% of respondents are projecting they would use the cloud for big data, with Google BigQuery making its foray into the scene. While over 40% of respondents would consider a cloud option over on-premise, 11% of surveyed are planning on putting Google BigQuery in production while **65% of respondents are still investigating BigQuery.**

5. THE POWER OF MICROSOFT POWERBI

When asked what their BI tool of choice was for big data, respondents' top three were: Tableau, Microsoft Excel and PowerBI. **PowerBI went from 7th to 3rd place in one year.** It took BOBJ from the podium in 2017 (BOBJ had dethroned 2016's #3 MicroStrategy).

6. CONTINUED MOMENTUM

Just like last year, 95%+ of respondents will do as much or more with big data in the next three months. **Only 17% of respondents consider big data as an experiment (lowest levels in two years).**

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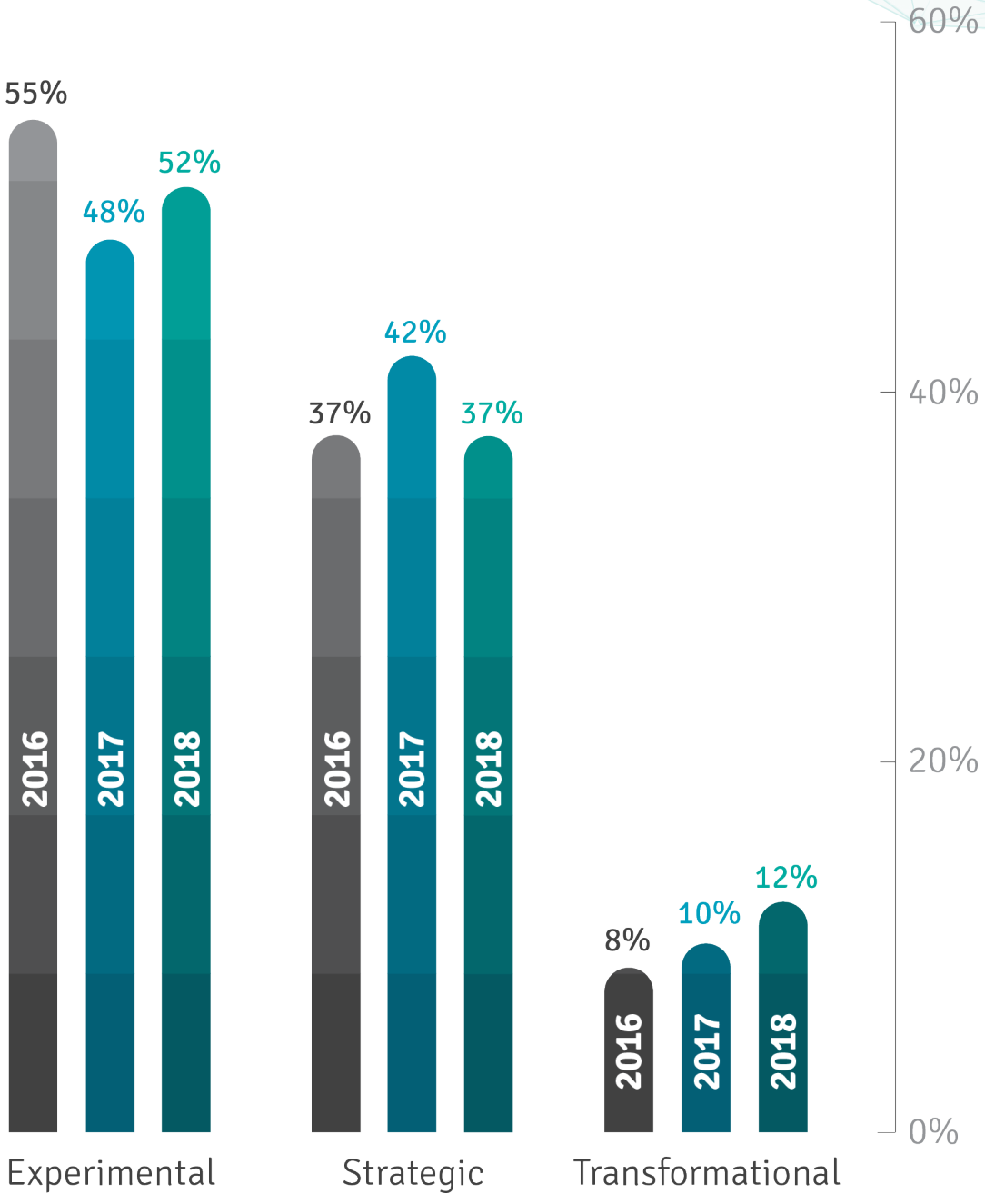
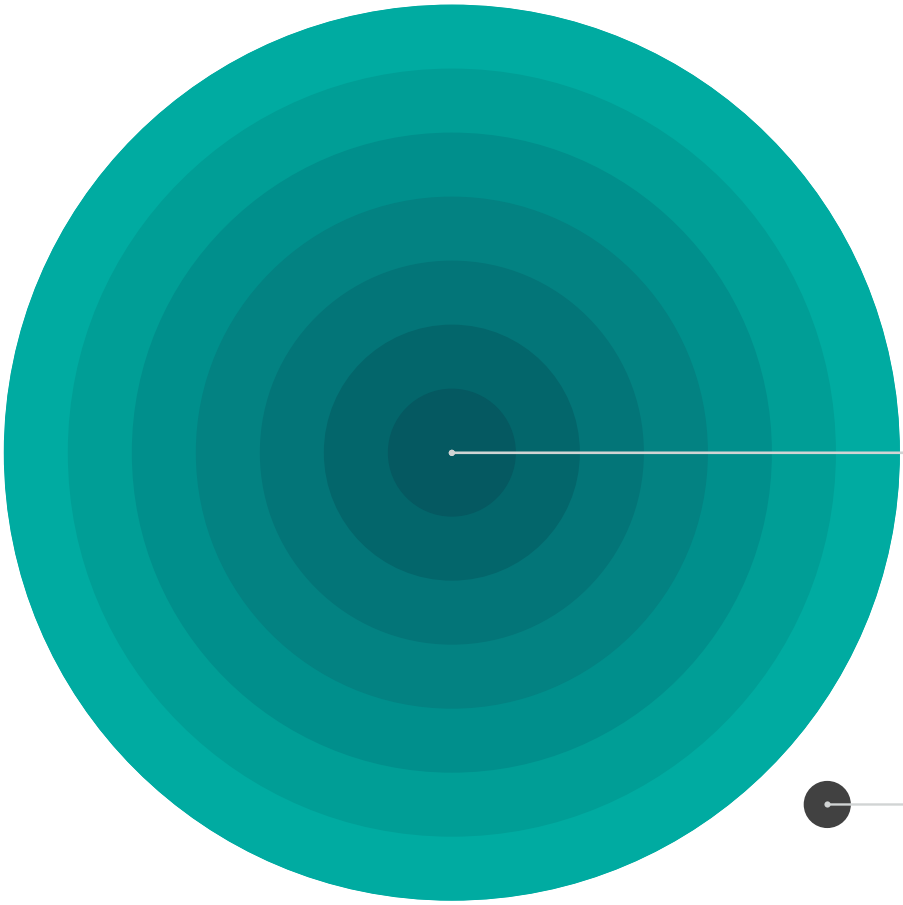
AUDIENCE METRICS

Maturity Evolution: 2016-2018



Do you think you will do more or less with big data in the next three months?



95%
plan to do as much, or more with Big Data

5%
plan to do less with Big Data

5,593 respondents over three years

Responses collected in collaboration with Cloudera, Hortonworks, MapR, Tableau and new in 2018: ODPi (a project of the Linux Foundation).

All industries represented across the globe.
From financial services to utilities.
From Canada to Kenya.

Key Insight

95% will do as much, or more, with big data **in the next three months.**

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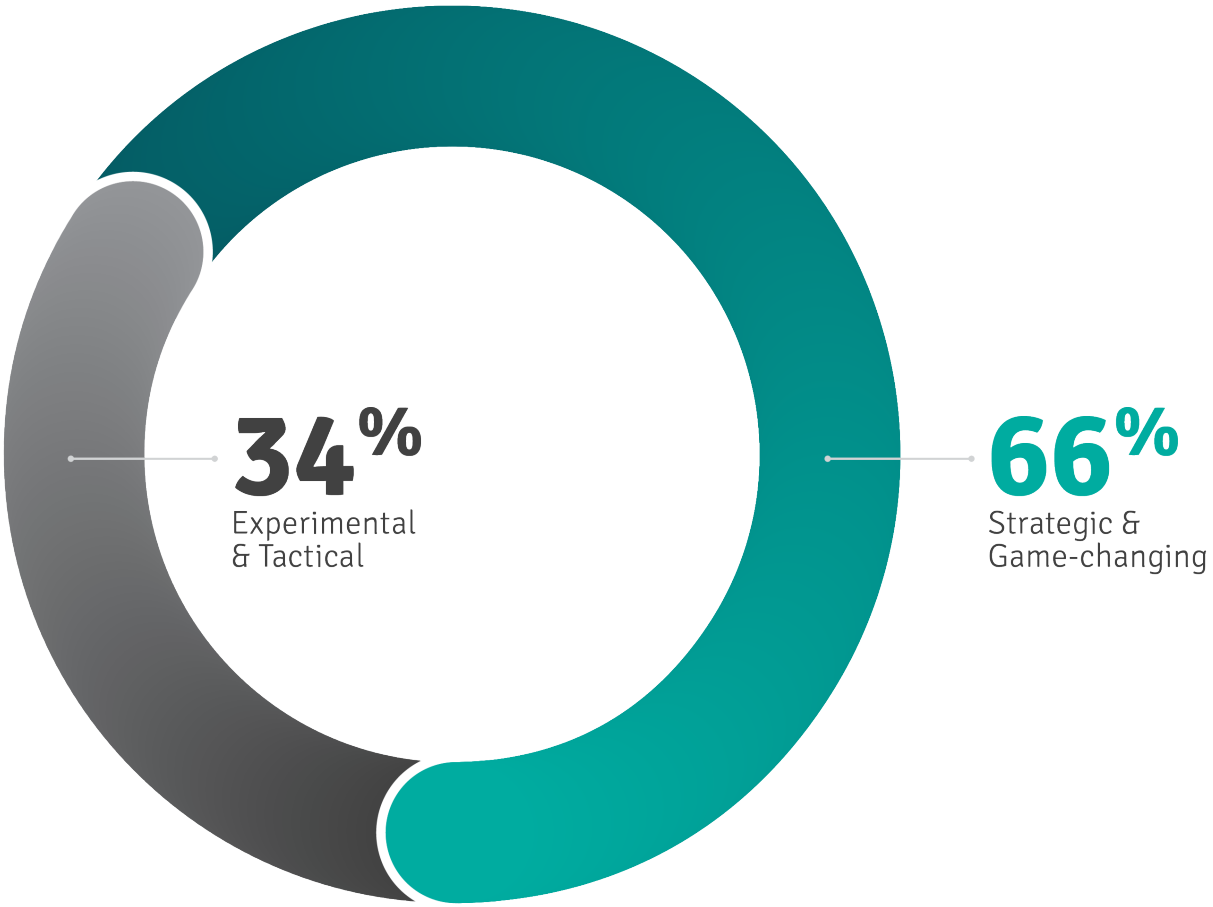
What is the role of big data in your organization?



Key Insights

66% consider big data "strategic" or "game-changing."

Only 17% of respondents consider big data as an experiment (lowest levels in 2 years).

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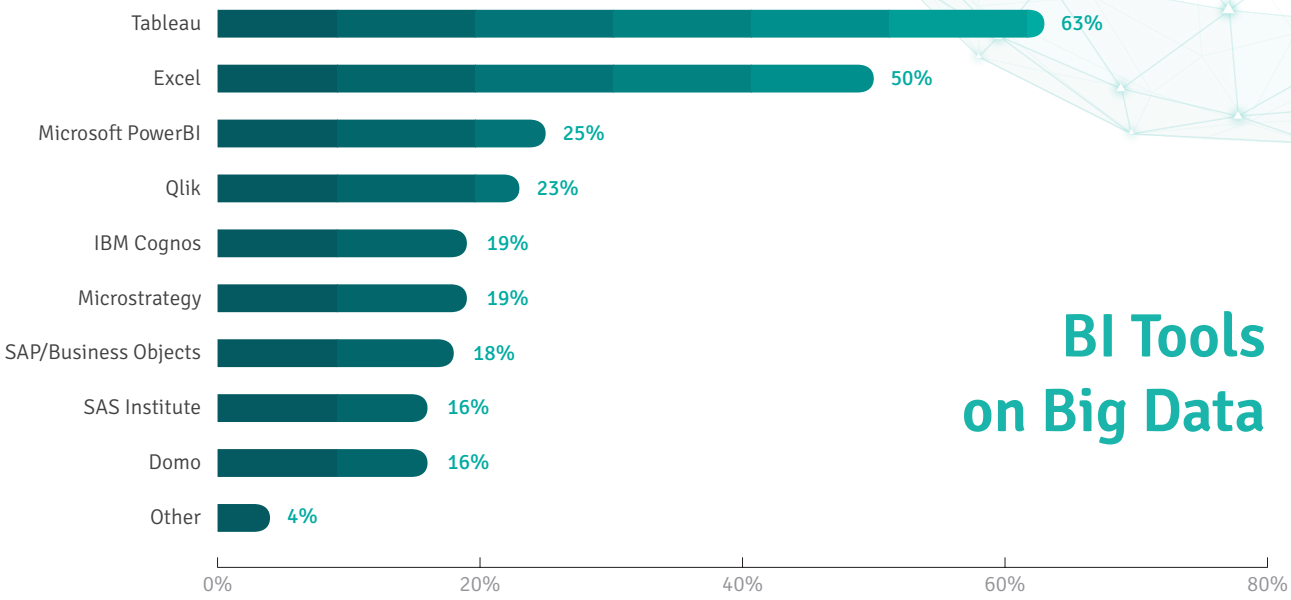
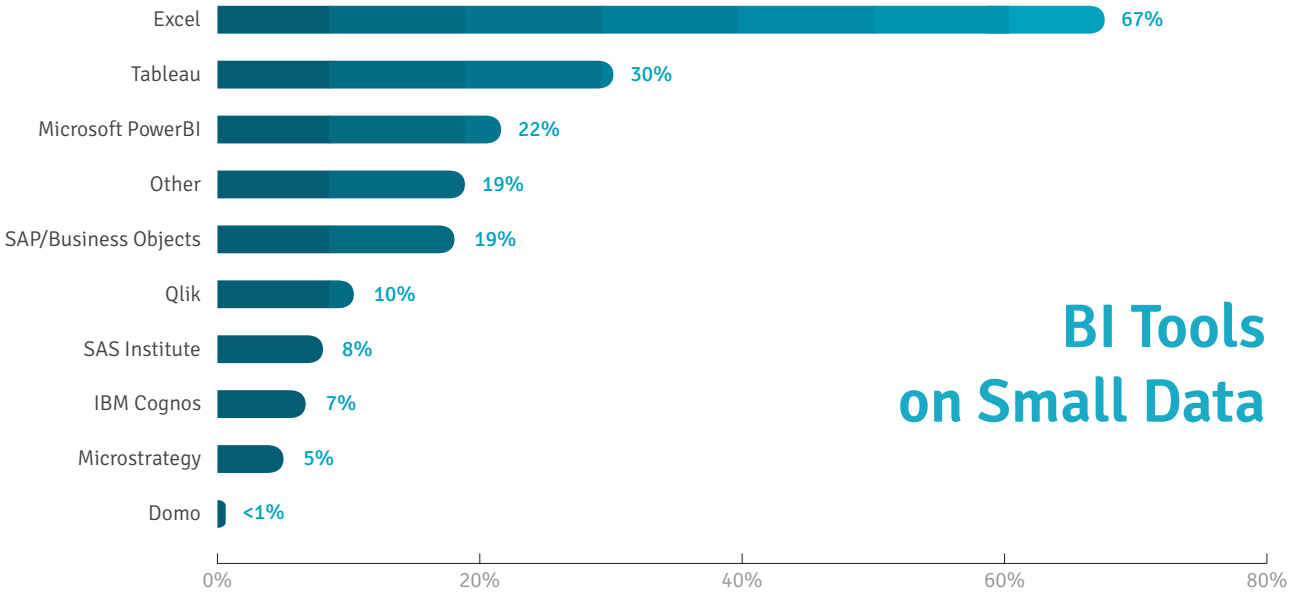
BUSINESS INTELLIGENCE TOOLS

The Power of Microsoft BI



BI Tools on Big Data



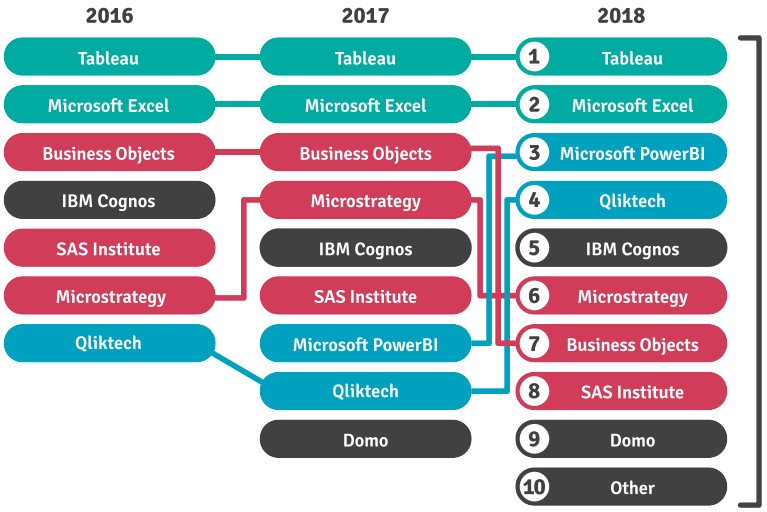
BI Tools on Small Data

Key Insights

Microsoft Business Intelligence (PowerBI and Excel) are having the most impact in this market.

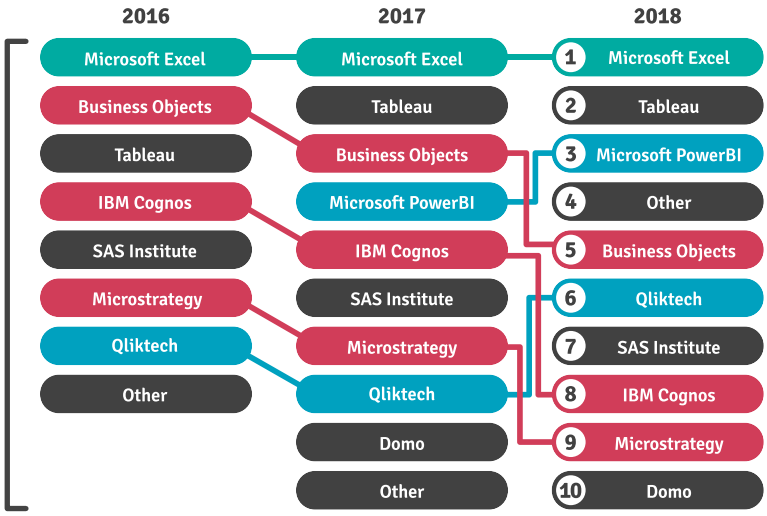
Tableau is maintaining a strong position on big data but companies like **MicroStrategy, IBM Cognos and SAP BOBJ seem to decline both on small and big data.**

When things change, do they stay the same?



Have big data

Don't have big data



Key Insights

Tableau maintains the #1 spot on big data. **Microsoft Excel** maintains the #1 spot on small data.

Biggest gainer is **Microsoft PowerBI** across both dimensions (+4 on big data, +1 on small data).

Biggest recovery is **Qliktech** (+4 on big data, +2 on small data).

BusinessObjects/SAP loses the most ground, along with **MicroStrategy** and **IBM Cognos.**

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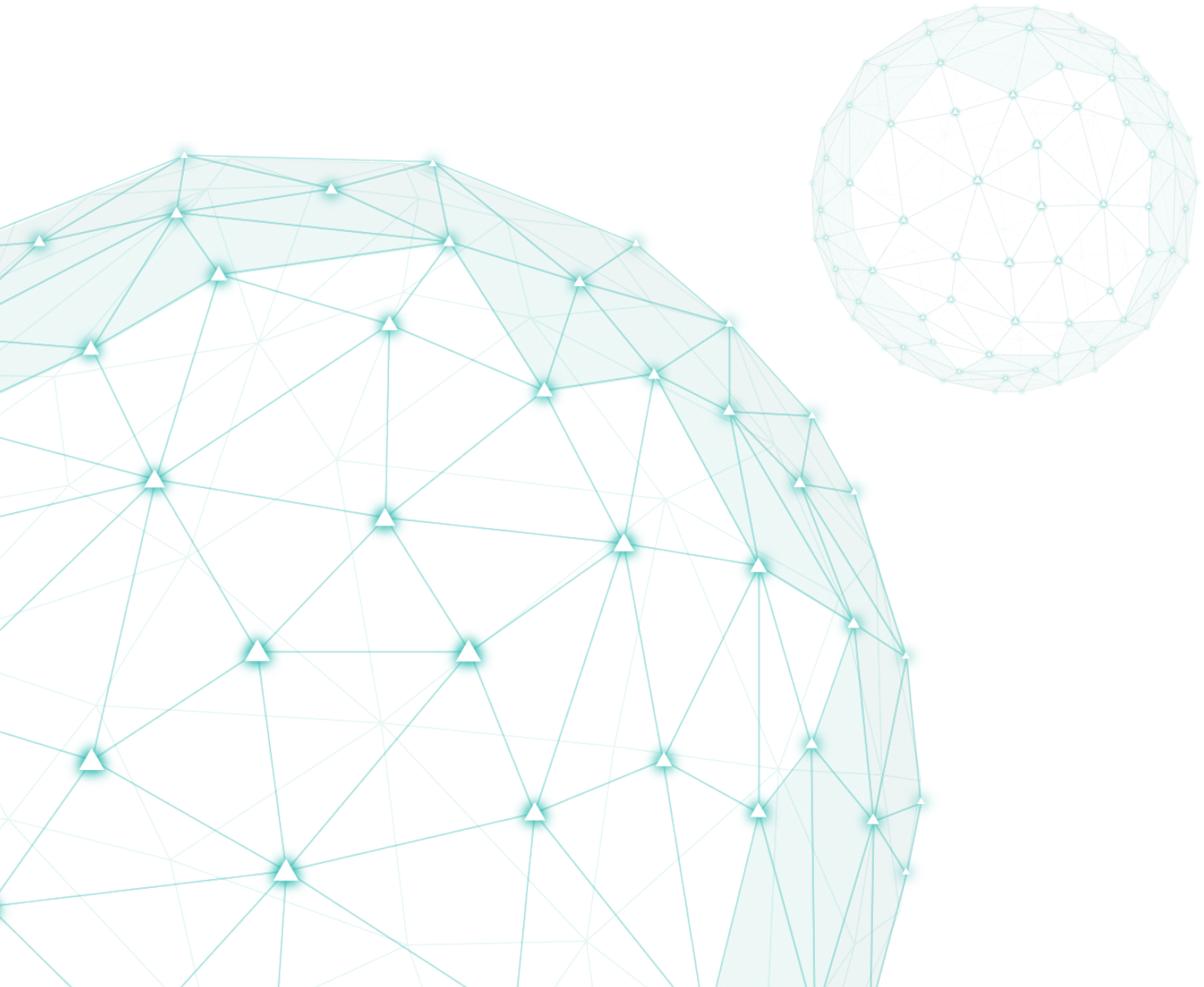
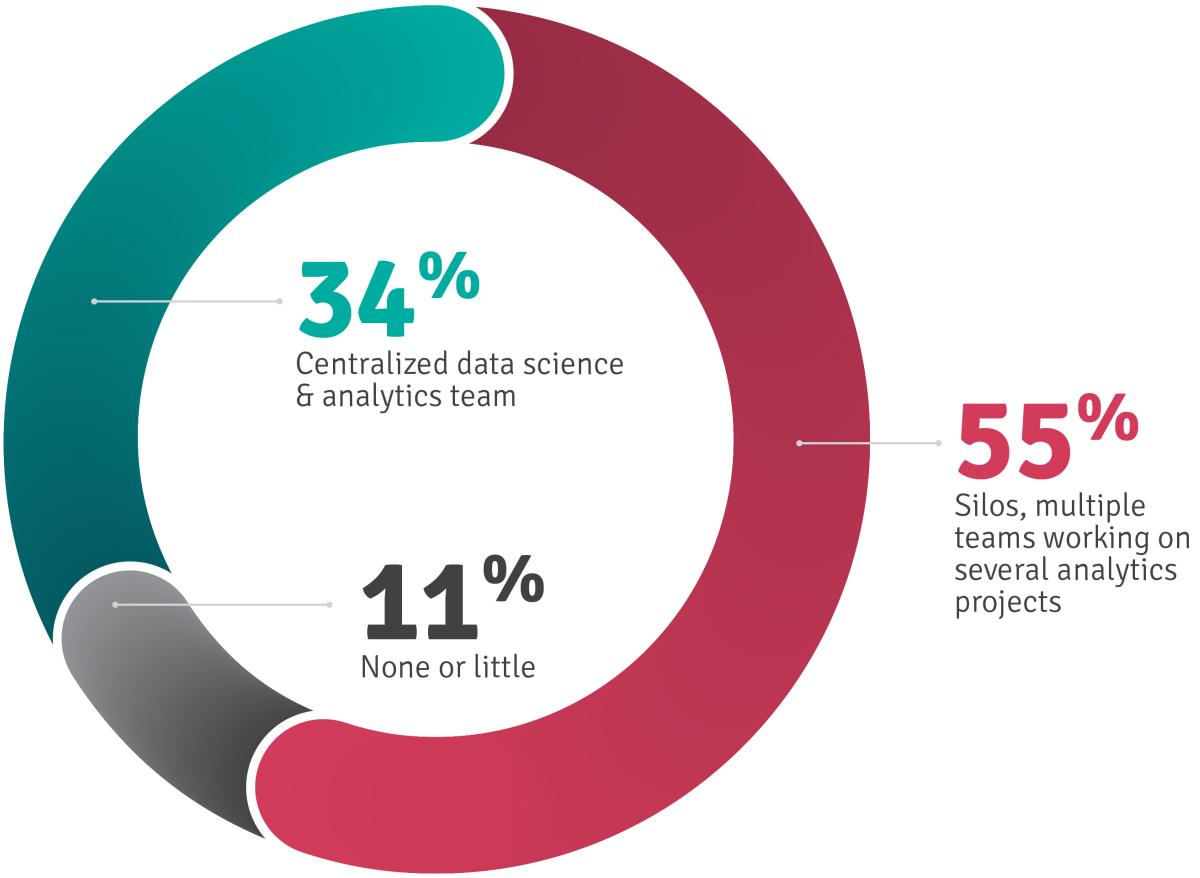
SILOED ANALYTICS EFFORTS



How do you approach your data strategy?



Key Insights

The most decentralized industries are **telecommunication and financial services.**

The most centralized industries are **utilities and online.**

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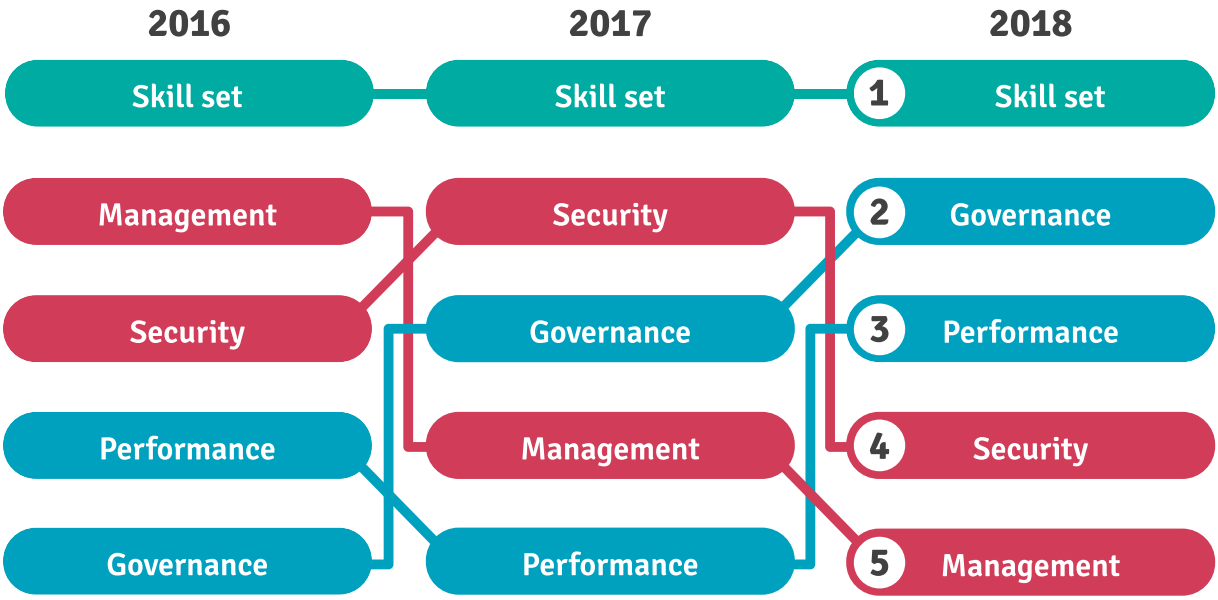
What challenges are you experiencing with big data?



Key Insights

Although security seems to decline as a top concern for big data, **governance jumped to #2 from #5 in two years.**

Enterprises thought performance was handled, but in 2018, **cloud platforms introduced new challenges causing them to pay closer attention to performance.**

Management seems to have been put to the background **as cloud platforms take away some of big data management issues.**

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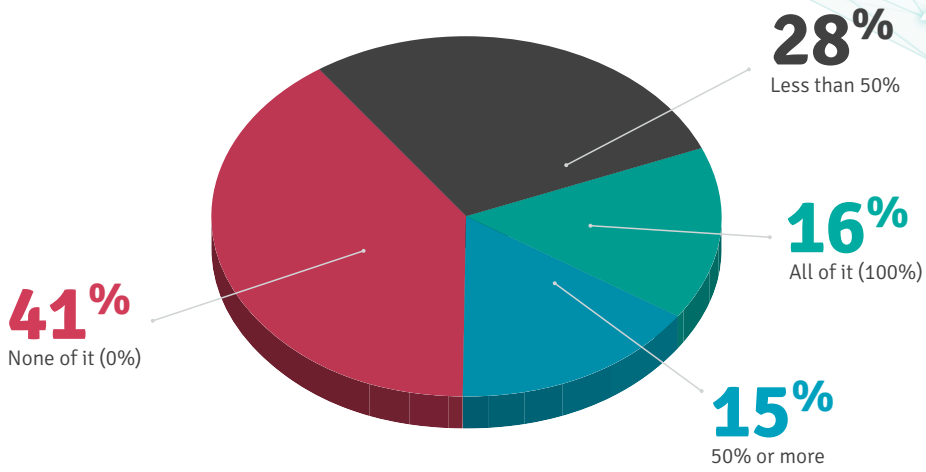
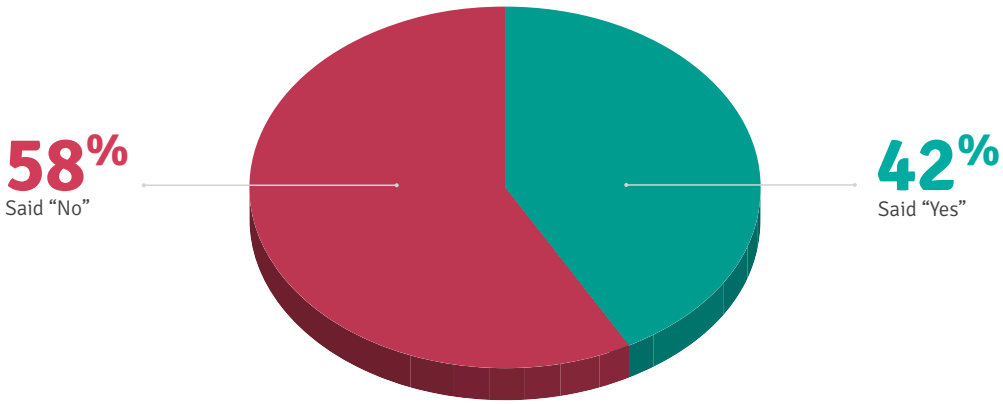
THE CLOUD

How much of your current big data deployment is in the cloud?



Do business units have self-service access to big data?

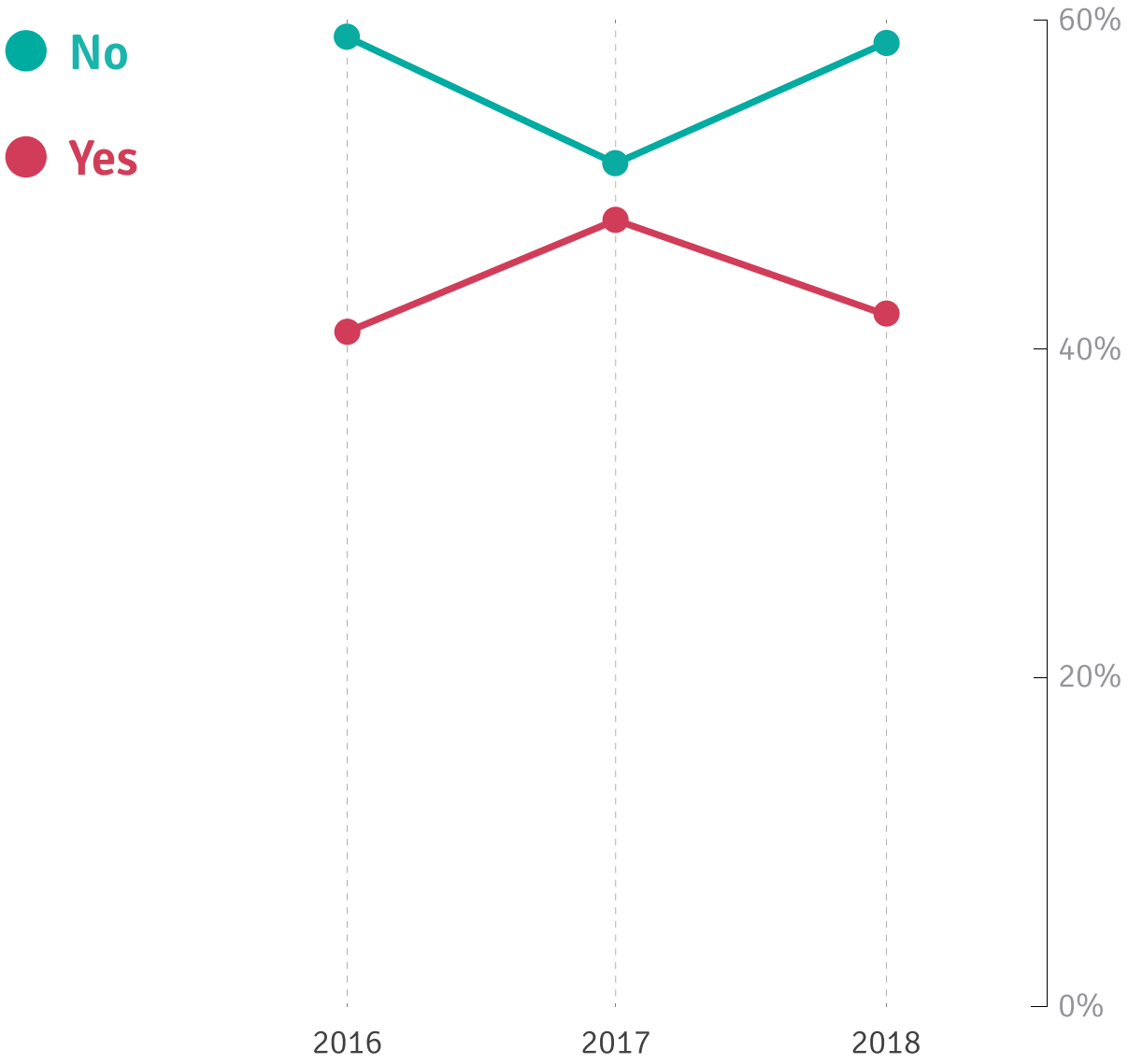


Key Insights

59% have deployed big data in the cloud, up from 53% last year, but...

42% have self-service access, down from 47% last year (2016: 41%)

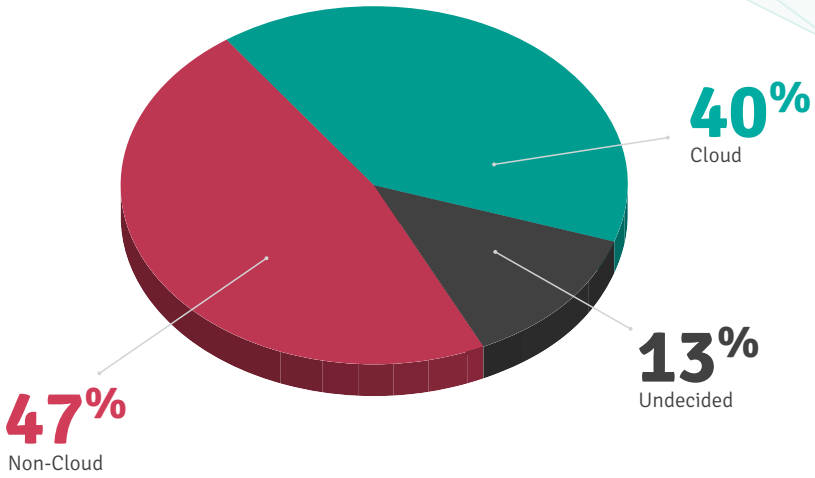
Do business units have self-service access to big data?



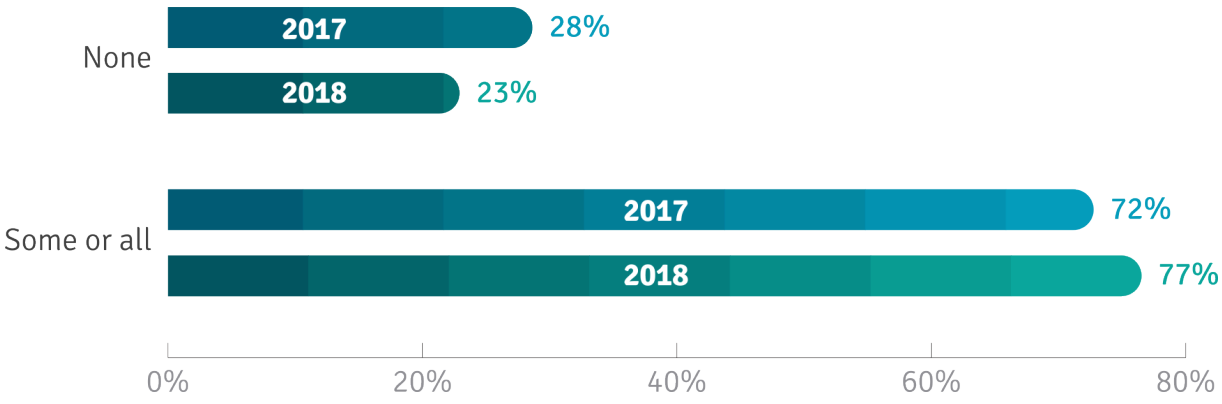
Question Posed

Is cloud migration distracting from self-service?

Which deployment type would you choose for big data?



How much of your big data deployment will be in the cloud?



Key Insights

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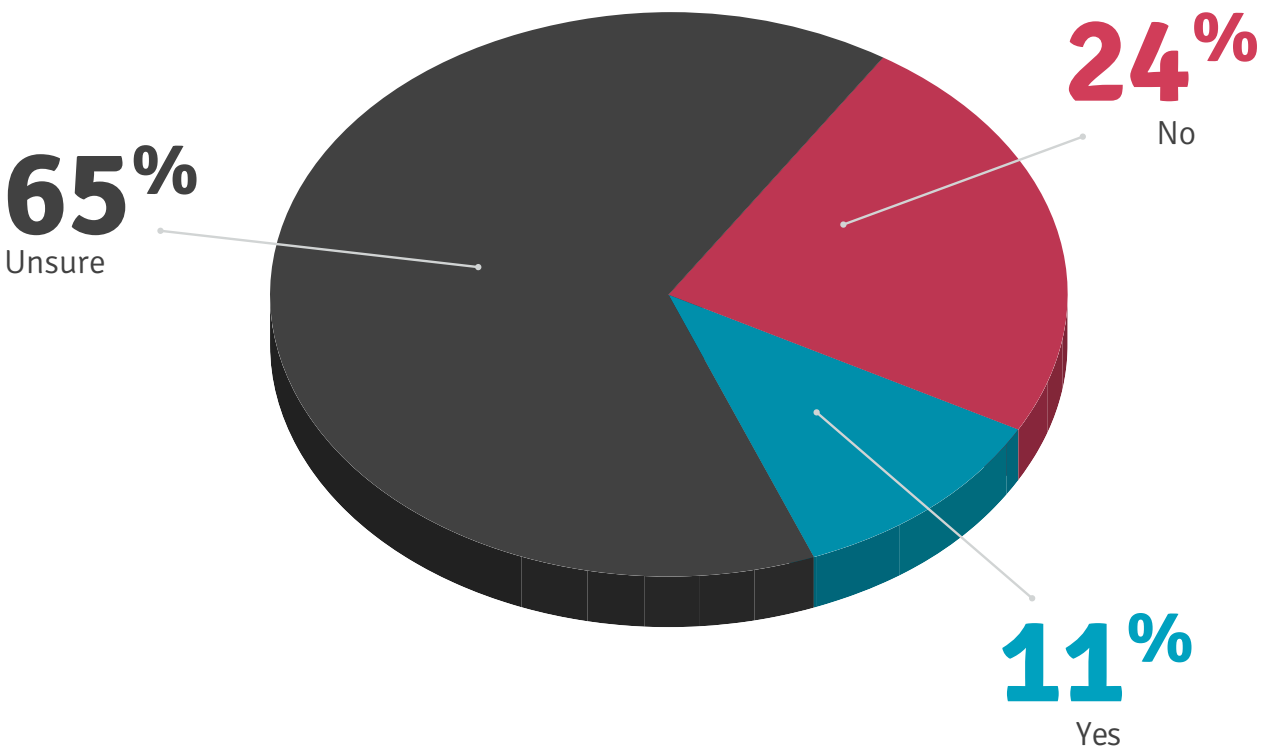
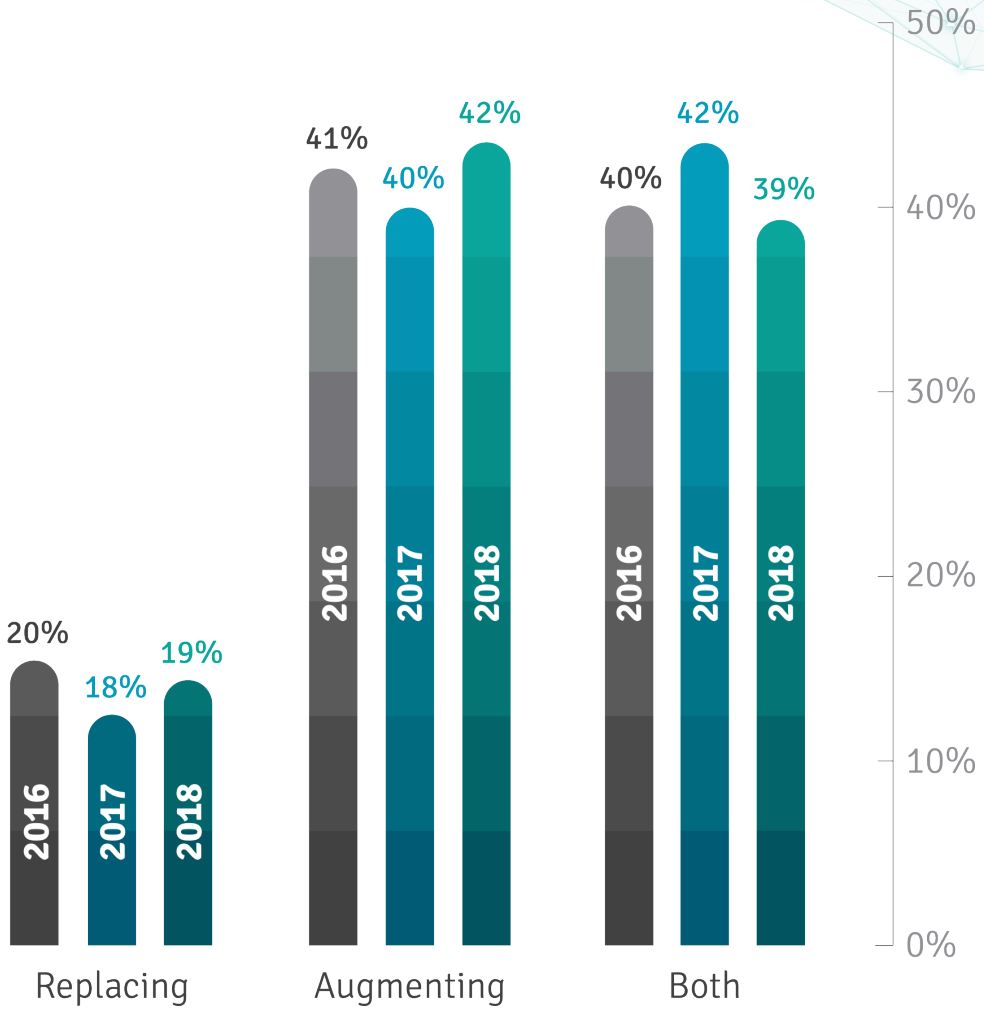
Are you planning on going into production using Google's BigQuery?



Key Insight

Although Amazon is the second most popular choice for big data in the cloud, **Google is making an impressive entrance in this year's survey.** 11% of respondents are planning on deploying Google BigQuery in production, while 65% are still investigating.

Or will hybrid deployments be the “new normal”?

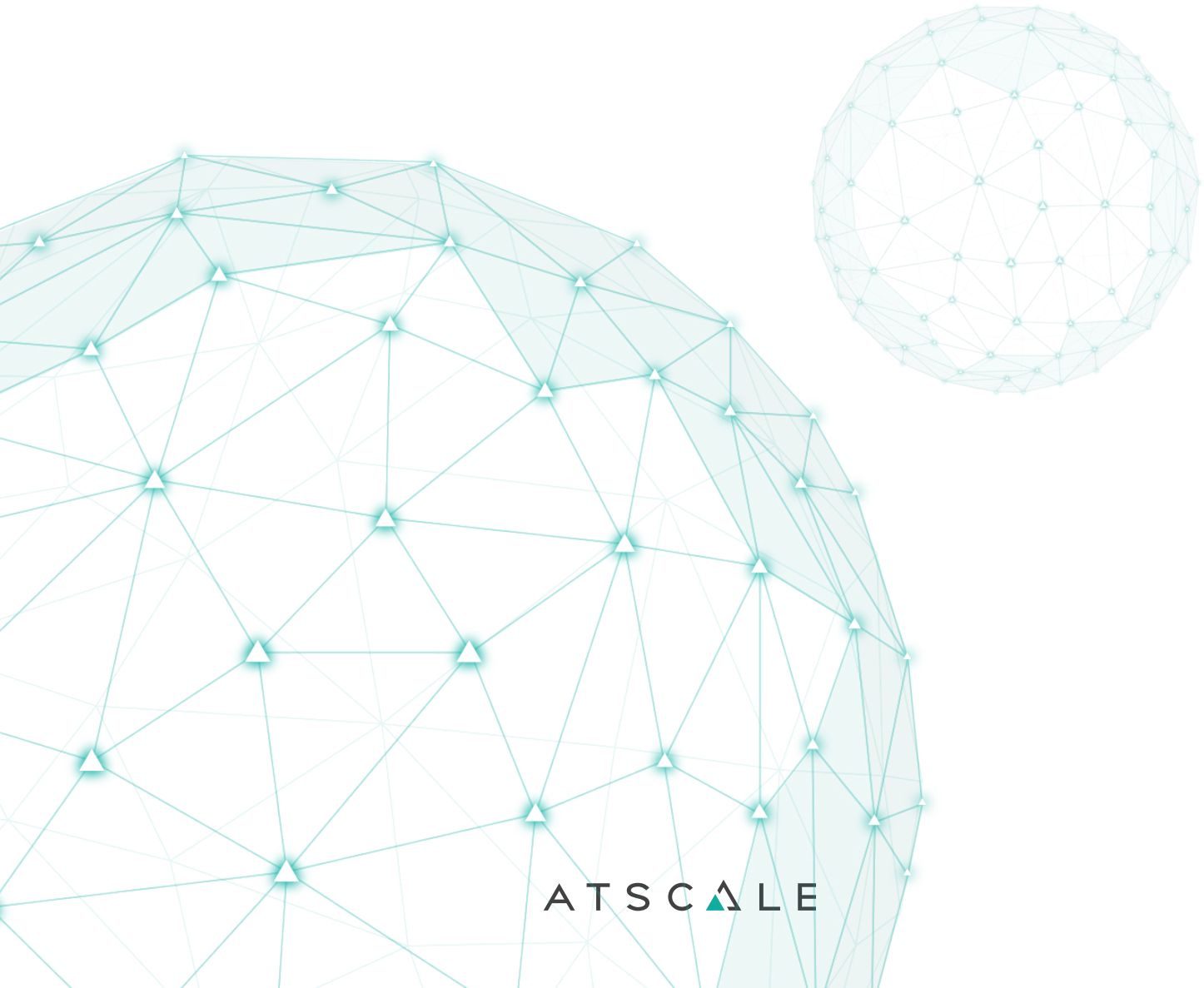


Key Insight

The typical Enterprise Data Portfolio continues to combine traditional data warehousing solutions (e.g. Teradata), contemporary data platforms (e.g. Hadoop) and Big Data services (e.g. Google BigQuery, Amazon Redshift and Microsoft Azure). Over the last 3 years, the same trend persists: **only 20% of respondents say they look at Big Data as a replacement strategy for earlier data platforms.**

About AtScale

AtScale, the global leader in data warehouse virtualization, enables hundreds of enterprises including JPMorgan Chase, Toyota, Wells Fargo and GlaxoSmithKline to virtualize data silos, seamlessly embrace cloud transformation and modernize application architectures to accelerate business intelligence, AI and machine learning initiatives. AtScale is led by industry veterans from Yahoo!, Google, Netezza, IBM, Microsoft, Salesforce, Cisco and Oracle. For additional information, visit **www.atscale.com**.



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