

CXO Research: Challenges, Costs and Benefits of Cloud Data Management

Over 1,500 business and IT leaders shared their approach to data management and its role in business transformation. While poor practices are creating critical issues today, more sophisticated cloud data management can deliver big business benefits.

Cloud Data Management is an inherent part of Intelligent Data management, meaning that data is available across the business, centrally managed and controlled and located where it will deliver the most value for the organization.

The cost of poor data management is high



to the average business

of organizations are unable to meet users demands for uninterrupted access to applications and data

say downtime has damaged their brand integrity

experience a loss of customer confidence as a consequence

But organizations are planning to address this

of organizations will have Cloud Data the average company is investing

have SaaS deployments, have confidence in

Management initiatives in place by the

end of 2019 to drive success

in transformational technologies

Those companies embracing Intelligent Data Management have four defining attributes:

Addressing poor data management

Confidence **Capabilities**

Cloud Data

Management

citing security and

flexibility as key



initiatives

Intelligent Data

Management



see increasing

employee skills as

critical to success

Culture



believe company

culture must be more

open to digital

\$124N 4496 80% view the deployment of see productivity benefits of Can be added in additional

revenue annually through

the use of digital initiatives

There's a global race for digital adoption

Some of the world's largest economies are at risk of having to play

catch-up when it comes to their digital adoption.

There is global disparity when it comes to the percentage of businesses

in each country who describe their digital initiatives as mature:

The big benefits of digital transformation

to businesses

UK

digital technology as critical

to success in next 2 years

Intelligent Data Management

France & Germany



Are you managing your data with the cloud?



report here

With poor data management costing organizations \$20 million a year, successfully managing business data is no longer a luxury - it's essential for the bottom line. With Cloud Data Management in place, organizations can implement the next stage in their digital transformation strategy, confident it will create a more intelligent – and more successful-business.

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