

The Informatica logo consists of a horizontal row of nine colored dots (white, grey, red, yellow, grey, red, yellow, red, white) above the word "informatica" in a lowercase, white, sans-serif font.

informatica

The EMA logo features a blue circular icon with a white swoosh to the left of the text "EMA" in a bold, white, sans-serif font. To the right of the EMA logo is the Deloitte logo, which includes the word "Deloitte" in a white, sans-serif font with a small yellow dot at the end of the word.

EMA Deloitte.

The State of Cloud Analytics 2016.

Research and analysis into enterprise cloud strategies and challenges in 2016 from EMA, Informatica, and Deloitte.

Contents

Tip: Click on parts to jump to the particular section you want.

Executive Summary

Cloud Strategies Are Maturing. 3

Introduction

Survey Overview and State of Cloud Analytics. 4

Report Findings

A Look at Project Maturity. 6

Cloud Analytics Strategies, Drivers, and Obstacles. 9

Governed Self-Service and Self-Service Importance. 20

Mobile Strategy. 25

Environment Adoption. 28

Market Perspective from Deloitte. 33

Conclusion

Cloud Deployments to Support Overall Platforms and Data Management. 35

Read More

About the Authors. 37

Learn More. 38

Background

Survey Demographics. 39

Cloud Strategies Are Maturing.

As business needs become more complex and data storage options become more flexible, organizations are increasingly turning to the cloud. And when it comes to cloud strategies and how they fit within analytics deployments, these organizations are also maturing in their approach. Overall, cloud analytics and cloud platforms are becoming more accessible and cost-effective for organizations looking for fixed-costs implementations that can be scaled up or down as needed.

This research, written and conducted in 2016 from surveys by Enterprise Management Associates (EMA), included participants across industries and around the world, and evaluates how organizations are adopting cloud solutions as well as the benefits they receive and the challenges they face.

Key Findings:

- 82.1 percent of respondents state that analytics are very important to their business strategy.
- Cloud is a key part of the analytics strategy of 70.1 percent of respondents, and 21.6 percent state that it is important as part of their analytics adoption.
- The top business drivers to cloud are enhancing business processes (23.5 percent), providing better overall customer experience (22.2 percent), and enabling better collaboration (19.1 percent).
- Developing organizations rate collaboration as the highest business driver at 23.4 percent, whereas within robust environments, it moves to third place with 16.7 percent.
- Security and compliance (40 percent) and integration and migration (34.6 percent) are the top obstacles to implementing cloud.
- As organizations mature within their cloud-based implementations, security and compliance concerns lessen from 43.8 percent of respondents to 38.4 percent, highlighting the fact that fear of these issues lessens as organizations increase their cloud strategy.
- 83.1 percent of respondents currently have mobile analytics implementations.



Introduction

Survey Overview and State of Cloud Analytics.

Survey Overview and State of Cloud Analytics.

Over the past few years, cloud options have been on the rise. With advancements in technology, organizations looking at analytics can now choose between on-premise or cloud-based solutions based on the flexibility of solution providers. These advances have led to better data storage options in the cloud, lower expenditures, and flexible deployment methods. Consequently, as organizations expand their analytics projects and as big data becomes a central factor for data storage, the ability to store, process, and access information in diverse ways becomes more important.

The need for cloud strategies to address information complexities and provide broader delivery options are some of the key drivers for organizations when considering expanding to the cloud. Overall, organizations require a way to access diverse and complex data sets and transform the stored data into valuable insight for business.

The 2016 Research.

This survey looks at the changing landscape of cloud adoption and asks respondents to identify what applications and technologies they are leveraging in the cloud, whether public, hybrid, or on-premises. Respondents were also asked about their cloud projects, preferences, and analytics strategy.

Additionally, this survey identifies cloud maturity by looking at how many projects organizations currently have or hope to have, and then identifying trends in maturity and adoption of hybrid and public cloud options. To collect this research, EMA invited pre-qualified business intelligence (BI) and information technology (IT) professionals to complete an extensive web-based survey. All respondents (in addition to being independently pre-qualified through the initial invitation process) self-identified as being active participants with a working knowledge of current operational and analytical data management practices within their company, which is presently researching, planning, or implementing big data strategies.

A total of 402 respondents took part in the 2016 survey from across various industries and with a split between business and IT roles. In some of the analyses, this data is used alongside data from [the 2015 survey](#).



Part 1

A Look at Project Maturity.

The Growth of Cloud Adoption.

The role of cloud within organizations is changing. The market has expanded from a limited arena in which organizations tried to identify whether cloud was the right strategy to support their data management and analytics, to a flexible environment with many solutions to choose from. Now organizations can store data in a way that best meets their needs, and scale up or down as required. There are no longer limitations in relation to how much data can be stored and who can access it and how.

As the cloud marketplace becomes more diverse, companies now understand they can employ less expensive storage options and only pay for what they use. This, coupled with self-service applications, makes cloud adoption essential within agile environments that rely on quick time to implementation to get solutions up and running and into the hands of end users.

Cloud Adoption Expanding.

Organizations are committing to cloud environments and like the flexibility it provides. Some companies are adopting a cloud-first initiative whereby their first choice for implementing a new solution or analytics framework is within a cloud-based environment.

Other organizations require more flexibility based on their industry, security, and regulatory compliance needs. Even though most cloud providers can meet the business, technical, and security requirements of these organizations, some prefer a hybrid approach to control specific portions of their data.

Overall, with public clouds, the broader adoption of big data, and the need for both agile development and the ability to continually manage an ever-changing ecosystem, organizations have come to rely on the cloud. Whether for flexibility, quick time

to delivery, or broader storage, cloud is no longer a set of managed services. Now cloud solutions reflect any type of desired solution.

Additionally, companies are finding success within their first cloud project implementations. After these positive experiences, many expand to create a more mature cloud environment and become more committed to broader adoption.

The answers from this survey's respondents provide further support for the expansion of cloud within analytics and as part of an organization's overall business and analytics strategy.

Understanding Cloud Adoption and Project Maturity.

Survey respondents were asked a series of questions about their cloud projects and the number of projects currently in-house. Respondents were also asked how many projects they are planning to implement in the next few years. Additionally, previous survey data was included to identify the level of cloud adoption.

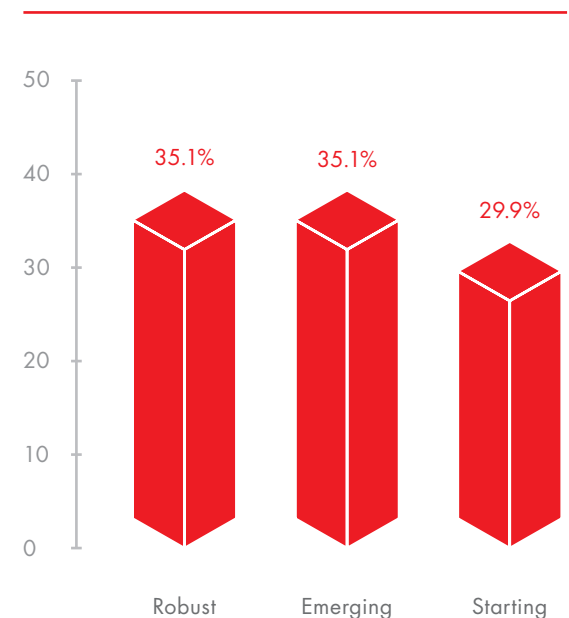
Survey respondents were placed into categories based on the current number of cloud projects within their organization. The number of cloud projects reflects an organization's commitment to cloud, comfort with technology, and overall maturity.

Organizations will generally start out with one or two projects to create a quick win and explore their possibilities with cloud. Once they are successful

with their initial projects their environment will begin to become more emergent with three to four cloud-based projects. For businesses expanding their cloud environments, this marks more commitment to cloud adoption on a broader level. These are the organizations who are engaged in five or more projects and have a robust cloud environment.

Among the respondents, there is a broadly even distribution of the different categories, with both robust and emerging bands at 35.1 percent, while organizations newer to the cloud environment represent 29.9 percent of respondents. These banded groups will be highlighted throughout this report to identify trends in adoption. When responses are analyzed by these categories, several interesting trends emerge that are specific to the overall maturity of adoption.

Understanding Levels of Use.





Part 2

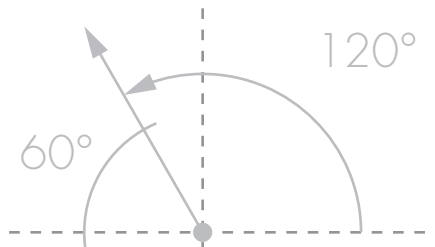
Cloud Analytics Strategies, Drivers, and Obstacles.

Importance of Analytics and Business Strategy.

Analytics Is an Important Part of Most Organizations' Business Strategy.

Just over 82 percent of respondents state that analytics is of key importance to overall business strategy. When taken with organizations identifying analytics as important, that number increases to over 94 percent.

Organizations are generally becoming much more data-driven and understand the value of visibility into their data. This means developing a strategy centered around analytics adoption. The 5.2 percent of survey respondents stating that analytics is only somewhat important are missing the boat in terms of being able to take advantage of their data assets for better planning, forecasting, and overall strategy.

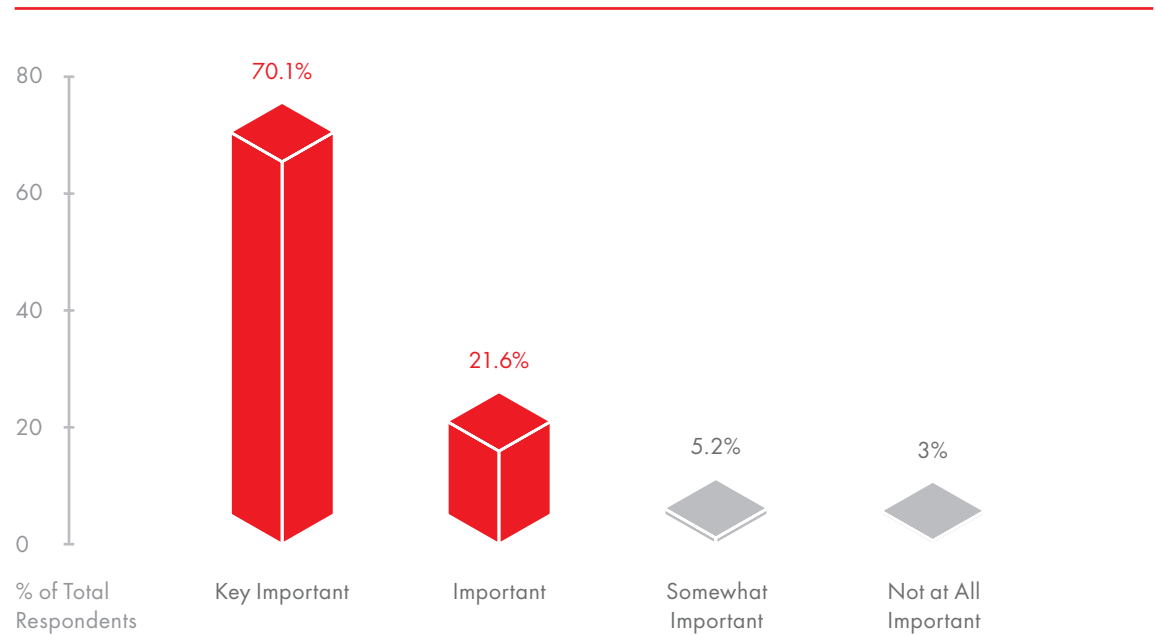


Importance of Cloud Strategies to Analytics.

The percentage of respondents tying their cloud strategies to analytics lessens by over 10 percent. A full 70.1 percent of respondents feel that analytics and cloud are tightly coupled and of key importance. This implies that at least some of these organizations have a cloud-first initiative. Others might evaluate cloud options at the same level as their on-premise counterparts.

Another 21.6 percent state that cloud strategy is important to their analytics initiatives. Overall, only 8.2 percent state that cloud is somewhat important or not important at all, clearly showing that organizations evaluating analytics adoption and managing their analytics environments are mostly considering cloud as part of their initiatives.

Importance of Cloud Strategies to Analytics.



A Look at Drivers and Obstacles.

Organizations evaluate cloud options for many reasons. This survey asked respondents to name their business, technical, and financial drivers in order to identify the most common reasons for cloud adoption. Survey respondents were also asked to identify some of the obstacles to their cloud implementations. In both cases, there are strong reasons to leverage cloud platforms and analytics. Businesses may have concerns about their cloud-based initiatives but, given that organizations are either looking at implementing cloud more widely or expanding their current cloud implementations, these seem to be outweighed by the benefits.

Additionally, many of the drivers and obstacles that help or hinder adoption have been addressed by cloud providers to support organizations in their broader cloud implementations.

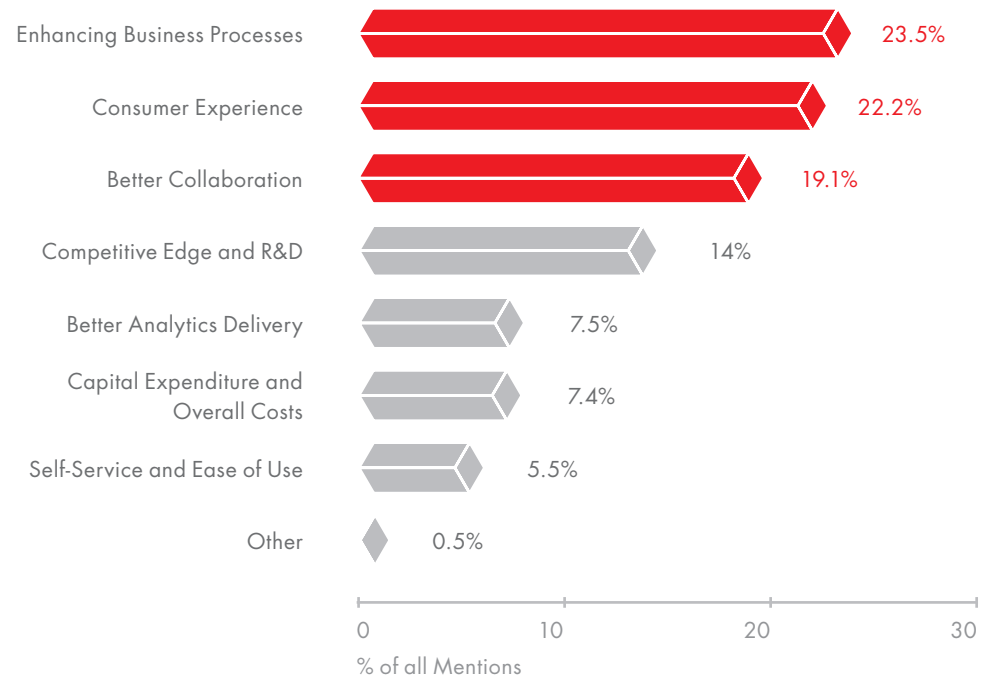
This section delves into the general drivers and business obstacles that affect cloud implementations, and looks at how these shift as organizations' cloud adoption matures and they expand their cloud projects internally. Enhancing overall business processes, lowering overall costs, and security and compliance are topics that are overarching for many businesses leveraging cloud environments.

The following pages will identify these factors in more depth and look at why organizations are leveraging cloud and the obstacles they need to overcome.

A Look at Drivers and Obstacles.

There are many business benefits of adopting a cloud analytics environment. Organizations are constantly concerned with building applications that can meet both business and technical requirements, and with getting a solution up and running quickly. When evaluating the business drivers of cloud analytics adoption, respondents identify the ability to enhance business processes (23.5 percent), consumer experience (22.2 percent), and better collaboration (19.1 percent) as their top three drivers.

Top Three Business Drivers for Cloud Analytics.



Top Business Drivers – Breakdown of Categories.

Survey respondents identified several business drivers when evaluating cloud analytics deployments. Within each high-level category identified in the chart on page 15, there were additional drivers listed as important which fall within those categories.

Each of these top drivers address the need for better overall efficiencies. Enhancing business processes, ensuring organizations can better address customer needs, and providing applications that support better relationships and communication all address challenges that require better information visibility and the ability to leverage technology to address these challenges.

Luckily, organizations can take advantage of cloud platforms to address these challenges. At the same time, organizations need to ensure that their business drivers are also supported within the wider corporate culture to ensure that technology implementations are adopted at a broader level.

These top drivers require business management sponsorship and support as technology cannot answer these challenges without the help of people. At the same time, organizations feel that adopting a cloud strategy supports their ability to address these requirements and achieve these business improvements.

Breakdown of Business Drivers.

1. Enhancing Business Processes:

- Transforming/enhancing business operations
- Provide greater visibility into business processes
- Gain visibility into sales processes

2. Consumer Experience:

- Support customers with more efficient support and service
- Establish a complete 360-degree view of customers and suppliers
- Grow products/services adoption with complete view of customers and suppliers
- Customer requirements

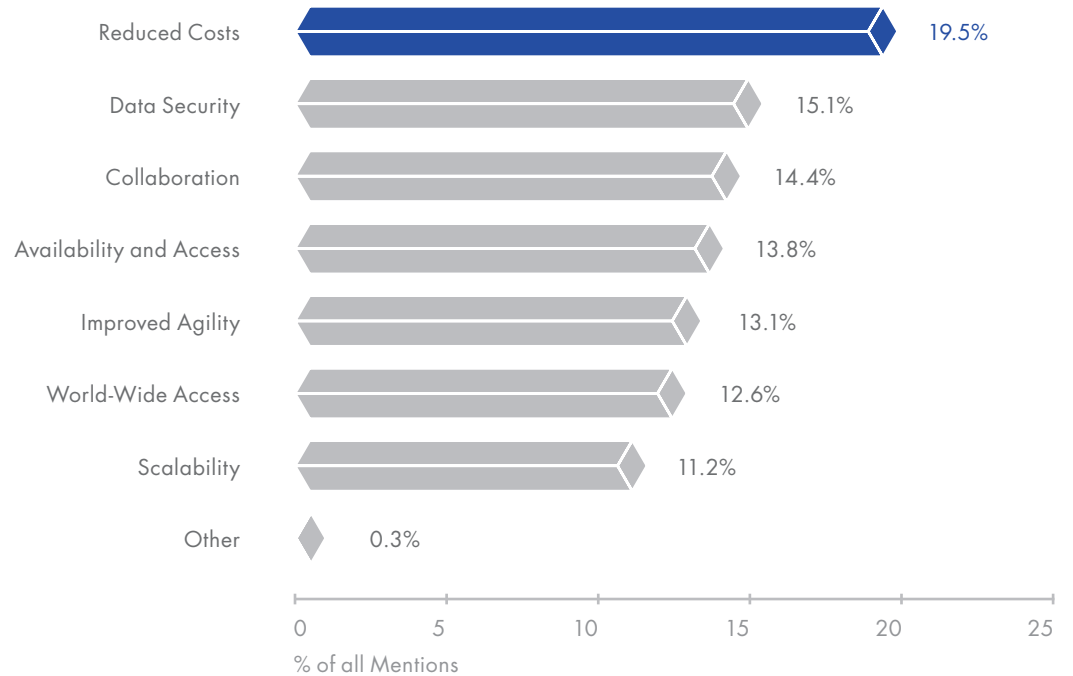
3. Better Collaboration:

- Enable internal collaboration across teams
- Optimize relationships with suppliers
- Create coordination between teams like sales/marketing via integration analytics

Evaluating Technical Drivers.

Cloud is a positive option for organizations looking to reduce their overall costs, with 19.5 percent of respondents listing cost reduction activities as their first technical driver to move to the cloud. Many organizations feel that fixed costs for adoption provide a benefit as organizations do not have to worry about costs associated with hardware acquisitions or longer-term traditional software costs.

Evaluating Technical Drivers.



Evaluating Technical Drivers.

Understanding Technical Drivers.

Survey respondents identified several technical drivers leading them to adopt cloud-based platforms. The following is a breakdown of the categories identified within the chart on page 17.

1. Reduced Costs:

- a. Reduced software maintenance timeframes
- b. Reduced software maintenance cost
- c. No software installation required

2. Data Security

3. Collaboration:

- a. Improved collaboration
- b. Improved collaboration among workers

4. Availability and Access:

- a. Improved software availability
- b. Improved speed of implementation with technical templates

5. Improved Agility:

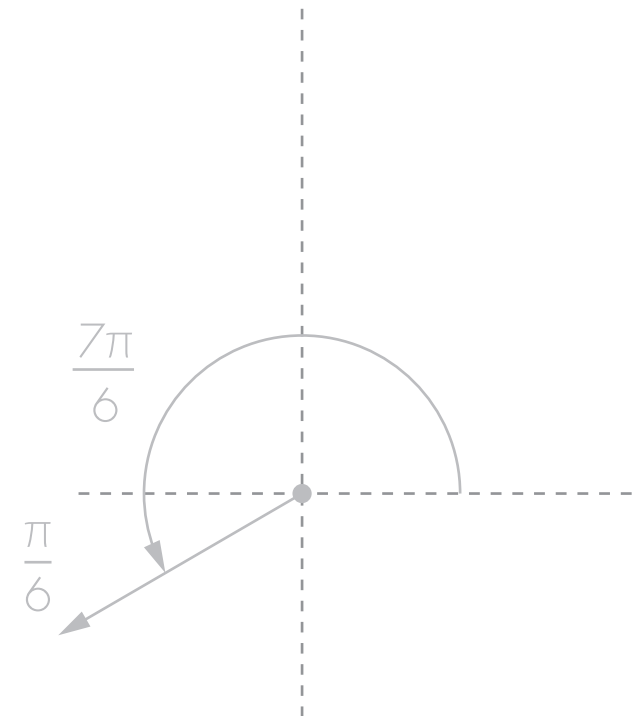
- a. Improved business process agility
- b. Improved technical agility

6. World-Wide Access:

- a. Worldwide access to applications
- b. Worldwide access to data and analytics

7. Scalability

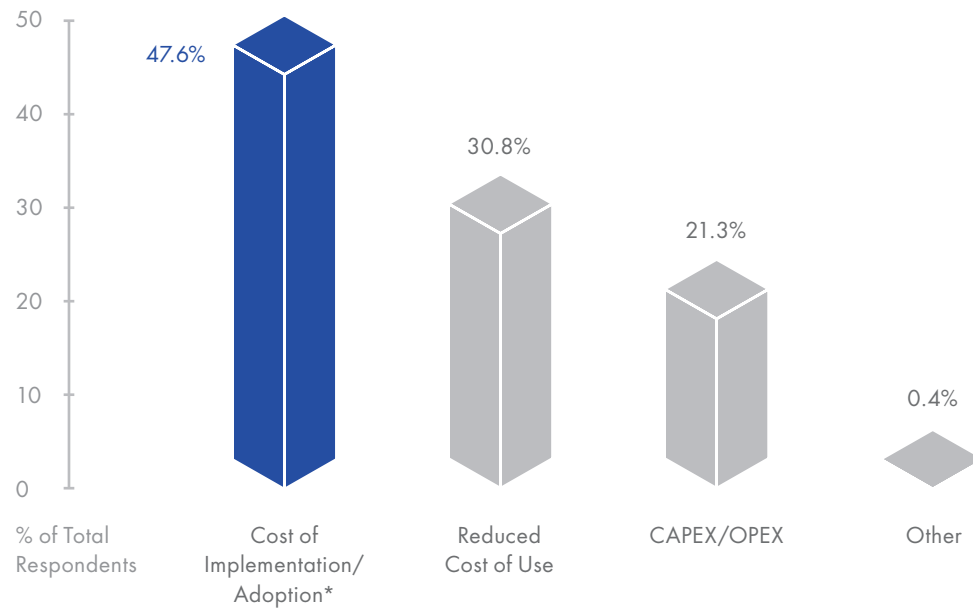
- a. Flexible scaling of infrastructure (user and data scalability)
- b. Improved environment elasticity (user and data scalability)



A Look at Financial Drivers.

Respondents rate cost of implementation as both a technical and financial driver. Almost half (47.6 percent) of organizations feel that lower costs are a key driver to adopt cloud. These include not having to expand current infrastructure or acquire additional hardware, and the ability to scale up or down as needed. Because some cloud offerings provide “pay as you go” models that charge based on usage and storage, organizations can increase usage when needed and vice versa, creating an environment that is more efficient in terms of performance and overall cost.

A Look at Financial Drivers.

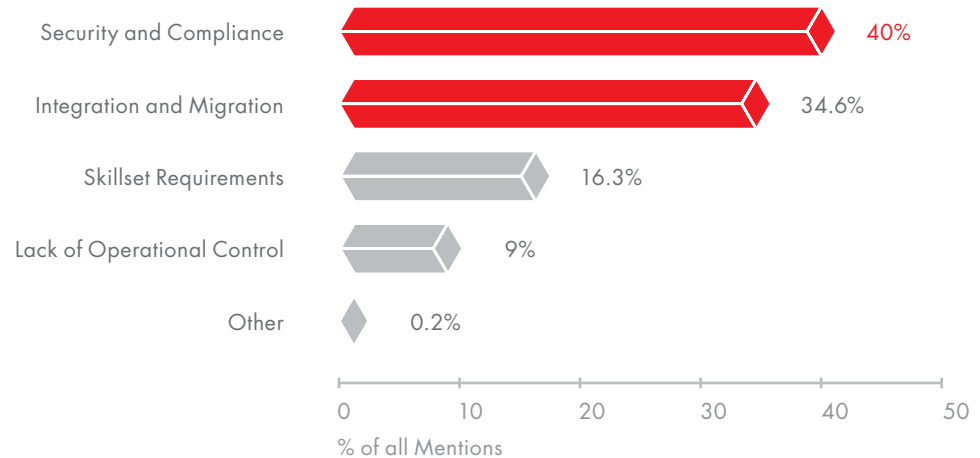


*Includes:
- Reduced implementation costs
- Minimized hardware or infrastructure costs
- Utility-based (pay as you go) expenditures

Obstacles to Implementing in the Cloud.

According to survey respondents, security and compliance (40 percent) and integration and migration (34.6 percent) are the top obstacles to implementing cloud. As organizations mature within their cloud-based implementations, security and compliance lessens from 43.8 percent of respondents to 38.4 percent highlighting the fact that fear of these issues lessens as organizations increase their cloud strategy.

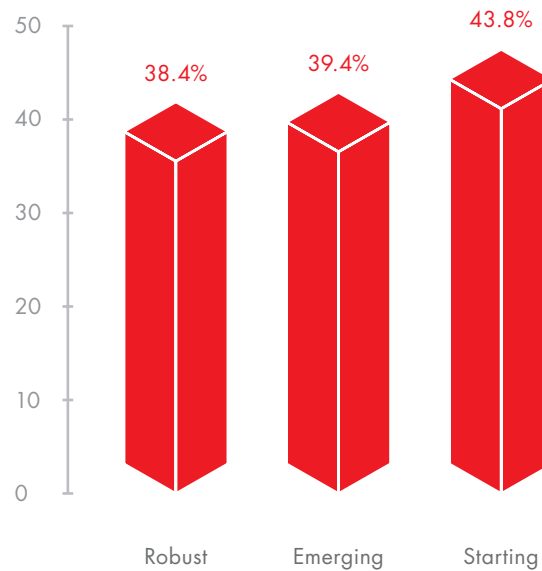
Obstacles to Implementing in the Cloud.




Obstacles to Implementing in the Cloud.

As organizations increase their number of cloud projects and get used to managing cloud-based environments, their concern over security and compliance overall decreases by over five percent. This shows a correlation between cloud maturity and better management of security and compliance requirements.

**Obstacles to Implementing in the Cloud:
Security and Compliance.**





Part 3

Governed Self-Service and Self-Service Importance.

Understanding Governed Self-Service.

Defining Governed Self-Service:

Integrating data from secure and trusted sources to enable broader access and easy to use applications that support different levels of use in an intuitive way.

The Growing Importance of Self-Service.

One of the historical challenges of business intelligence solutions was the inability to access data easily. Information stored in silos along with solutions targeted toward business or data analysts, rather than business decision makers, made it difficult for analytics to be consumed by those who needed it, when they needed it. Consequently, a demand for trusted, easy to use, and interactive applications created a shift in the market.

Now, governed self-service access to analytical applications exists, giving organizations the power of information insight through broader access to self-service solutions. The more people who can

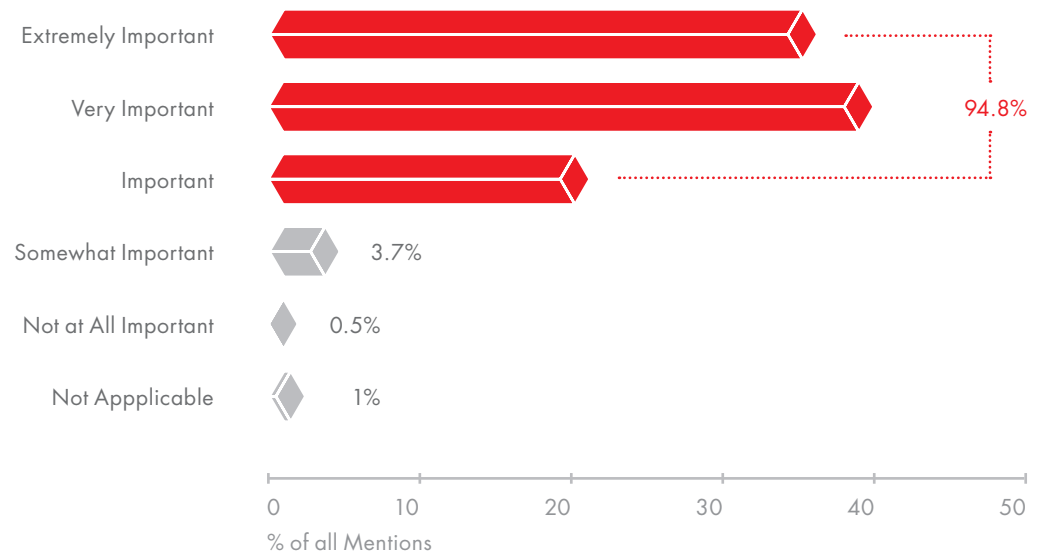
access the data they need in a way they can interact with, the higher the overall value proposition. Having trusted, reliable data that is easy to interact with will facilitate access to data for everyone. In the right context, that data provides powerful insight into what is happening right now, potential gaps that exist in performance or customer engagement, as well as other ways to make things better.

The reality is that self-service access that is trusted can no longer be overlooked. Businesses need analytical insight to remain competitive and the only way to do so effectively is through governed self-service access.

Understanding Governed Self-Service.

When asked to identify the level of importance of governed self-service access, a total of 74.4 percent stated that it was either extremely important or very important for their organization. An additional 20.4 percent stated that governed self-service is important for their organization, meaning a total of 94.8 percent of respondents believe that governed self-service is a key strategy for their organization.

Importance of Governed Self-Service.

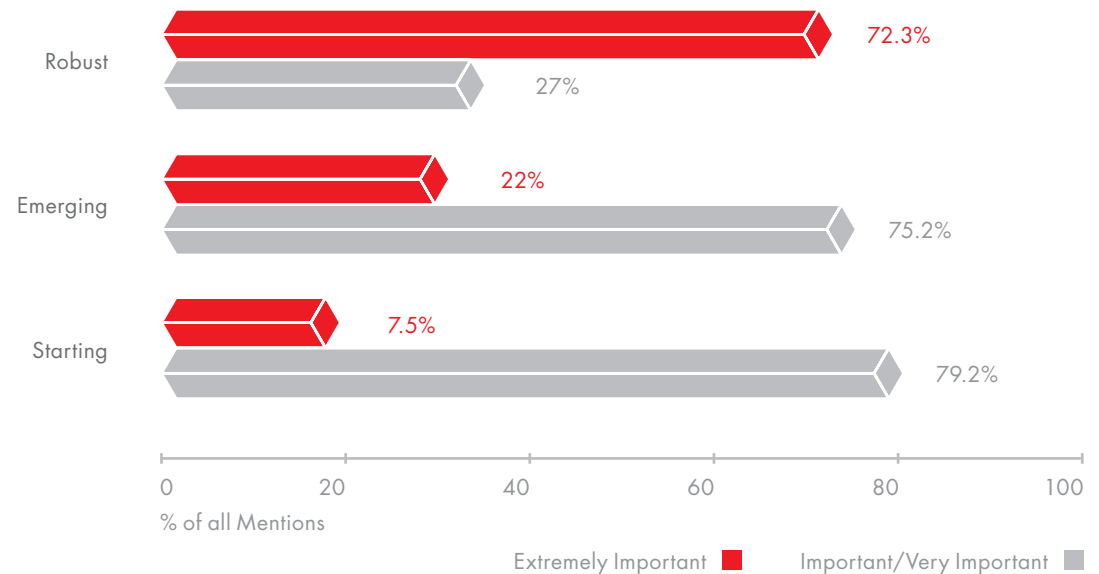


Importance of Governed Self-Service by Cloud Strategies for Analytics (Banded).

The overwhelming majority of organizations believe governed self-service is important to their cloud analytics use. Aside from the 0.7 percent of respondents for whom this question was not applicable, the rest of the respondents within this category – over 99 percent – feel that governed self-service is important, very important, or extremely important.

Data accuracy and reliability are important for any type of analytics-related deployment, but organizations with mature cloud environments are almost 10 times more likely to state that governed self-service is extremely important.

Importance of Governed Self-Service by Cloud Strategies for Analytics (Banded).

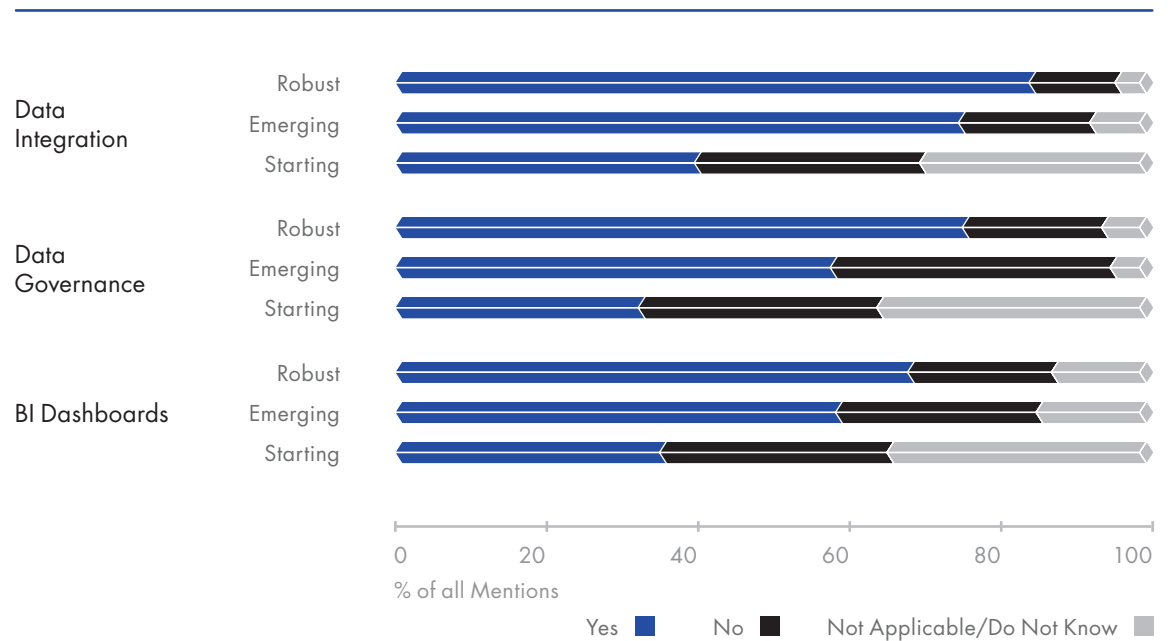


A Look at Some Self-Service Capabilities.

Survey respondents were also asked about specific self-service components and whether they were currently being implemented. As organizations add cloud projects to their overall implementations, their adoption of self-service increases, as can be seen across many components.

Self-service for both data integration and data governance becomes more important as companies expand their commitment to cloud-based infrastructure. In many of these cases, organizations increase their information complexities and require better management. With more complexities and an increase in projects, developers need the flexibility to adopt an agile approach with the ability to add and change data sources and models. This explains why use of self-service is identified at the highest amounts for robust companies.

A Look at Some Self-Service Capabilities.



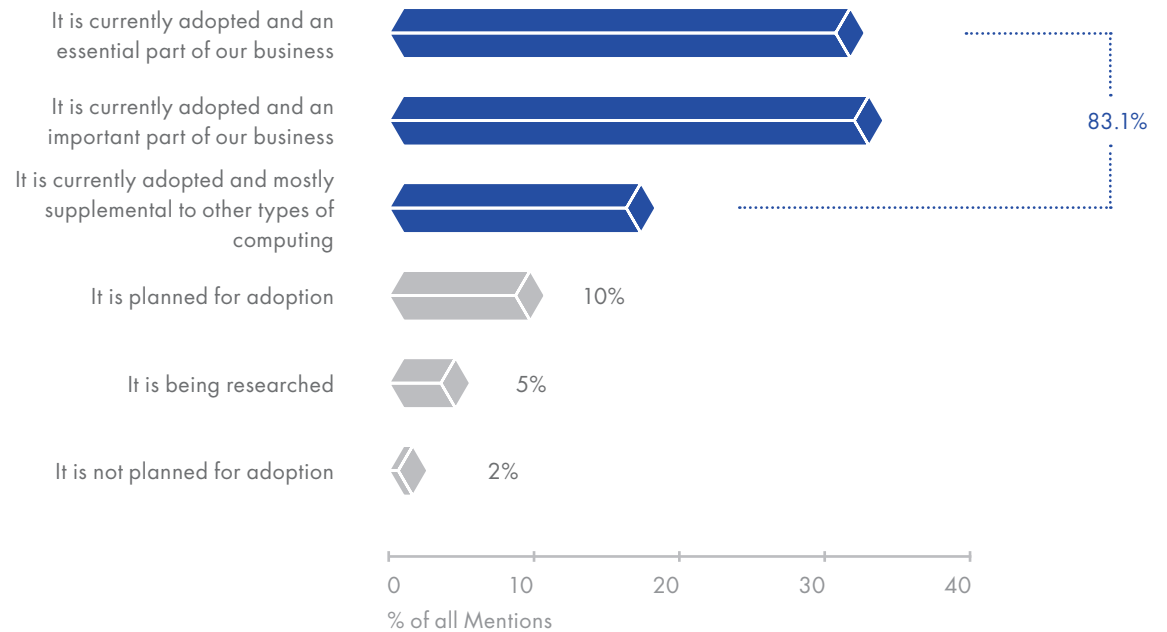


Part 4
Mobile Strategy.

Overall Adoption and Mobile Analytics Strategy.

A full 83.1 percent of respondents have adopted mobile access to analytics, whether as an essential or supplemental part of the organization's overall analytics strategy. With people requiring more access to data, mobile is becoming more essential. The expansion of cloud adoption and storage options also make mobile deployments more accessible overall as organizations struggle to get data to a large global workforce in a way that meets the needs of multiple users.

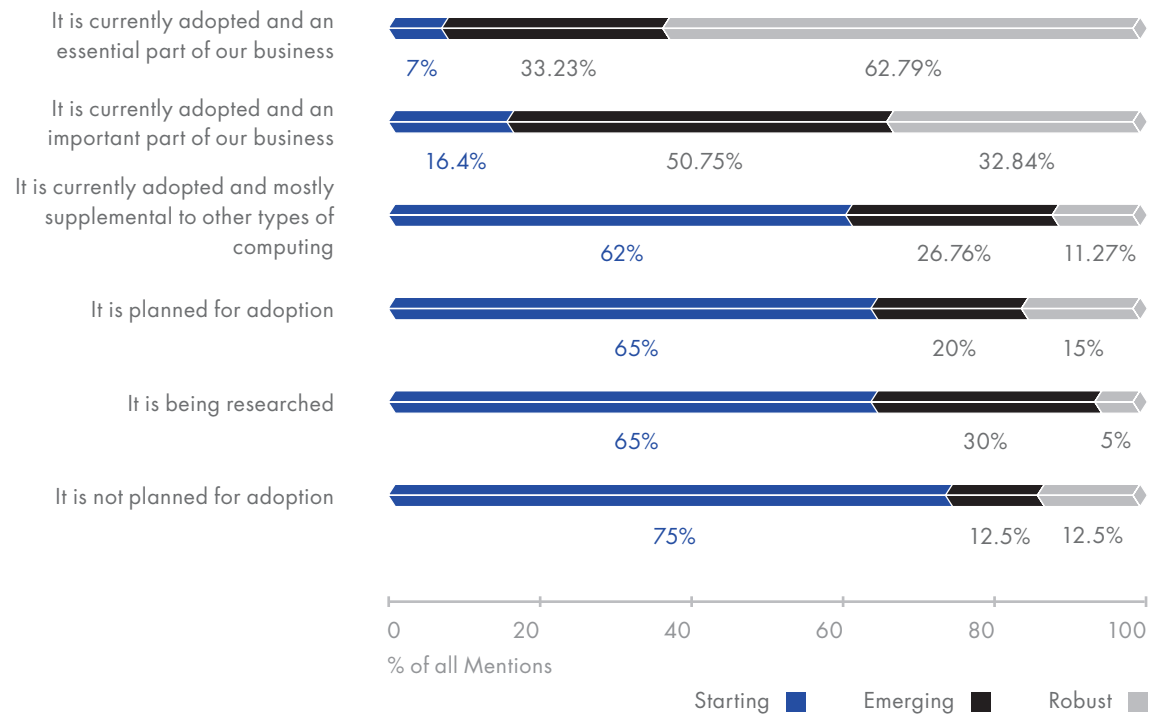
Overall Adoption and Mobile Analytics Strategy.

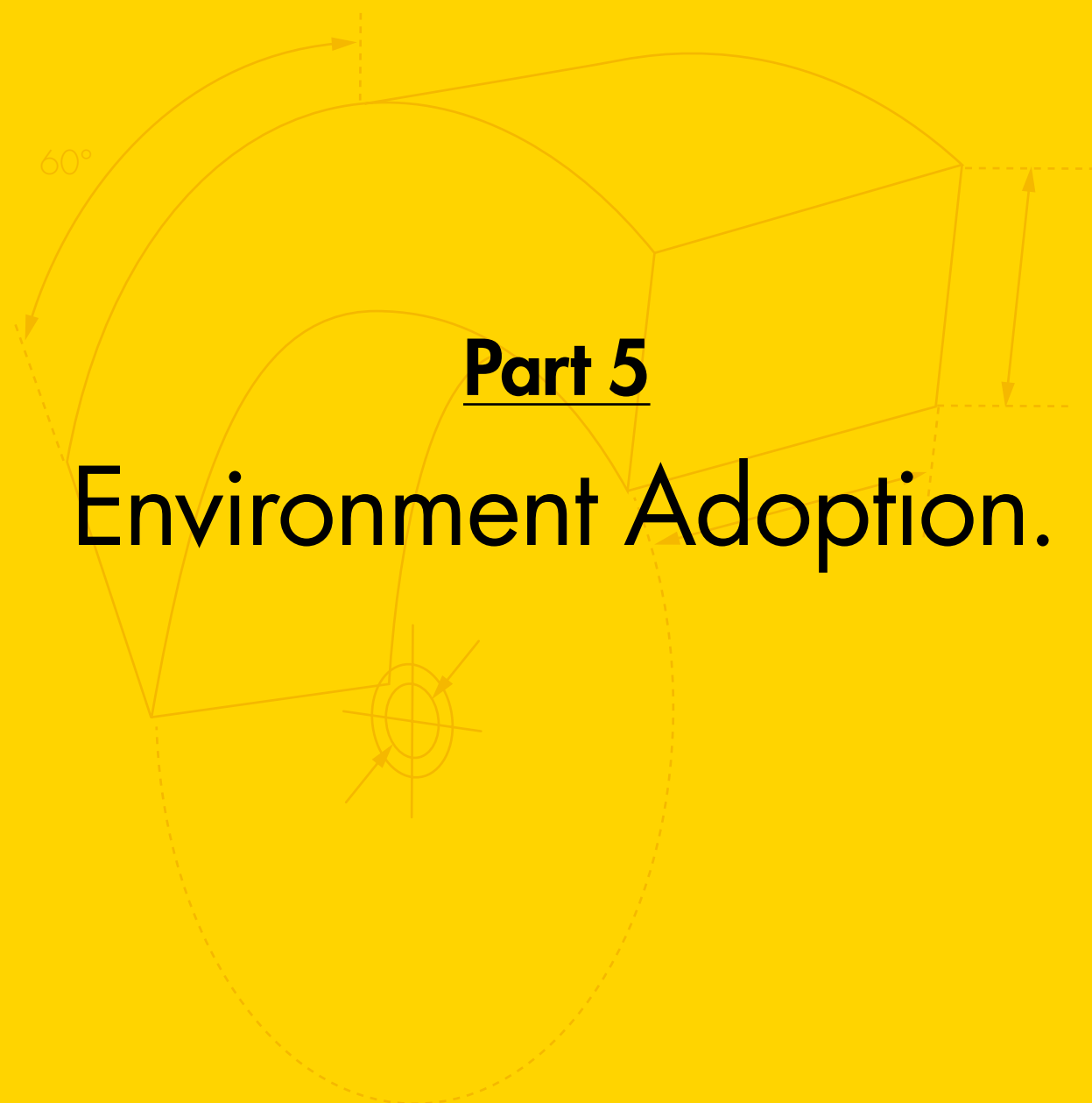


Overall Adoption and Mobile Analytics Strategy.

As organizations implement more cloud projects, their adoption of mobile analytics also increases. Of the respondents who stated that mobile is currently adopted and an essential part of their business, 62.8 percent are robust. Starting organizations, however, make up 75 percent of organizations stating it is not planned for adoption. As organizations mature with their cloud environments, they see the need for broader deployments. With mature analytics implementations, organizations see the need for flexible access and support for a more mobile workforce.

Mobile and Cloud Maturity.





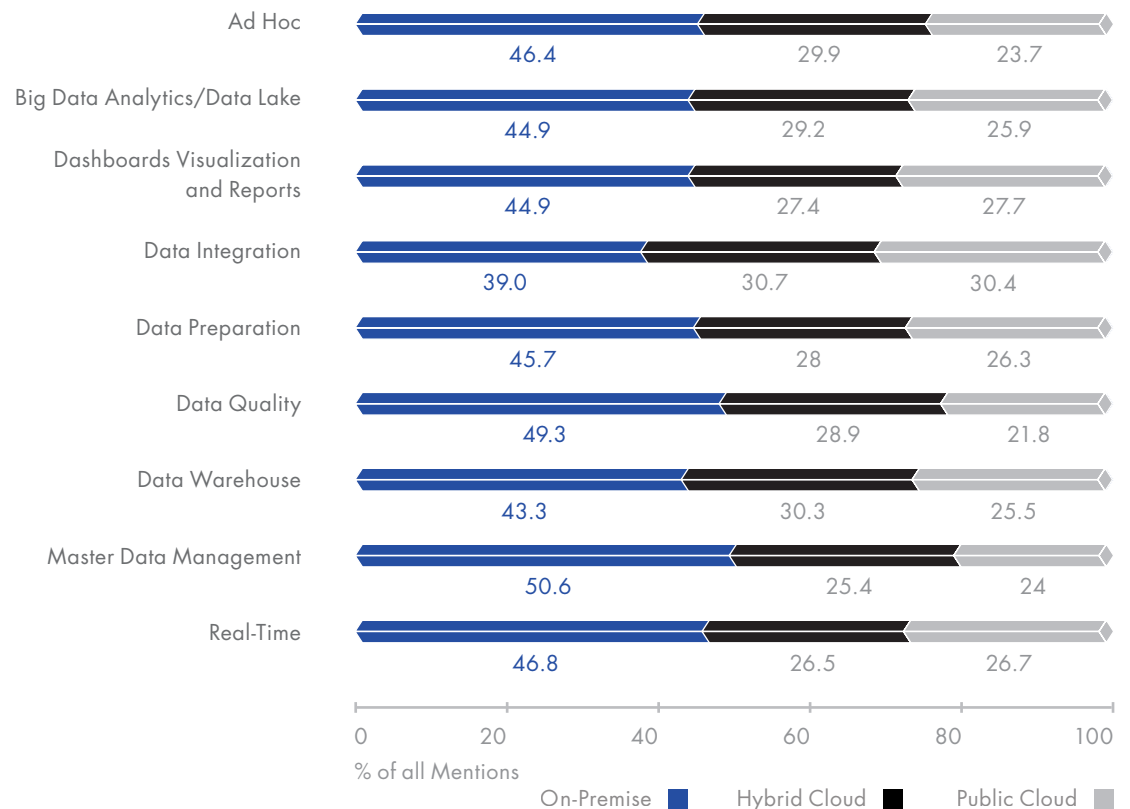
Part 5

Environment Adoption.

How Organizations Are Adopting Cloud.

In addition to industry-specific adoption patterns, all respondents were asked about their preferred uses of cloud within their data management initiatives, analytics, and operations. Survey respondents either adopt these technologies on-premise, within a hybrid cloud environment, or by leveraging the public cloud.

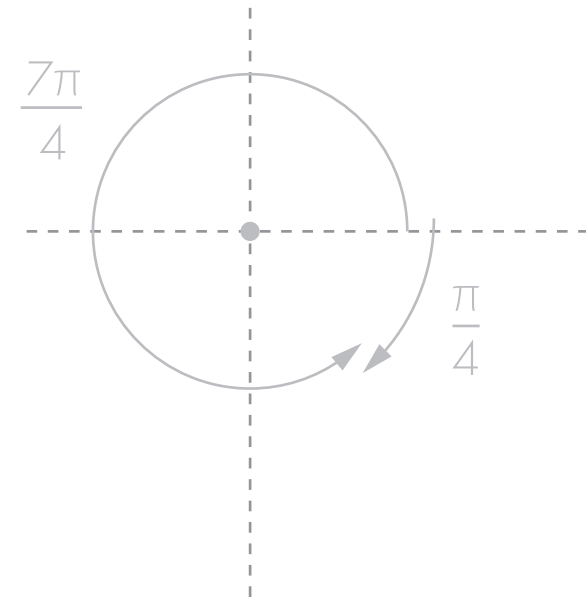
A Look at Current Analytics Environments and Cloud Adoption.



How Organizations Are Adopting Cloud.

Survey respondents were asked about where they manage their data management activities, real-time data access, big data analytics, and dashboards and reports. While organizations mostly leverage cloud-based applications, with the exception of master data management (50.6 percent on-premises), the reality is that respondents are split regarding the best way to employ the cloud. Most include a variety of cloud-based options; some organizations are still opting for hybrid environments, while others are looking at public cloud.

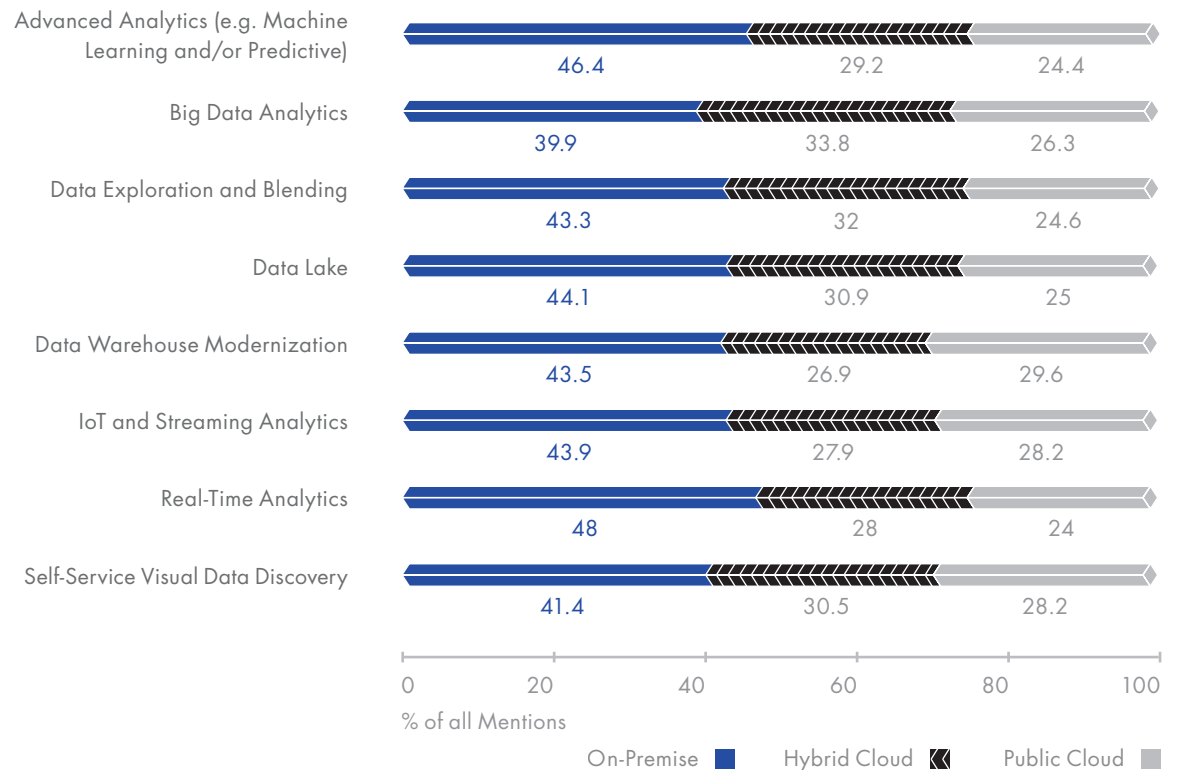
The reality for many companies is that even with a cloud-first priority, a lot of effort is involved in moving data from on-premise storage to public cloud storage options. Some organizations will always maintain some data on-premise while others will transition toward a cloud-only environment slowly. Currently, the highest levels of cloud adoption involve moving and storing data, through data integration (61.1 percent) and data warehousing (55.8 percent). Data integration has the highest responses for hybrid cloud adoption (30.7 percent) as data needs to be moved from both cloud and on-premise locations; some organizations will benefit from a hybrid approach due to the current location and availability of their data sources.



Current Initiatives Being Implemented as Part of Analytics.

Survey respondents were asked specific questions about cloud adoption and use as part of their analytics strategy. Within the analytics market, many solution providers now offer customers the flexibility to determine which type of platform they want to use, yet in all instances, respondents leverage cloud-based offerings – hybrid or public cloud – for their analytics and data warehousing environments. Currently, hybrid cloud is more popular than public cloud options; because cloud solutions are newer in general, much data still resides on-premise, making it challenging to leverage public cloud platforms only. Organizations looking at expanding to cloud-only environments still need to migrate data to the cloud.

Current Initiatives Being Implemented as Part of Analytics.



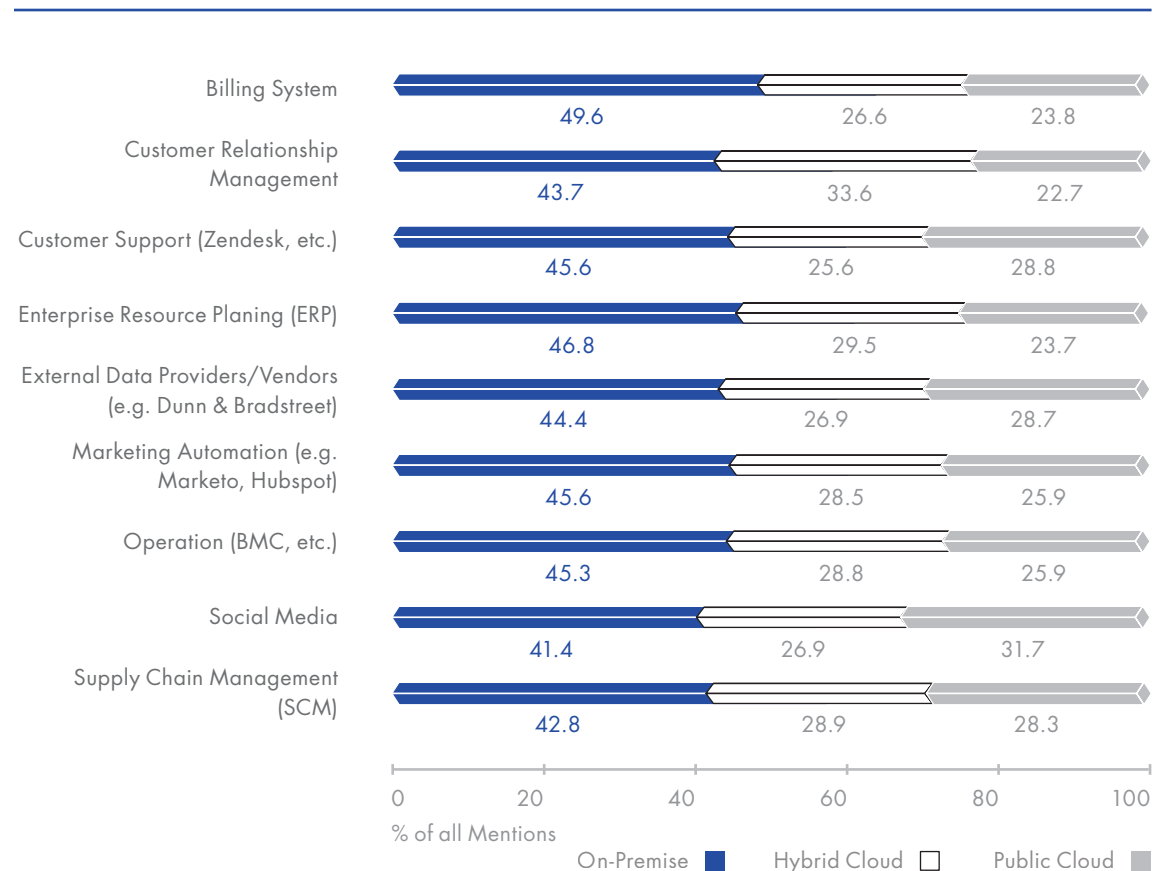
Current Initiatives Being Implemented as Part of Analytics.

In addition to analytics use, organizations leverage other data behind the scenes that needs to be integrated and stored to enable better visibility and business insight. For each of these data sources, more than half of respondents leverage cloud at higher levels than those sourcing and storing data on-premise.

Much data now comes from cloud-based and external sources, suggesting cloud platforms are easier to implement and manage. Social media has the highest level of public cloud adoption at 31.7 percent.

In many cases, organizations choose to store and access data in the same place it is sourced. This makes options for data sources hosted in the cloud easy as many solution providers offer direct connectivity to these solutions to enable better and faster data collection.

Data Sources for Analytics Support.





Part 6

Market Perspective from Deloitte.

State of Cloud Analytics

– Tracy Ring, Specialist Leader, Deloitte Consulting LLP.

Many CIOs and CTOs embraced a “cloud-first” mindset to reduce storage operational costs for IT. Now, business leaders are seeing new opportunities emerge since shifting their business to the cloud and they’re discussing with IT on how best to capitalize on these findings.

There are several shifts happening within the data and analytics landscape that are influencing these conversations. One of these is the exponential growth of data; there’s more of it and it’s coming from more sources. With this rapid influx, organizations are challenged with maintaining the quality, availability, and trustworthiness of their data. But moving data to the cloud environment enables businesses to consolidate various streams of data that lived across the business into a single repository.

Data consolidation in the cloud is the first step to getting clean data so that it’s accessible to business

decision makers who rely on it for accurate insights. And that’s where another key driver comes into play: access to data and self-service analytics.

The rise of visual analytics tools and their user-friendly, intuitive platforms has transformed how business users access data. The cloud further accelerates user enablement by delivering on-demand data access without straining IT resources.

While there are several benefits of moving to the cloud there are two considerations that business leaders should keep in mind: the resulting change in corporate IT and cloud security.

Some IT employees may feel challenged or threatened by this new way of working. However, as with previous technological shifts, it’s a positive one because cloud solutions actually open up new opportunities for IT staff.

Security is often the biggest limiting factor in adopting and moving to the cloud, especially when it comes to the customer data that is so critical in providing business insights and opportunities. While organizations can take measures to make sure that the data on the cloud is secured, at the end of the day, it’s still a shared resource. Once an analytics cloud strategy is a “go,” both business and IT leaders should work with a procurement or consulting firm to help ensure that all performance statistics are clearly stated, that the cloud providers have proven qualifications, and are able to provide reliable and stable service and support.

Deloitte.

The background features a series of overlapping, semi-transparent circles in shades of yellow and orange. Several thin, light-colored arrows are scattered across the scene, pointing in various directions, creating a sense of movement and connectivity.

Conclusion

Cloud Deployments to Support
Overall Platforms and Data
Management.

Cloud Deployments to Support Overall Platforms and Data Management.

Cloud adoption is becoming more prevalent for organizations as solutions and full platforms in the cloud offer organizations the ability to scale up or scale down as they need to, as well as the additional flexibility of an agile environment.

As organizations adopt more cloud projects and align their business and analytics strategy with cloud options, they become more likely to look at mobile and data management in the cloud.

Many organizations consider cloud and analytics intertwined and an important part of their overall business strategies. With big data, the Internet of Things, increasing complexities, and the need to gain broader visibility into data, the flexibility that cloud provides will help organizations meet and exceed their business strategy goals. Cloud lets organizations develop flexible solutions and take advantage of data that resides both on-premise and in the cloud. In most cases, about half of respondents are leveraging hybrid or public cloud options, and most hope to expand their cloud implementations in the upcoming years.

This highlights the expanding role of cloud within organizations and identifies the fact that organizations are no longer looking at cloud options that are CRM, ERP, or analytics applications. Instead, businesses are expanding their cloud deployments to support overall platforms and data management. With most respondents projecting cloud expansions over the next three years, it can be safely stated that these projections mirror both the broader marketplace and how organizations are implementing and evaluating their cloud strategies.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT and data management technologies. We deliver research, analysis, and consulting services to two key client groups: Enterprise IT Professionals and IT and Data Management Vendors.



About Informatica

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world’s No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.

Learn more at www.informatica.com



About Deloitte

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world’s most admired brands, including 80 percent of the Fortune 500. Our people work across more than 20 industry sectors to deliver measurable and lasting results that help reinforce public trust in our capital markets, inspire clients to make their most challenging business decisions with confidence, and help lead the way toward a stronger economy and a healthy society.



Webinar: Cloud Analytics - Enhancing Analytics Efficiencies Through Cloud Adoption.

Hosted by Information Management, this webinar further explores the expanding influence of cloud analytics and data management platforms to overall organizations' analytics strategies. **Tune in now to hear speakers from EMA, Deloitte, and Informatica discuss:**

- Business and technical drivers for cloud analytics adoption
- Cloud maturity and broader adoption of targeted and industry cloud analytics applications
- Overall cloud analytics trends and the growing popularity of self-service governed data management solutions across all the analytics projects

[Listen.](#)

Survey Demographics.

402 Respondents From Business and Technology Leaders Around the World.

This year's survey was completed by 402 respondents across various industries and roles. Out of the total number of respondents, 227 were in business roles while 175 represented IT roles. This breakdown highlights the importance of cloud to both business units and IT, and demonstrating that cloud analytics can be deployed and managed at different levels, depending on the end goals and different project sponsors that drive cloud adoption. Similar research was conducted in 2015. In some of the analyses, both sets of data have been included.

Geography

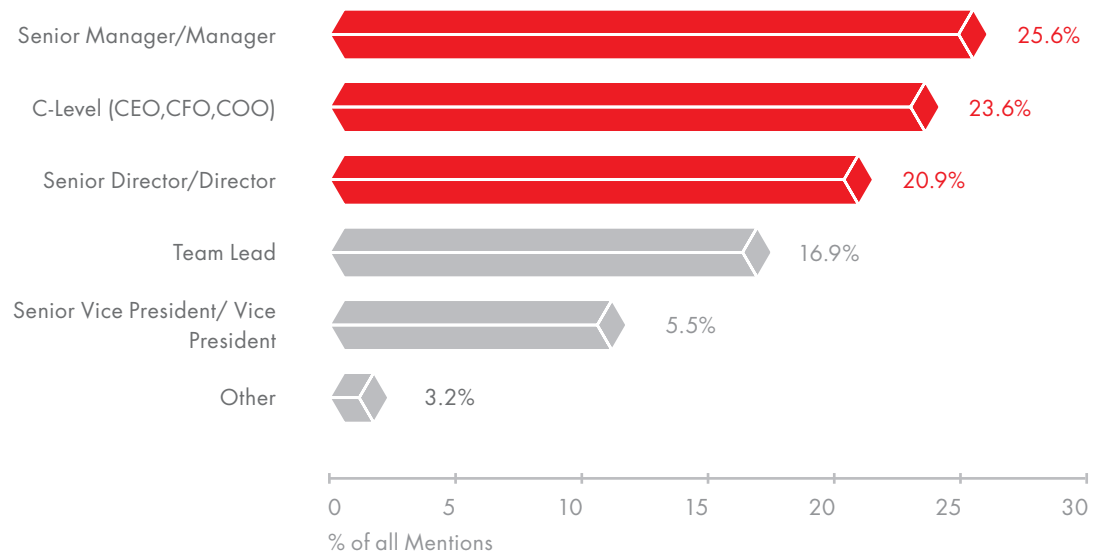
Survey respondents mainly come from the European Union (46.5 percent) and North America (44.8 percent). Central and South America and Asia-Pacific make up the remaining 8.7 percent of respondents.

Survey Respondent Roles.

Survey respondents fall across both business and IT focused roles. A total of 175 respondents are in IT-related roles and 227 fall under business. This breakdown shows that all levels of the organization are involved in cloud deployments. From C-level executives representing business interests to technologists, cloud offers businesses a way to ensure that data is stored and accessed in a way that addresses a variety of needs within the organization.

The highest percentage of respondents are senior managers/managers at 25.6 percent. In many cases, people in these roles are responsible for the success or failure of their projects and want to make sure that technology fits their business requirements. The flexibility of cloud helps decision makers and project sponsors select the type of deployment and pricing model to best meet the financial and technical requirements of the organization.

Survey Respondent Roles.





As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/ about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/Informatica

© 2017 Informatica LLC. All rights reserved. Informatica® and Put potential to work™ are trademarks or registered trademarks of Informatica in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks.