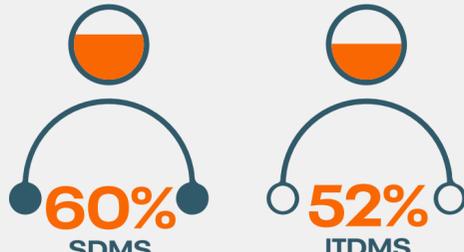


# DATA UTILIZATION AND OPTIMIZATION ACROSS THE US

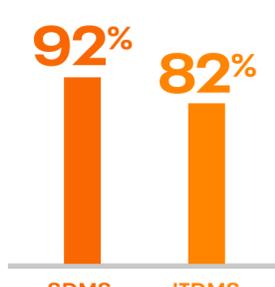
**Organizations in the US engage with innovative analytical tools and methods involving their data to improve the customer experience and satisfaction**

Improving the customer experience and satisfaction is one of the main areas why data and analytics is used across the US...



...with **six in ten (60%) senior decision makers (SDMs)** and **more than half (52%) of IT decision makers (ITDMS)** saying that their organization is currently doing so

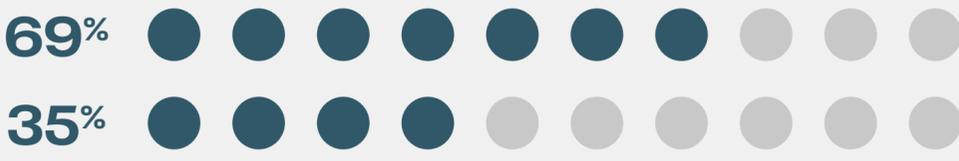
92% of SDMs and 82% of ITDMS also report their organizations currently having enterprise data strategies in place



of SDMs say they experience or anticipate experiencing challenges with enterprise data strategies

Organizations with more **mature enterprise data strategies** are also more likely to have weathered COVID-19 better than others, and noticeably so.

Over two thirds (**69%**) of surveyed SDMs from organizations with enterprise data strategies in place for longer than a year have coped very well since the start of the pandemic, versus just over a third (**35%**) of those with **newer strategies**.



of senior decision makers agree that it's important to optimize data management within organizations

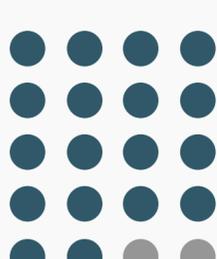
Senior decision makers across the US report annual losses of **\$168,690** as a result of missed opportunities involving their data



## The Future is Hybrid



of senior decision makers believe that making sense of all data across hybrid, multi-cloud and on-premises architectures is or would be valuable



of IT decision makers agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage

**Around three quarters (74%)** of SDMs report needing data in real-time in order to make business critical decisions and the **vast majority (88%)** of ITDMS see the value in delivering real-time business insights – both demonstrating the importance of fast data



**89% of ITDMS** and **93% of SDMS** also report that the ability to secure, centralized governance and compliance over the entire data lifecycle is valuable when handling and managing data

To learn more about how to best optimize your data, visit: [cloudera.com/enterprise-data-maturity](https://cloudera.com/enterprise-data-maturity)

Contact us today for more information about **Cloudera**

CLUDERA

US: +1 888 789 1488 | Outside the US: +1 650 362 0488