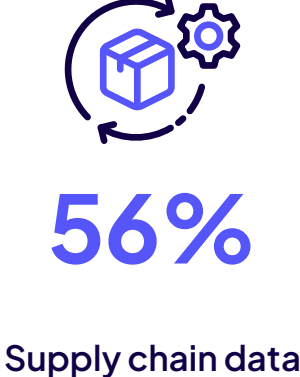
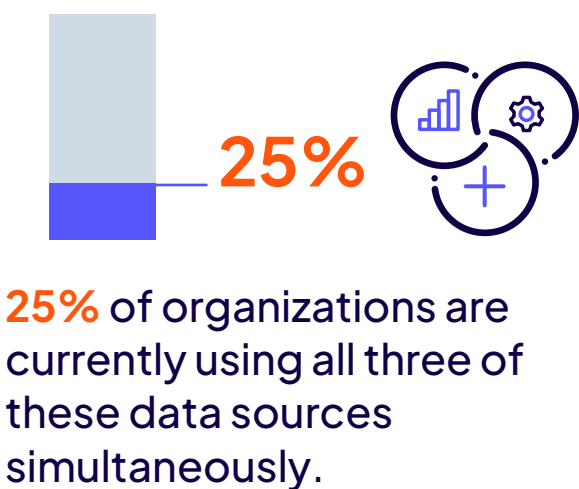


Being Data Driven in the Telecommunications Industry — IT Decision Makers’ View in APAC

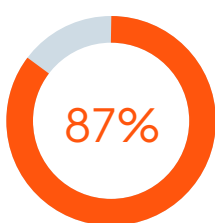
Customer-centricity is at the top of telco’s data agenda



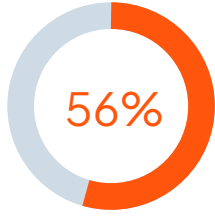
...are the most used data sources.



The Critical Nature of Effective Enterprise Data Strategies in The Telco Industry



The majority (87%) of ITDMs across the telco industry report currently having enterprise data strategies in place.



More than half (56%) of ITDMs recognize their current enterprise data strategies as very effective, with the remaining proportion of surveyed respondents in the telco industry reporting improvements to be made.

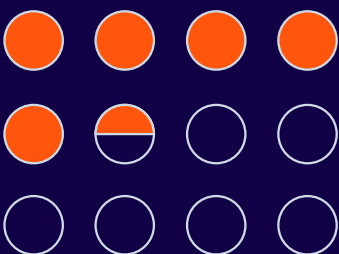


The high cost of management solutions is a key challenge for two fifths (43%) of ITDMs, as well as lack of effective processes and systems in place (39%), and lack of existing infrastructure in place (38%).

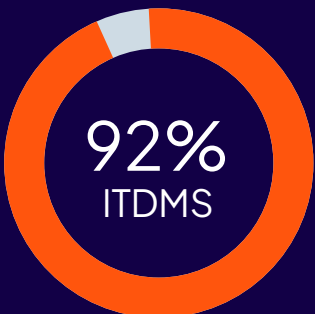
Organizations That Leverage True Hybrid Platform Capabilities Create Opportunities For New Business Frontiers in a Hybrid World



Almost half (49%) of ITDMs surveyed across this industry have reported an increase in spend across supporting changing work environments (e.g. hybrid working).



There has also been an increased spend since the start of the pandemic in supporting digital transformation initiatives (48%) such as hybrid multi-cloud architecture, and data and analytics solutions.



The hybrid future outlines the need for a hybrid, multi-cloud data architecture (known as True Hybrid Platform). Nearly all (92%) ITDMs agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.

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

Contact us today for more information about Cloudera
US: +1 888 789 1488 | Outside the US: +1 650 362 0488

CLouDERA