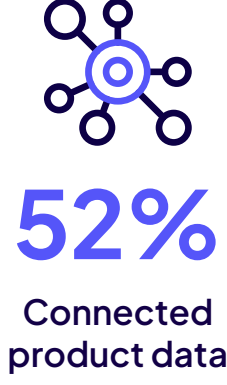# CLOUDERA

Being Data Driven in The Telecommunications Industry — A Global View
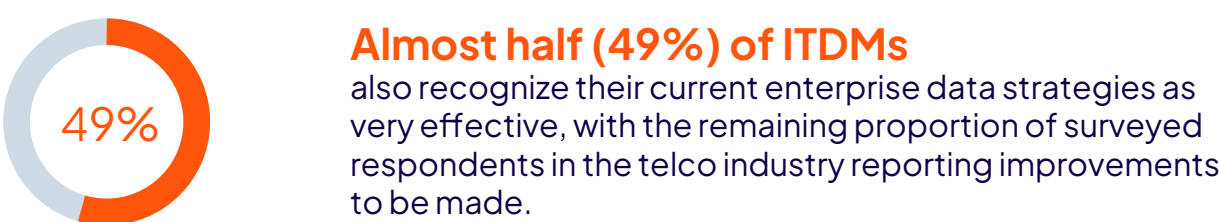
Customer-centricity is at the top of telco's data agenda
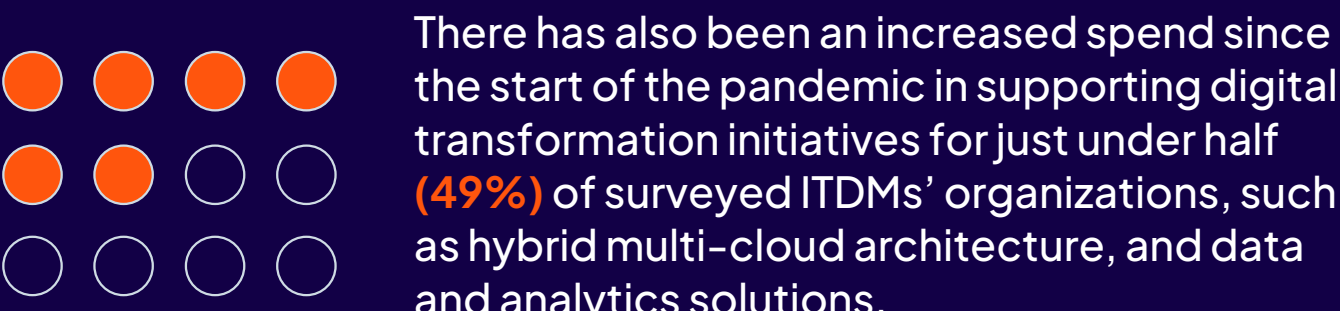
60%
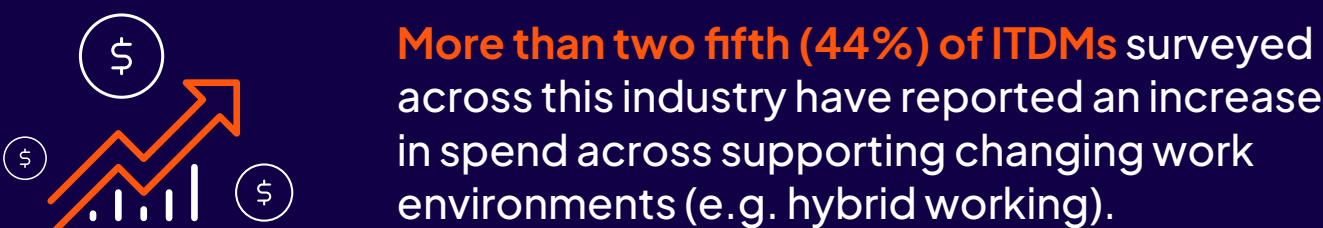Customer and prospect data

58%
Customer sentiment data

52%
Connected product data

...are the most used data sources.

25% 25% of organizations are currently using all three of these data sources simultaneously.

54% currently use data and analytics to improve the customer experience and satisfaction.

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

85% ITDMS
79% SDMS

The majority (85%) of ITDMs and nearly eight in ten (79%) of SDMs' organizations across the telco industry report currently having enterprise data strategies in place.

49%

Almost half (49%) of ITDMs also 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 (40%) of ITDMs, as well as lack of effective processes and systems in place (37%), and growing data volumes (36%).

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

More than two fifth (44%) 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 for just under half **(49%)** of surveyed ITDMs' organizations, such as hybrid multi-cloud architecture, and data and analytics solutions.

87% ITDMS

The hybrid future outlines the need for a hybrid, multi-cloud data architecture (known as true hybrid platform). The majority **(87%)** of 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