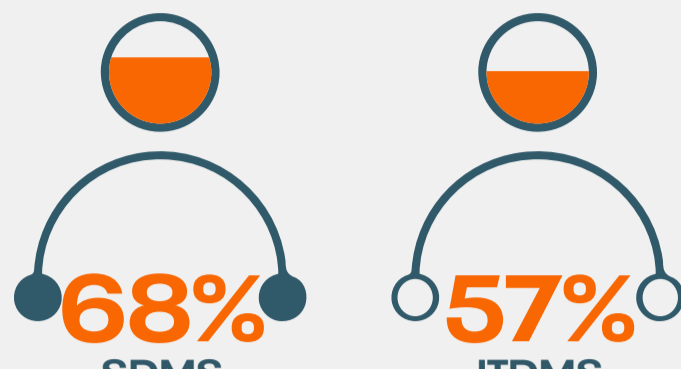


# DATA UTILIZATION AND OPTIMIZATION ACROSS APAC

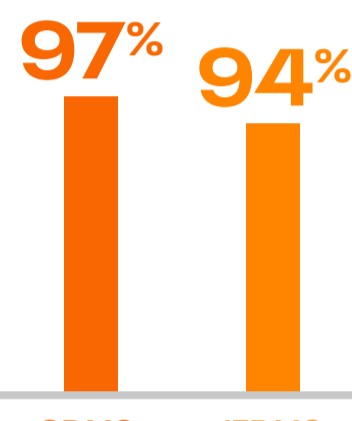
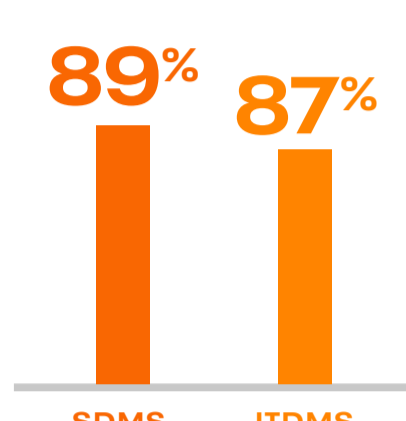
**Organizations in APAC leverage data and analytics to improve the customer experience and satisfaction, but there is still room for improvement.**

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



...with the majority of SDMs and more than half of ITDMs saying their organization is currently doing so.

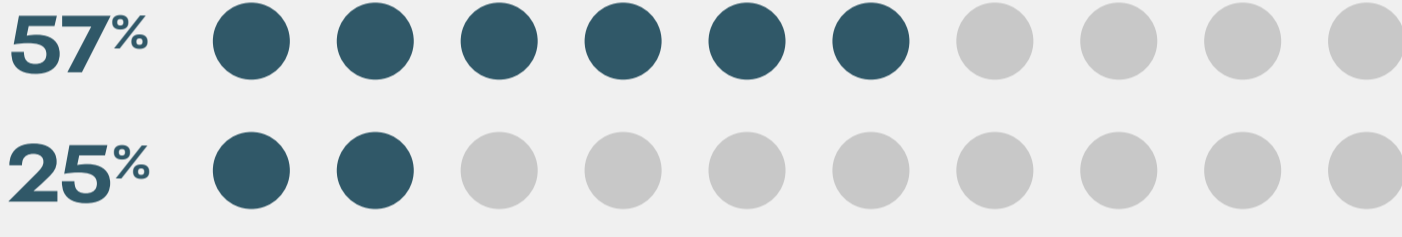
Currently, 89% of SDMs and 87% of ITDMs report their organizations having enterprise data strategies in place



However, 97% of SDMs and 94% of ITDMs also report currently facing, or anticipating challenges when implementing 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.

Almost six in ten (**57%**) 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 a quarter (**25%**) of those with **newer strategies**.



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

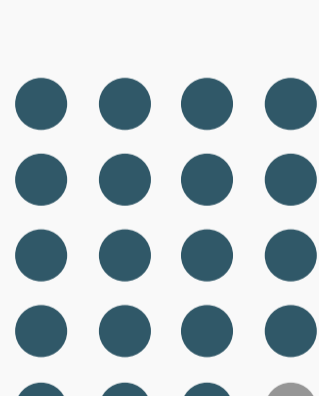
Senior decision makers across APAC report annual losses of **\$805,441** as a result of missed opportunities involving their data



## 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

More than **two thirds of SDMs** report needing data in real-time in order to make business critical decisions and **nearly all ITDMs** see the value in delivering real-time business insights – both demonstrating the importance of fast data



**90% of ITDMs** and **92% 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**

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