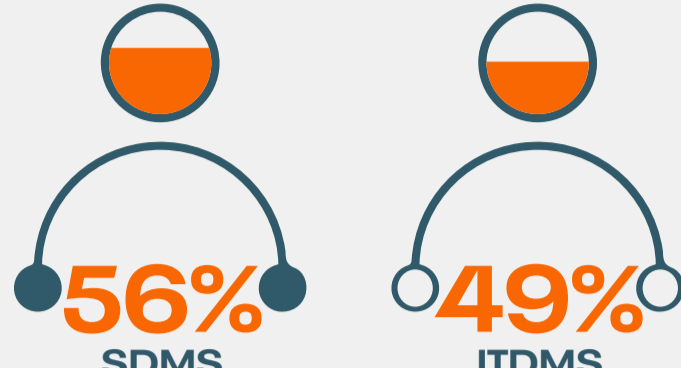


DATA UTILIZATION AND OPTIMIZATION ACROSS EMEA

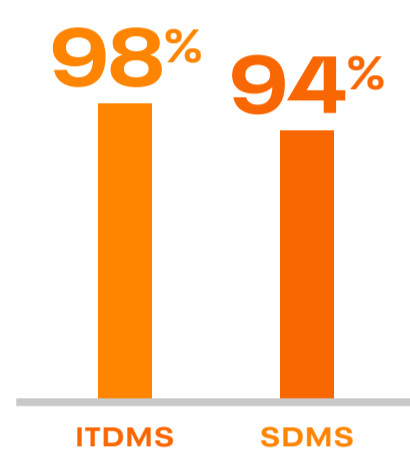
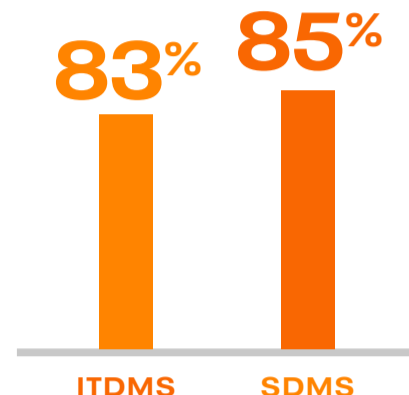
Organizations in EMEA leverage data and analytics to improve the customer experience and satisfaction, but there is still room for improvement.

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



...with more than half (56%) of **senior decision makers (SDMs)** and just under half (49%) of **IT decision makers (ITDMS)** saying their organization is currently doing so

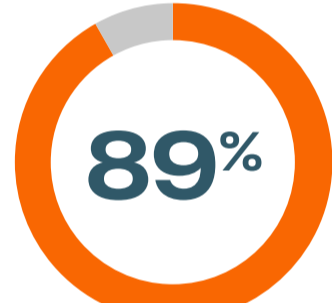
83% of ITDMS and 85% of SDMs also report their organizations currently having enterprise data strategies in place



However, 98% of ITDMS and 94% of SDMs report currently facing, or anticipate 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.

Just over two thirds (67%) 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 under a third (30%) of those with **newer strategies**.



of SDMs agree that it's important to optimize data management within organizations

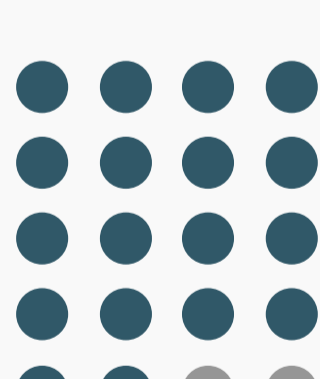
Senior decision makers across EMEA report annual losses of **\$188,386** as a result of missed opportunities involving their data



The Future is Hybrid



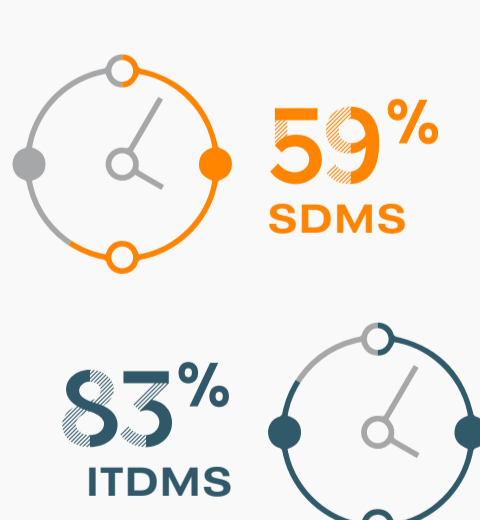
of senior decision makers believe that making sense of all data across hybrid, multi-cloud and on-premises architectures is or would be valuable



86%

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

Over **half of SDMs (59%)** report needing data in real-time in order to make business critical decisions and the **vast majority of ITDMS (83%)** see the value in delivering real-time business insights – both demonstrating the importance of fast data



89%

84%

89% of SDMs and 84% of ITDMS 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

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

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