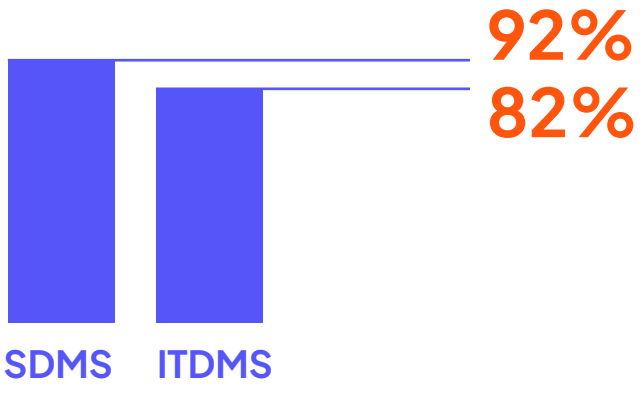# CLOUDERA

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.
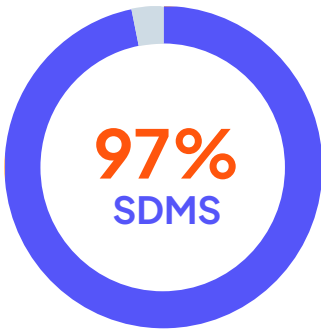
Improving the customer experience and satisfaction is one of the main areas why data and analytics is used across the US…
with six in ten (60%) senior decision makers (SDMs) and more than half (52%) of IT decision makers (ITDMs) saying that their organization is currently doing so.

60% SDMS

52% ITDMS

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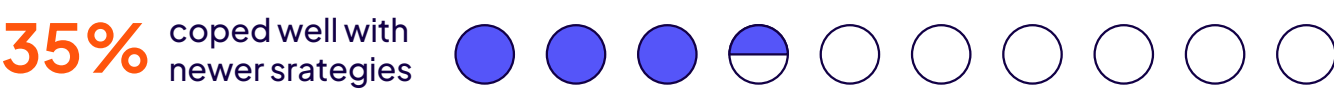
92%
82%

SDMS   ITDMS

97% of SDMs say they experience or anticipate experiencing challenges with enterprise data strategies.
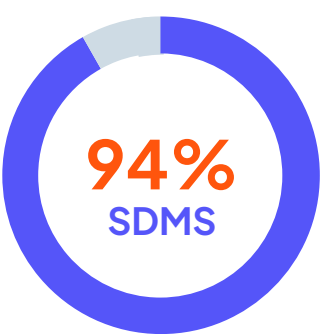
97%
SDMS

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.
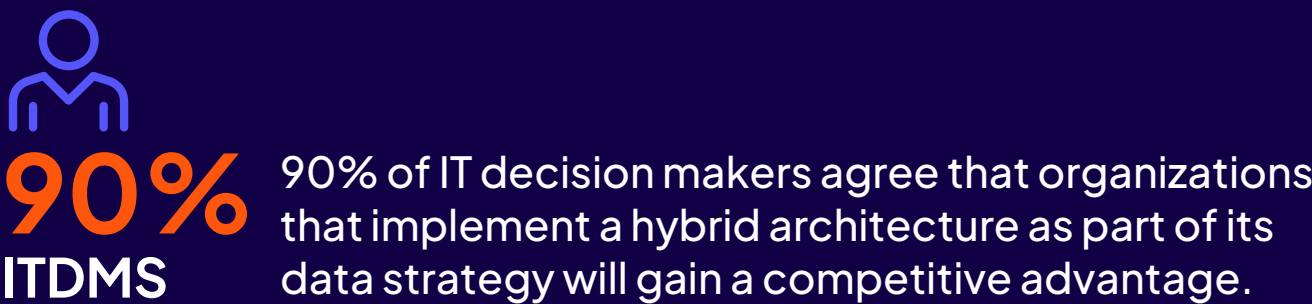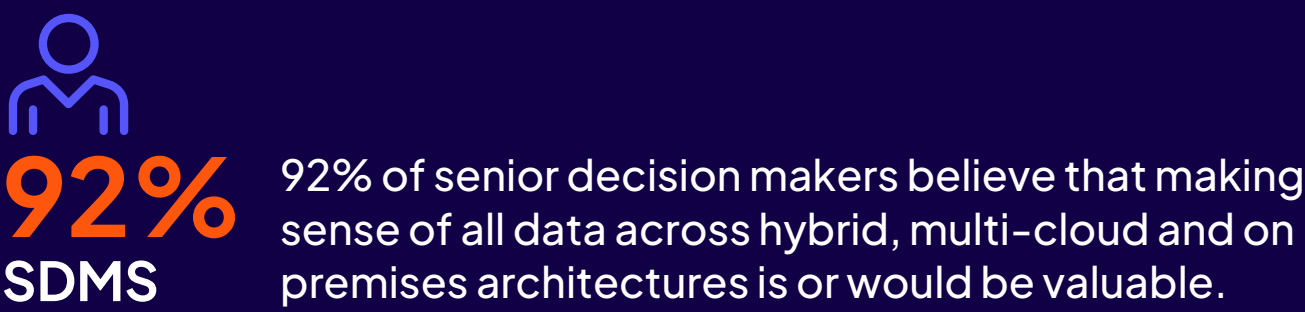
69% coped well with longer strategies

35% coped well with newer srategies

94% of senior decision makers agree that it's important to optimize data management within organizations.

94%
SDMS

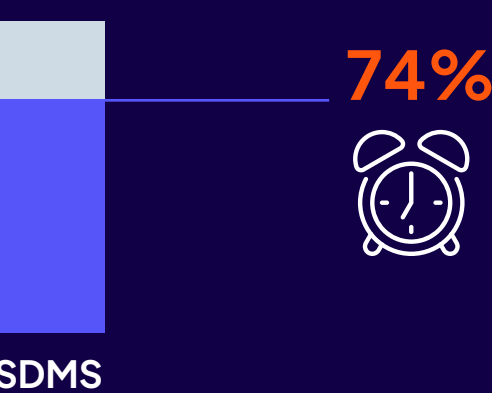Senior decision makers across the US report annual losses of $168,690 as a result of missed opportunities involving their data.

$168,690
in losses

The Future is Hybrid

92%
SDMS

92% of senior decision makers believe that making sense of all data across hybrid, multi-cloud and on premises architectures is or would be valuable.

90%
ITDMS

90% of IT decision makers agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.
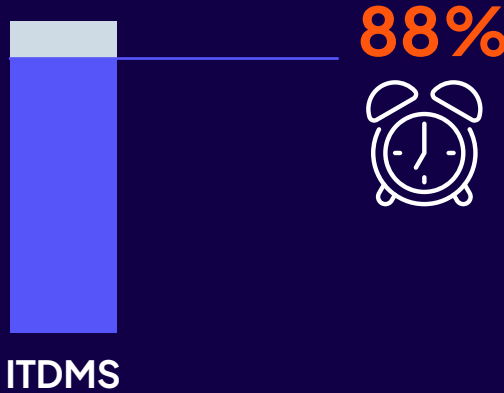
Around three quarters (74%) of SDMs report needing data in realtime in order to make business critical decisions.

74%

SDMS

The vast majority (88%) of ITDMs see the value in delivering realtime business insights — both demonstrating the importance of fast data.

88%

ITDMS

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