

BEING DATA DRIVEN IN THE ENERGY SECTOR—IT DECISION MAKERS' VIEW OF EMEA

Priorities when managing data in the energy industry — reducing risks and costs, and improving the customer experience

Customer and prospect data



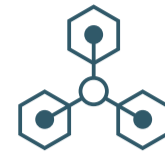
55%

Customer sentiment data



51%

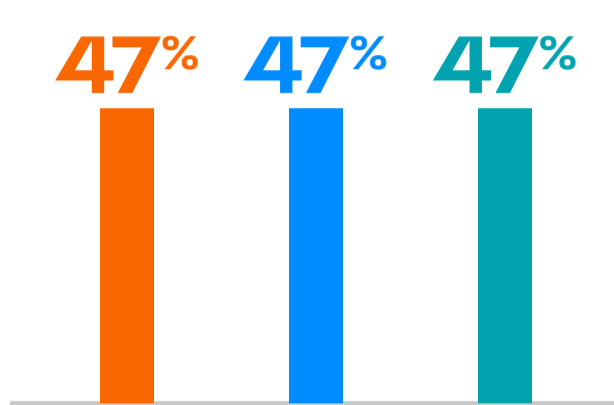
Supply chain data



50%

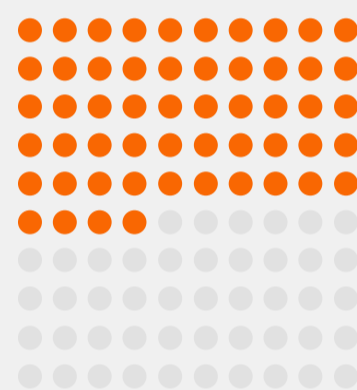
...are the most common data sources currently used.

The uses of data and analytics include reducing risks such as regulations and security (47%), improving the customer experience and satisfaction (47%), and reducing costs (47%).



The critical nature of effective enterprise data strategies in the energy industry

Most (84%) organizations across the energy industry report currently having enterprise data strategies in place.



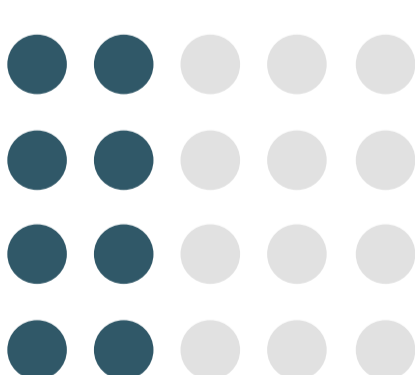
More than half (54%) of ITDMs recognize their current enterprise data strategies as very effective, with the remaining proportion of surveyed respondents reporting improvements to be made.

A lack of understanding of data management and compliance is a key challenge (42%), as well as lack of effective processes and systems in place (41%), and high costs of data management solutions (39%).



Organizations that leverage Enterprise Data Cloud capabilities create opportunities for new business frontiers in a hybrid world

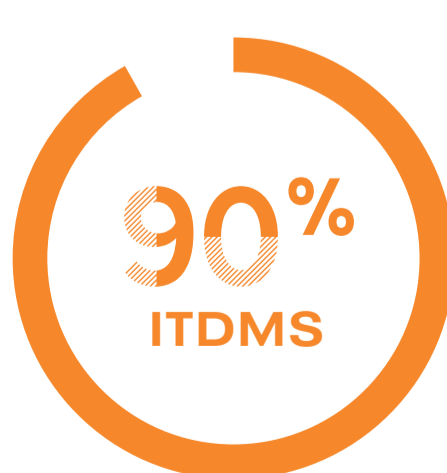
Half (50%) of ITDMs surveyed across this industry have reported an increase in spend across supporting changing work environments (e.g., hybrid working).



42%

There has also been an increased spend since the start of the pandemic for more than four in ten (42%) in terms of supporting digital transformation initiatives 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 enterprise data cloud). Almost all (90%) 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