

From Data to Insights to Action:

Digital Resilience Through Data-Driven Decision Making

Data-driven companies outperform their peers

Data analytics enables companies to be more resilient and competitive by providing a tailored experience for employees and customers through digital products and services.

TOP EUROPEAN ENTERPRISE GOALS FOR 2021-2022

57% Future-proofing - ensuring our business and operating models are viable in the future

49% Digitally enhance our products, services, and customer experiences

46% Generate new revenue streams from digital and digitally enhanced offerings

Companies that can exploit data analytics with data-driven decision making report increased revenues and profits and reduced costs.

ANALYTICS STAR PERFORMERS GET BETTER RESULTS:

Star Performer Results



Analytics Star Performers

Today's key business initiatives are critically dependent on data-driven business intelligence. **"Data to insights to action"** means bringing data to all people, at all levels within your organization, into every workflow to maximize business impact.

CUSTOMER EXPERIENCE



57% of European decision makers say customer experience technologies create business resilience by adapting and responding to business disruptions.

40% of European organizations consider customer engagement and experience a priority for new investments in data analytics.

EMPLOYEE EXPERIENCE



54% of European organizations see growth in employee productivity when focusing on experience.

Data analytics enables data-driven employee management, through which organizations create relevant and tailored employee experiences that drive productivity.

Data-driven means changing the organizational mindset

Data-driven businesses have seen critical business advantages over their peers. Post-pandemic, organizations are accelerating their transformation initiatives to build true digital resilience with data-driven decision making across all levels of the organization. But to create a data-driven business requires **five** organizational shifts.



FROM

TO



The majority of organizations know they should build digital business resilience through data and intelligence to understand their customers better, optimize operations, reduce business risk, and improve performance. But few can claim to be truly data driven.



3 out of 4

European decision makers agree that data management, analytics and big data strategy is vital to their business's resiliency



ONLY 1 in 6

European CxOs says that analytics is used consistently at all levels of their organization.



ONLY 6%

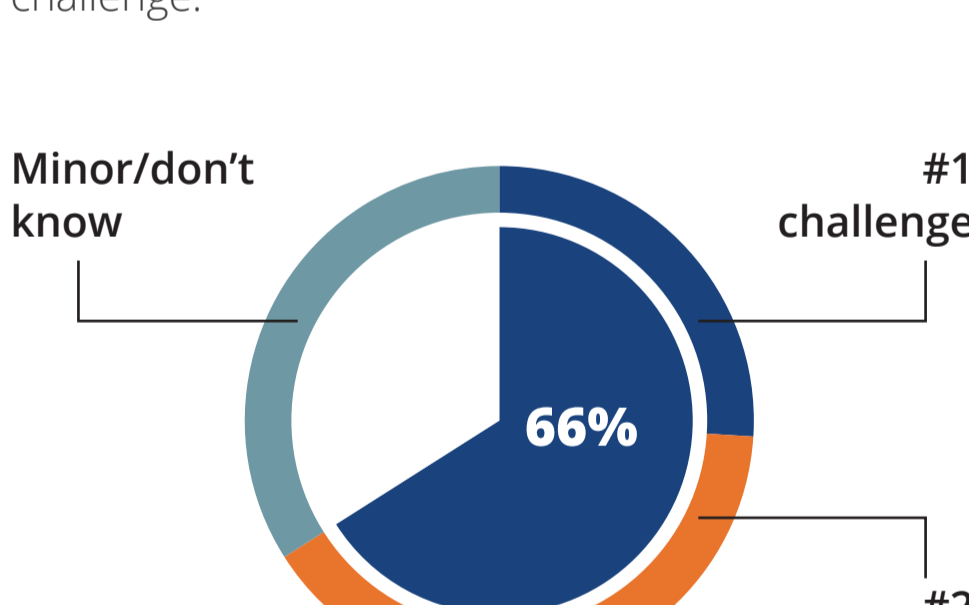
of European organizations have embedded analytics in all their key workflows and applications.

Key to the digitally resilient organization is an enterprisewide data platform to enable intelligent, agile, data-driven decision making at all levels.

2 out of 3

European data leaders say that having multiple silos of data prevents integrated use - challenging their analytics strategy.

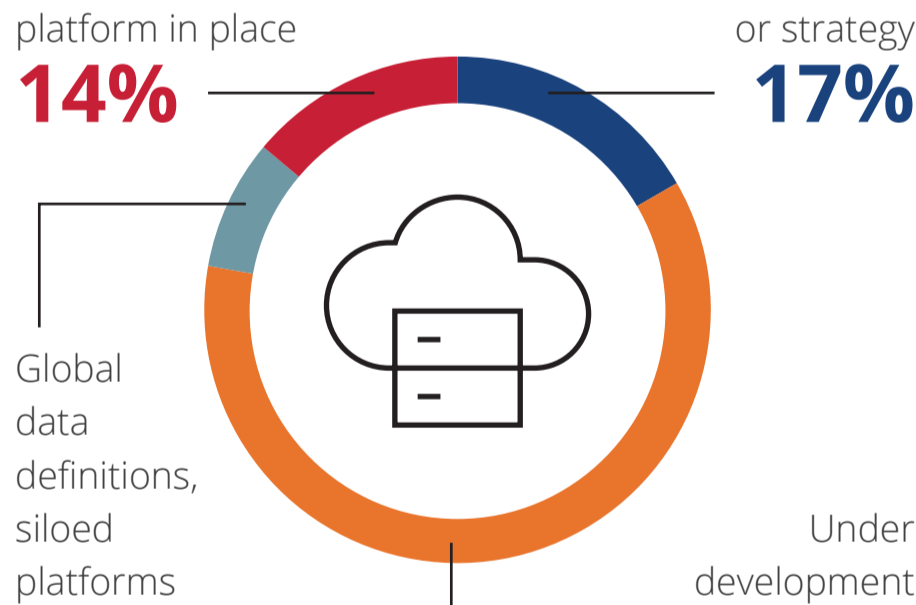
In fact, **1 in 4** say it is their **#1** analytics challenge.



Only **14%** of European organizations have implemented an enterprisewide data platform.

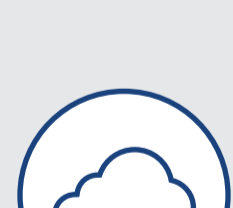
Enterprisewide data platform in place **14%**

No platform or strategy **17%**



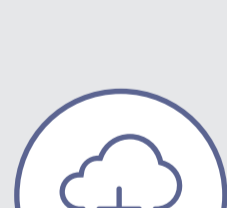
Cloud is an important part of your data platform strategy

Where do European organizations store their business data?



19%

Mostly cloud



48%

Mix of cloud and on premises



29%

Mostly on premise

26% of European companies say that having a cloud infrastructure to support enterprise intelligence was critical to their resilience through the COVID-19 pandemic.

Three steps to move from data to insights to action



1

Unlock data assets

Ensure data is reliable and up-to-date and aligns to your security, governance, and compliance standards



2

Empower everyone

Enable the whole organization to make better decisions faster



3

Act on your data

Provide insights where people work and take action in the flow of analytics

Further information

Listen to the fireside chat between IDC's Neil Ward-Dutton, Francois Zimmermann of Tableau, and Onka Deshpande from AWS

Visit the AWS/Tableau solution page at <https://www.tableau.com/learn/webinars/idc-fireside-chat-data-integration-aws>

Sources:

- IDC EMEA, COVID-19 Impact Survey Europe, Internal, Wave 13: October 20-30, 2020
- IDC EMEA, COVID-19 Impact Survey Europe, Internal, Wave 9: July 22-31, 2020 (n = 530)
- European C-Suites' Tilt Toward a Tech-Enabled, Customer-First Archetype in 2020: Risks and Opportunities, September 2020
- IDC Corporate Treasurers Survey
- IDC EMEA, Future of Work 2020, March 2020
- IDC EMEA European Software Survey 2020, November 2020
- IDC survey of chief analytics officers for Tableau and AWS, June 2021, n = 36
- IDC European Software Buyers Survey, November 2020, n = 72