The Power of Data in High Tech to Drive Smarter Decisions

A look into the true power of data and its ability to help reimagine operations

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Executive summary

By **Phillip Neal**,
Area Vice President,
High Tech & Healthcare
for Salesforce in the UK

With digital transformation accelerating exponentially across every sector, companies in today's competitive business landscape are increasingly looking for more intelligent ways to run their organisations. They require greater insights, real-time performance reporting and predictive analysis to drive greater operational efficiency and performance while increasing visibility across every line of business.

The world we now live in is changing the way we think about work too. Remote and hybrid working models have become the norm, pushing companies to become more flexible, digital-first and connected than ever before. Digital tools, deeper customer and employee understanding and the ability to break down silos have become critical to long-term success.

Companies are also embracing emerging tech like AI, IoT, 5G and advanced automation to increase business agility, drive sales and grow key products and services.

And as we move into this new, always-on, digital-first world, customer expectations are also evolving rapidly. Today's consumers expect engaging, authentic, unique experiences across every channel that are personal, relevant and meaningful.

We're seeing seismic changes as the rules of business are rapidly rewritten to keep up with a new world of work. In order to remain competitive and continue to thrive, High Tech businesses must shift to a smarter, data-driven operating model to meet the challenges of this new business landscape.

Because it is data, and how companies use it best, that will drive the future of business.

Understanding how to leverage data, integrating it across every department, area and team in the business and using it to create more engaging customer experiences are all critical to driving growth, higher sales and greater brand loyalty.

Data can be used to enhance operational efficiency and empower customers, partners as well as the in-office and remote workforce. It has the power to accelerate innovation, help bring products and services to market faster and enable more advanced use cases and capabilities across every line of business.

I'm pleased to present our new **report: The Power of Data in High Tech to Drive Smarter Decisions** where we will cover how High Tech businesses across software, IT services and B2B hardware can accelerate transformation to truly embrace data-led decision-making and so become faster, more relevant and agile as we move into an entirely new business landscape.

I hope you enjoy reading this report and that its insights and strategic analysis are valuable to you as you look to better leverage data to become more efficient and connected.

01

More intelligent operations through data-driven decision-making

As we move into a more connected, digital business future, business leaders and decision-makers within the High Tech sector need easy, fast access to real-time performance analysis. This ensures their organisations run as efficiently as possible, maximising available resources while enabling them to respond to opportunities and risks quickly and with total assurance.

Data is the key to unlocking performance potential and to driving more intelligent decision-making processes across the entire organisation. Making the most of high value data analysis, insights and visibility lies at the heart of implementing a more forward-looking strategic approach as we shift to an always-on, more digitally connected working future.

When decision-makers have reliable, in-depth data to guide them, the enhanced visibility enables them to make better decisions faster and with greater confidence across every aspect of the business.

Why data is more critical than ever for the High Tech sector

As more companies in every sector rapidly transform operations to become digitally-driven, High Tech companies will need to innovate rapidly and bring new offerings to market more quickly, to meet evolving customer expectations. Leveraging data to better understand these changing needs is vital to growing the business and improving operational performance.

With a single view of customers, leaders within High Tech businesses are better positioned to develop and deliver products and services that meet the types of challenges their customers face. Their teams can build smarter apps, create multi-channel customer journeys and increase operational efficiency with clear-cut focus on critical areas of development.

01 More intelligent operations through
data-driven decision-making

The data difference – why data-driven businesses have an edge
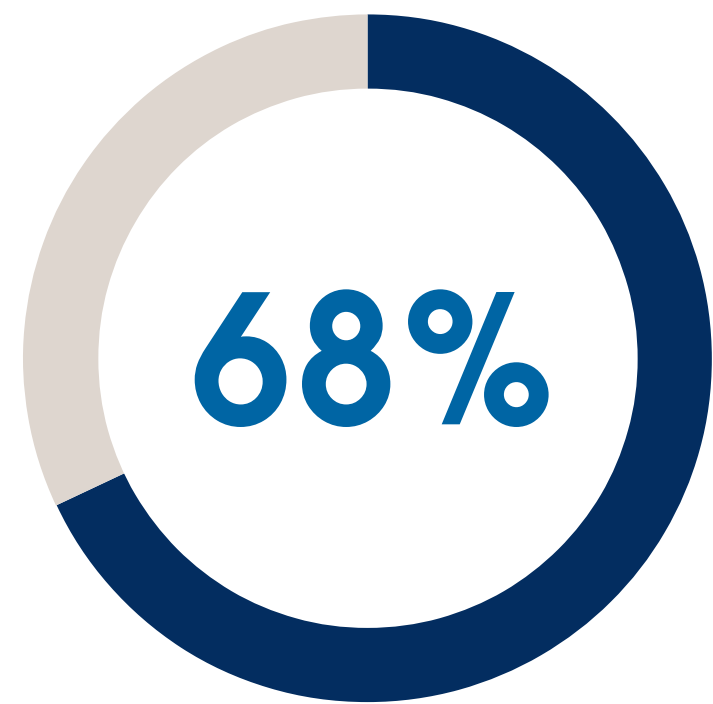
68% of leaders in data-driven businesses have a positive outlook compared to 52% of those that aren't data-driven[1]
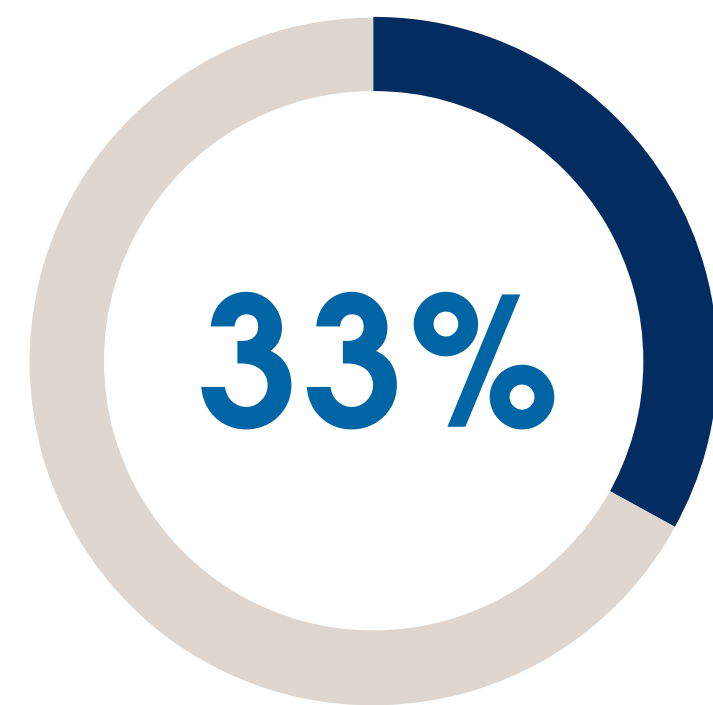
33% By 2023, over 33% of large organisations will have analysts practicing decision intelligence and modelling[2]

Graph technologies will facilitate rapid contextualisation for decision making in 30% of organisations worldwide within the next two years[3]

What is driving these changes?

The top drivers of the shift toward data-driven decision-making:

- A collaboration ecosystem strategy
- Advanced, actionable website analytics
- Analytics-led EX
- Augmented reality
- Cloud based infrastructure
- Collaborative work tools
- Flexible SaaS solutions
- Organisational network analysis
- Social listening tools
- Customer expectations

[1] Tableau, *YouGov survey finds 80% of data-driven businesses claim they have a critical advantage as impact of pandemic continues,* https://tabsoft.co/3lpnkZs
[2] Gartner, *Gartner Top 10 Trends in Data and Analytics for 2020,* https://gtnr.it/3lr4z7W
[3] Ibid

01 More intelligent operations through data-driven decision-making

Executive checklist:

To meet this global shift toward a more data-driven decision making model where rapid contextualisation and increased decision intelligence can enhance operational performance, businesses must:

- **Rethink** the way data is used from C-suite level downwards

- **Integrate** complex, diverse data sets into decision-making processes across lines of business

- **Ensure** easy access to reliable, forward-looking data and analytics

- **Identify** key tools, capabilities and technology to bring enhanced clarity

- **Bring** everything together in a single pane of glass for greater visibility

How we can help

At Salesforce we make it easy to integrate data and analytics into decision-making processes with smart, interactive visual analytics that empower leaders, employees and customers.

Through Tableau, we make it easier to solve problems more intelligently with an advanced analytics platform that makes exploring and managing data faster, more intuitive and simpler. Users can discover and share insights easily to enable decision-makers and enhance responsiveness. We help unlock the right data, at the right time, to ensure an integrated, free flow of actionable insights across your entire organisation and ensure that everyone has access to the same data.

With Salesforce's near real-time visualisations, AI powered data analytics and actionable intelligence reports, we make it quicker than ever to identify risks, minimise inefficiencies and drive faster, more precise responses to challenges as well as opportunities. We can help make data a strategic advantage by:

- Reducing friction as operations scale to meet new customer needs and business model expansion

- Identifying areas of growth through product areas or via acquisitions to meet market expectations

- Supporting the development of new value-add propositions, products and innovative services

- Reducing cost-to-serve, while ensuring ongoing customer lifetime value acquisition and retention

02

Delivering authentic, connected and engaging customer experiences

The High Tech sector is one that is constantly evolving at pace. At the same time disruption and change in the wider business landscape mean customer expectations are changing more rapidly than ever. It is critically important that businesses truly understand, empathise and actively address the challenges their customers face.

Customers now expect seamless multi-channel digital experiences that are engaging, relevant and personalised. Buying journeys need to be effortless and intuitive, tapping into unique insights to provide better context, nuance and immediacy.

To remain competitive, High Tech organisations must have a deeper understanding of what their customers need from products and services and be able to deliver tailored engagements and customer journeys that feel natural and personal with a totally seamless transition between digital and human processes.

02 Delivering authentic, connected and engaging customer experiences

Bridging the expectation gap
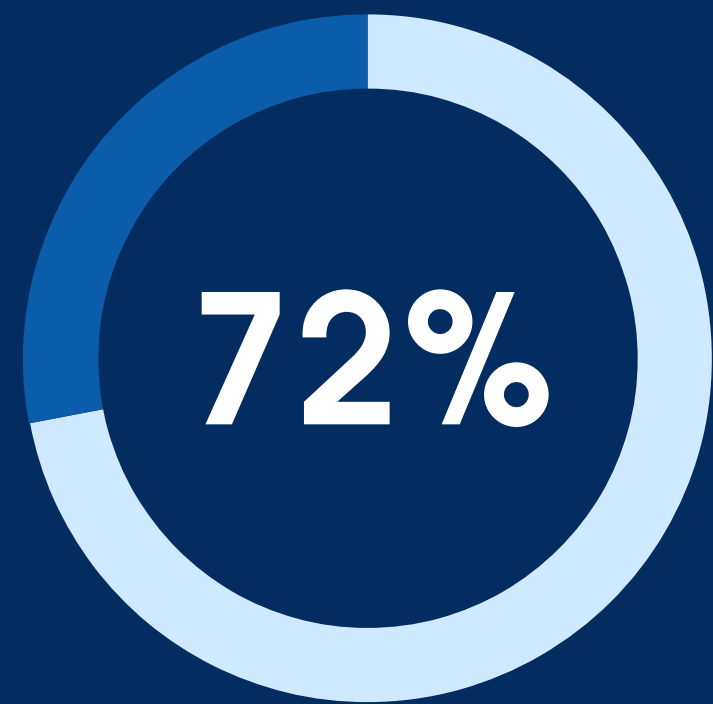
72%

of customers now expect companies they're doing business with to understand and address their unique needs and objectives even during times of disruption.[4]

89%

of business leaders believe in the value of pairing a human-centred approach with a business strategy that leverages data to drive customer relationships.[5]
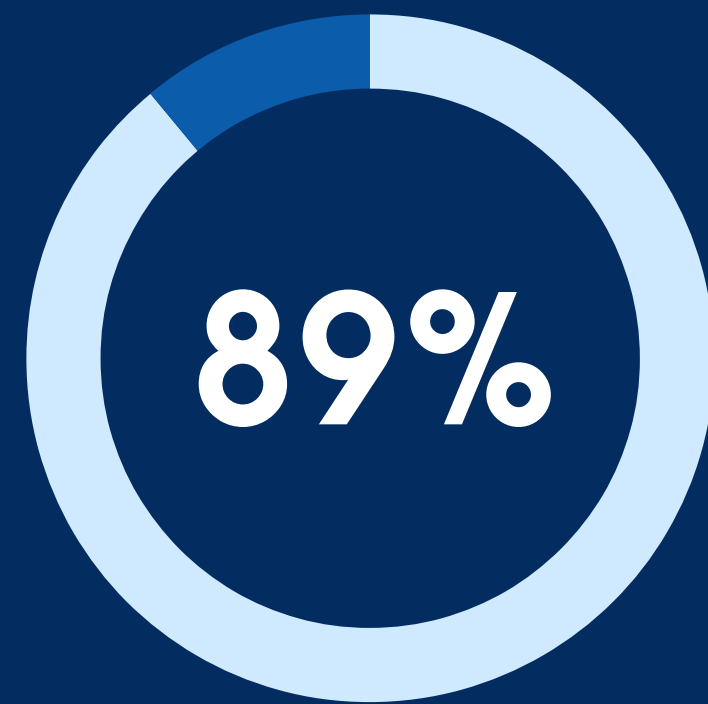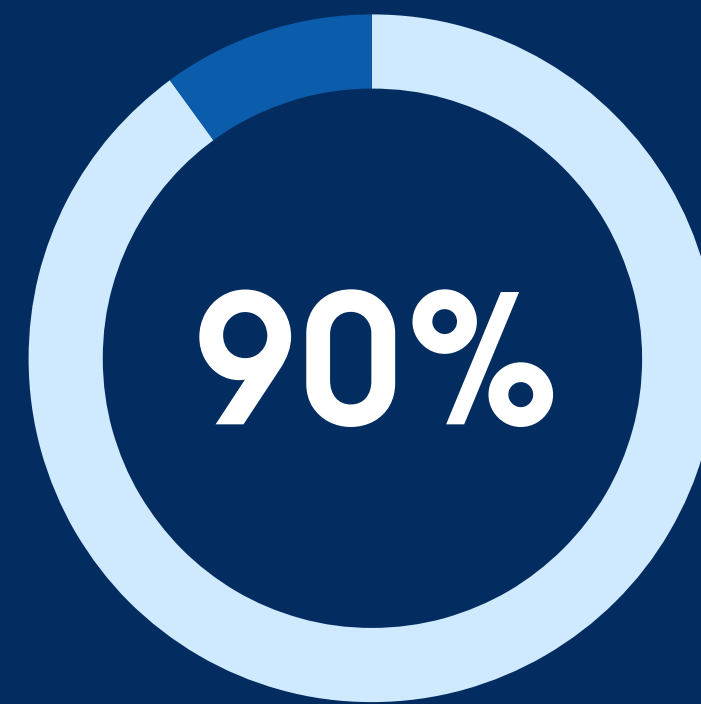
90%

of customers only buy from companies they trust while 80% say they are more likely to buy from companies that listen and act on customer feedback.[6]

What is driving these changes?

- Accelerated digital transformation and new tech is changing what is possible for CX

- Buyer journeys and customer relationships have rapidly shifted online

- Agile new start-ups and disruptive business models have created greater choice for customers

- The "Amazon effect" has made personalisation and immediacy at scale the new normal

- Increasingly b2b consumers expect personalised, connected b2c like digital experiences

- New tech and communication tools mean omnichannel experiences are critical to building trust

[4] Accenture, *Mapping the motivations that matter for today's consumers*, https://accntu.re/3CaXVsx
[5] Accenture, *Adding a human centred approach to business*, https://accntu.re/3CifSoK
[6] Ibid

02 Delivering authentic, connected and engaging customer experiences

Executive checklist:

To meet changing customer needs and expectations, business leaders and C-suite executives within the High Tech sector must lead the push across the entire organisation to promote deeper customer understanding to:

· **Reimagine** digital experiences to be more intuitive, relevant and unique

· **Build** more authentic, empathetic relationships based around true value and personalisation

· **Leverage** actionable insights and analysis to better understand customer needs

· **Ensure** every customer touchpoint is subsequently seamless, simplified and connected

· **Align** a data-driven approach with human understanding for more seamless experiences

· **Recalibrate** the importance of value-based relationships built on trust

· **Ask** difficult questions around where potential blind spots are within a CX context

How we can help

At Salesforce we enable a more complete view of every customer across sales, service and marketing. The advanced capabilities of MuleSoft allow Tech Businesses to bring together data from every system and part of the organisation while Tableau allows for shaping and cleaning data, helping you get to analysis and insights faster through the power of visual analytics.

With Interaction Studio, businesses and marketing teams can use AI to deliver truly personalised, cross-channel experiences. Salesforce CDP also provides a single source of truth so that marketers can collect and unify every piece of customer data. With more insight and understanding, every interaction is given added context and relevance. Plus, since Salesforce can connect marketing to sales, service and commerce, businesses have a more holistic, nuanced view of every customer.

Through the Salesforce platform and our partners, we help organisations integrate complex data from multiple sources and provide near real-time visualisations to help you better understand your customers so you can:

· Develop personalised offerings and engaging experiences that meet unique customer needs

· Build more intuitive, seamless, personalised customer journeys

· Better understand your customers and prospects for more relevant communications across every channel

· See a single view of every customer from first contact to acquisition, upselling, cross-selling, billing and renewals to understand specific needs and pain points in near real-time and deliver bespoke solutions that help deliver what your customers need

03

The power of data to enhance operational efficiency

The biggest lesson for businesses, regardless of sector, from the disruption of 2020 was the critical importance of greater operational efficiency and agility. Business continuity is huge for businesses, especially in a sector as fast-paced as High Tech.

To become more efficient and operate with greater agility across geographic locations, siloed teams and departments, businesses need more clarity and insight into performance.

Bringing together data across disparate systems and providing greater insight into every area of operations can help businesses become more agile, responsive and connected. So it is easier to identify supply chain risks, evaluate M&A strategies and pinpoint efficiencies across lines of business.

Greater visibility, insight and innovation

As High Tech businesses evolve to align changing business demands, overcome disruption and develop new service offerings to meet customer expectations, they must enhance operational efficiency to improve time to market, speed of innovation and build greater business continuity.

Those that implement advanced data capabilities to bring together teams, departments and processes gain competitive advantage through enhanced productivity. They are also able to develop and deploy advanced use cases more quickly and intelligently pre-empt potential issues.

03 The power of data to enhance operational efficiency

Unlocking productivity and efficiency

Involving CDOs armed with intelligent insights in goal setting and strategy can **increase consistent production of business value by**

2.6x[7]

42%
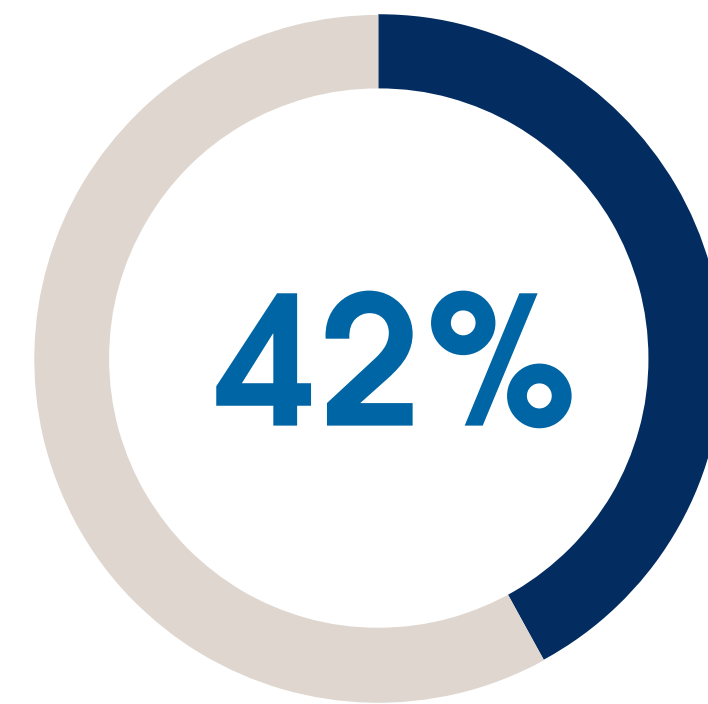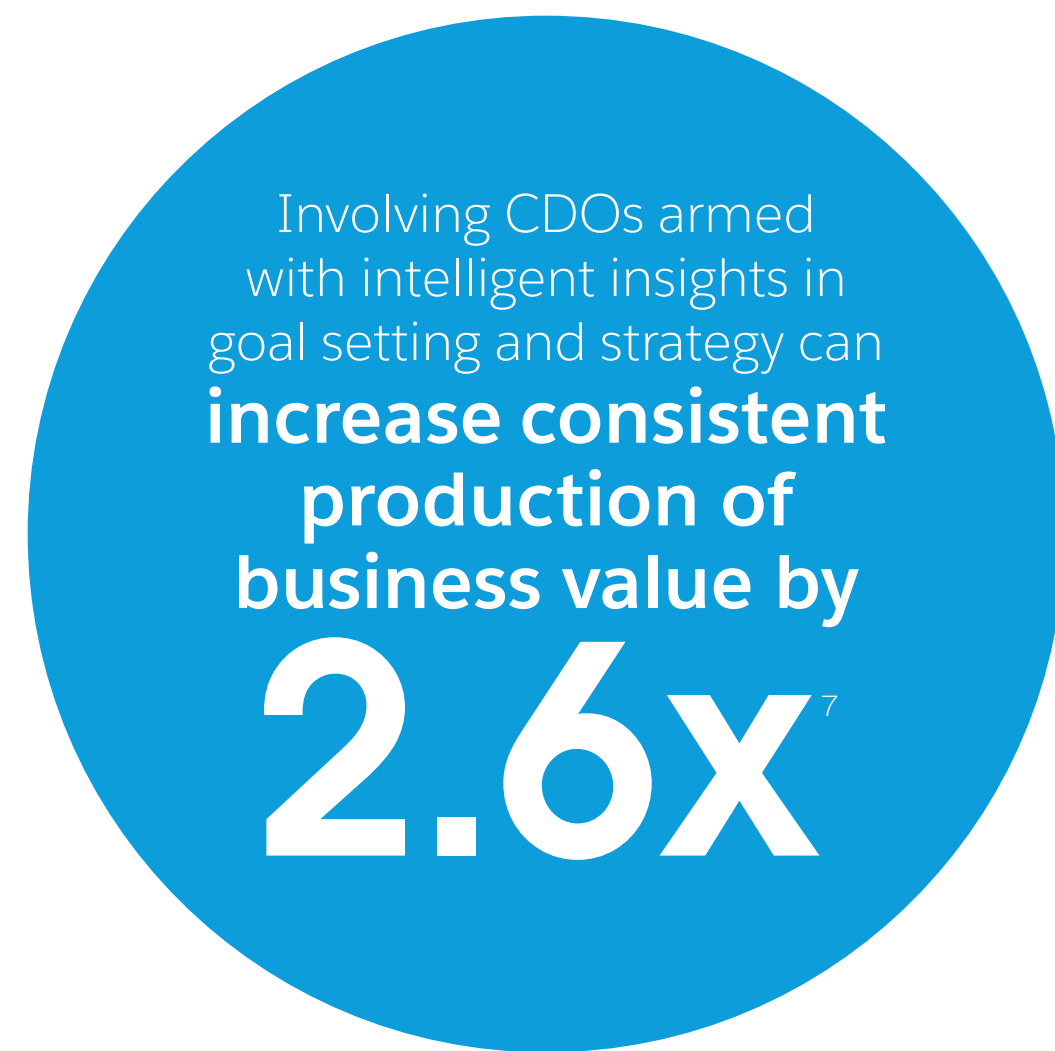
of business leaders say data helps drive more effective communication with employees and customers while 36% say it helps increase collaboration across teams for problem solving[8]

Businesses engaged in data-driven decision-making observed a

6% boost in productivity and output[9]

What is driving this change?

- The disruption of 2020 has made forecast planning and true operational visibility critical

- Supply chains and partner ecosystems have evolved significantly and businesses must be more efficient and agile to adapt

- Remote and hybrid working means collaboration and digital tools are crucial to productivity

- Customer demand means businesses must accelerate innovation

- Fast-paced, competitive nature of High Tech sector means reducing time-to-market is key to success

[7] Gartner, *Top 10 Data and Analytics Trends for 202*1, https://gtnr.it/3xudg3S
[8] Tableau, *YouGov survey finds 80% of data-driven businesses claim they have a critical advantage as impact of pandemic continues*, https://tabsoft.co/3IpnkZs
[9] ClicData, *The data-driven approach to improving business productivity*, https://www.clicdata.com/blog/data-driven-business-productivity/

03 The power of data to enhance operational efficiency

Executive checklist:

To ensure increased productivity and innovation while building greater business continuity, business leaders in the High Tech sector need total visibility into key areas of operations and must:

· **Shift** to a single view of customers for complete visibility and understanding

· **Leverage** digital collaboration tools to drive enhanced productivity

· **Empower** employees with the information they need to address key business priorities

· **Pre-empt** business challenges and potential disruption through strategic forecast planning

· **Embrace** new tech like AI and advanced automation to become faster and more efficient

How we can help

At Salesforce, our MuleSoft integration platform makes it easy to unlock and integrate data from any system across every line of business to deliver critical, time-sensitive projects, boost productivity and provide greater insight and clarity into operations. With actionable insights and near real-time data analytics you can:

· More efficiently deliver on customer needs with a 360-degree view of every customer

· Empower employees with advanced digital tools to deliver better customer experiences

· Make faster, more informed data-driven decisions to become more responsive and agile

04

Reimagining employee engagement for a digital-first world

The world of work is changing rapidly and with this change, the employee experience has become critical to long-term success. Building teams with clear priorities that are aligned and who have easy access to digital tools to create a culture of excellence, must be a business critical goal for every High Tech organisation.

Employees who are motivated by their work and have the right tools and skills to thrive are better able to deliver for customers. They're also more inspired to innovate and solve challenges to drive wider value whether through increased sales, better customer experiences or greater collaboration.

Enabling employees to excel and building a strong work culture

Unlocking this potential relies on having an intelligent digital platform that can bring teams, and often siloed departments, together to focus on core priorities like creating new apps, products and services and accelerating innovation and new use cases.

Equally important are digital tools that can enable better collaboration, especially for remote and hybrid teams. Staff need more relevant, real-time insights that make decision making easier and faster. The ability to share analysis and actionable insights quickly and securely is critical and employees must have access to capabilities that allow them to excel in their field whether that is sales, marketing or customer service.

Bringing together every piece of data to build a single, complete view of the customer, and making this easy to access from anywhere, lets employees focus on delivering consistent value and there is a significant shift within the sector now toward increased internal visibility.

Likewise, ensuring smarter workload management, accelerating the pace of service delivery and sales processes and providing real-time data insights to empower decision-making are critical to creating a more rewarding employee experience.

As we shift into a new hybrid and remote world of work, businesses that provide the right kind of digital tools, integrate instant communication and build intelligent digital workspaces that can be accessed from anywhere, are at a key strategic advantage in an always-on, more connected future.

# 04 Reimagining employee engagement for a digital-first world

Data, digital tools and advanced insights are creating a new world of work

Work units in the top quartile for employee engagement see

17% **higher productivity**,

20% **higher sales and**

21% **higher profitability** [10]

Businesses in the top quartile for employee engagement report a

10% **higher rate of customer loyalty** [11]

97%
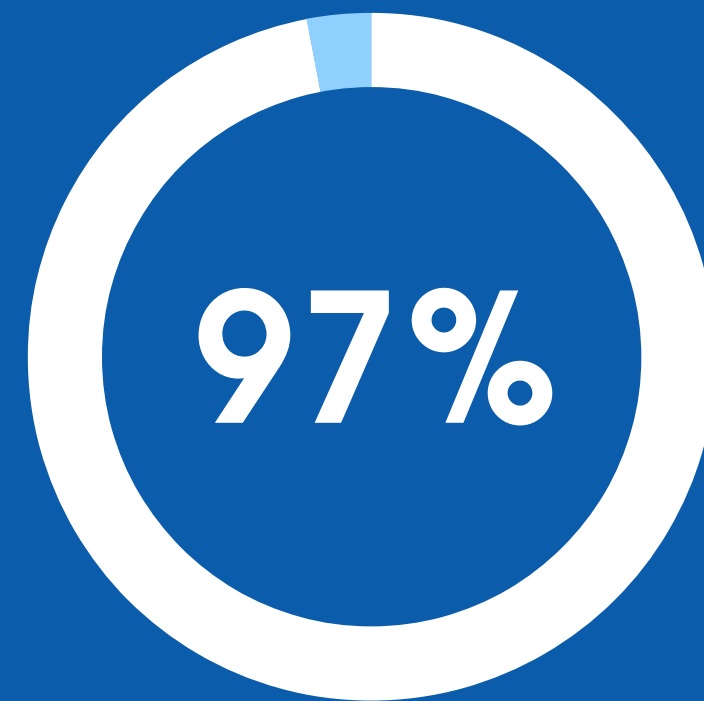
more outperformers in a recent IBM study support workforce health and wellness even if it costs near-term profit [12]

What is driving this change?

- Employee experiences are more complex and nuanced in the 'working from home' and 'hybrid work' age

- Collaboration tools, remote learning programmes and secure access to data can ensure higher levels of employee engagement

- As more organisations become digital-first, there is a strong push for a more inclusive, silo free organisational structure

- Partner ecosystems are increasingly vital to driving innovation and engagement

- New tech like AI, MI and advanced analytics enable businesses to better manage employee well-being and enhance productivity by removing manually intensive processes and workflows

- Digital transformation has democratised the world of work, opening up new opportunities and making geographic location less relevant than ever

[10] Gallup, *What is employee engagement and how do you improve it*, https://bit.ly/3yrzx3n
[11] Ibid
[12] IBM, *CEO Study: Find your essential*, https://ibm.co/3Ce3QNi

04 Reimagining employee engagement for a digital-first world

Executive checklist:

Empowering employees starts with improving alignment across the business through working cross-functionally and breaking down silos to find more collaborative, engaging ways of working and leaders must:

- **Provide** regular skills training and programme upgrades to ensure continued performance excellence
- **Ensure** employees have access to latest digital tools, collaboration and communication platforms
- **Enable** intelligent automation to increase productivity and add greater value
- **Encourage** greater sharing of data, actionable insights and analysis
- **Build** a strong data-driven, top down work culture that allows employees to deliver for customers

How we can help

With Salesforce it is easy to empower your employees to drive greater value across the organisation and thrive in their roles. With smart digital tools and greater collaboration you can:

- Help employees connect and communicate from anywhere with apps like Slack
- Safeguard employee wellness and wellbeing with Work.com
- Provide employees with self-service tools they can use from anywhere
- Increase collaboration, boost healthcare and build a sense of community with Work.com
- Offer purpose-built wellness apps, expert advice, and training on Work.com
- Upskill employees through our Trailhead hub to help them develop and learn essential skills
- Use Einstein AI to automate tasks to drive productivity while engaging customers more intelligently

05

Creating a data-driven culture throughout the organisation

High tech businesses face a number of key challenges in building a data culture throughout the organisation. They may have one or more of the following: siloed data stored in a number of different locations; use multiple systems across teams and departments; and limited real-time data access.

Creating a data-driven culture means connecting data from across the business and turning it into valuable insights that drive action. Doing so will lead to faster decision-making, greater alignment between teams and give the entire business a single, 360-degree view of each customer in order to meet and exceed rapidly evolving demands.

When analytics is available across every key function, from Marketing to Sales, Commerce and Customer Service, businesses have a more aligned, consistent approach and a true understanding of customer needs.

They can strengthen engagement across every channel, build smarter customer journeys and all-digital experiences, automate more intelligent workflows and share insights and analysis on every customer interaction to increase visibility and drive greater loyalty.
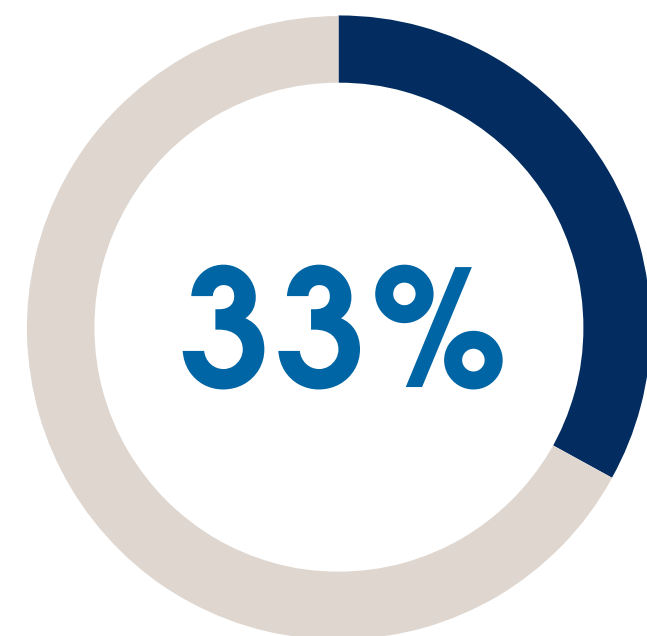
# 05 Creating a data-driven culture throughout the organisation

Data understanding is key to long-term success

Businesses using data across the organisation experienced a **profit increase of between** **8-10%** and a **10% reduction in overall cost** [13]

IDC predicts that

175 zettabytes, or 175trn gigabytes,
of new data will be created around the world by 2025 – building teams and a culture than understands and can maximise the value of data is critical [14]

33% Within the next two years, Gartner predicts more than 33% of large organisations will have analysts practicing decision intelligence, including decision modelling [15]
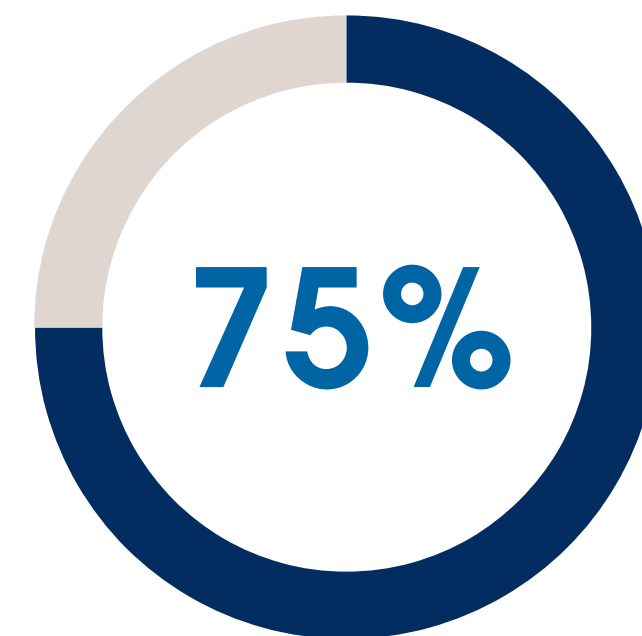
75% By the end of 2024, 75% of enterprises will shift from piloting to operationalising AI, driving a 5x increase in streaming data and analytics infrastructures [16]

What is driving this change?

- New tech like AI, ML, IoT and 5G are increasing data volumes making the creation of a strong data culture critical

- In order to maximise the value of data and infrastructure investments, businesses must ensure analysis and insights are understood, shared and utilised at every level

- There are a broader range of performance analytics than ever before from a multitude of channels

- Predictive analytics, decision analytics and decision intelligence mean employees must feel comfortable using data in day-to-day operations

[13] Superoffice, *Data-driven decision making, how to make smarter decisions and fuel growth*, https://bit.ly/37orzfr
[14] Forbes, *175 Zettabytes by 2025*, https://bit.ly/3yrpIm6
[15] Gartner, *Gartner identifies 10 top data and technology trends for 2020*, https://gtnr.it/3yteJIK
[16] Gartner, *Top 10 trends in data and analytics 202*0, https://gtnr.it/3iIKVZ4

05 Creating a data-driven culture throughout the organisation

Executive checklist:

To build a data driven culture across the entire organisation, businesses need the ability to integrate data from a variety of diverse sources, at both speed and scale. They must make access to data simple, easy and secure and promote a top down approach to data democratisation in order to:

· **Build** trust in the reliability of data-driven insights across the entire business

· **Apply** intelligence and analysis consistently and share results to deepen learnings

· **Support** employees with learning resources to maximise value of data

· **Encourage** greater collaboration and insight sharing across departments and lines of business

· **Explore** more advanced use cases, apps and capabilities to drive innovation and performance

How we can help

Salesforce makes it easy to bring together data across the organisation with simple, fast integration so you and your teams have a single view of every customer, near real-time, actionable insights and reliable performance metrics to measure success. With Tableau, everyone can explore data and make better decisions, faster. High Tech businesses are harnessing the power of our advanced platform to:

· Democratise data across the business, sharing data insights and analysis quickly and easily

· Create an in-depth, single view of every customer to deliver more personal, empathetic engagement

· Bring together diverse teams across the business to align on priorities and strategic aims

· Share detailed data insights that add value to every customer interaction

· Integrate all of your data across multiple systems and channels to a single view for total clarity

Conclusion

As High Tech businesses look toward the future, they understand the need to be more flexible, connected and efficient than ever before.

Creating more authentic customer engagements and buying journeys can help build greater loyalty. At the same time actionable data insights and advanced analytics can support key decision-makers and provide the context and evidence to support business critical decisions.

Bringing together data across a diverse range of sources is critical to driving performance and operational efficiency as well as providing the space and tools to allow innovation to flourish. And within forward-looking businesses, leaders will need to take an active role in promoting and driving an inclusive, data-driven culture that maximises the value of intelligent insights.

Salesforce is at the forefront of helping businesses shift to a more data-driven operating model, to help better understand and meet customer needs and accelerate transformation to support the development of more advanced use cases for the future.

Find out more about how we're helping High Tech businesses adapt to some of the **biggest tech trends** or **visit our website** to explore the full capabilities of the world's #1 CRM platform powered by Customer 360.

Salesforce Customer 360 Platform

Experience	Apps	Web	Channels	Bots
Einstein	Automation	Workflow	Personalization	Low Code
Single Source of Truth	Data	Streams	Segments	Privacy

Hyperforce