



# Organizational Data Readiness for the Digital Era

The Tableau-IDC Data Readiness Index

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AVP: Data, Analytics & AI

# Organizations Need to be Flexible to Support DX...

## Digital Transformation:

Driving change in your business and operating models by leveraging digital competencies



**Biz Need to  
Transform to  
be Competitive**



# Digitally Distraught Versus Digitally Determined Organizations

← Digitally distraught → ← Digitally determined →



DX initiatives are tactical and disconnected from enterprise strategy

**10.6%**



DX initiatives are initiated at the functional or LOB level with some connection to enterprise strategy

**24.9%**



DX initiatives are tied to enterprise strategy but with short-term focus

**24.9%**



Integrated, continuous enterprisewide DX innovation is in place with operations and customer/service experiences

**28.3%**



The enterprise strategy is to use DX to transform markets and customers by creating new business models and products/services

**11.3%**



# How Do I transform for the Digital Era?

Leadership Transformation



Omni-Experience Transformation



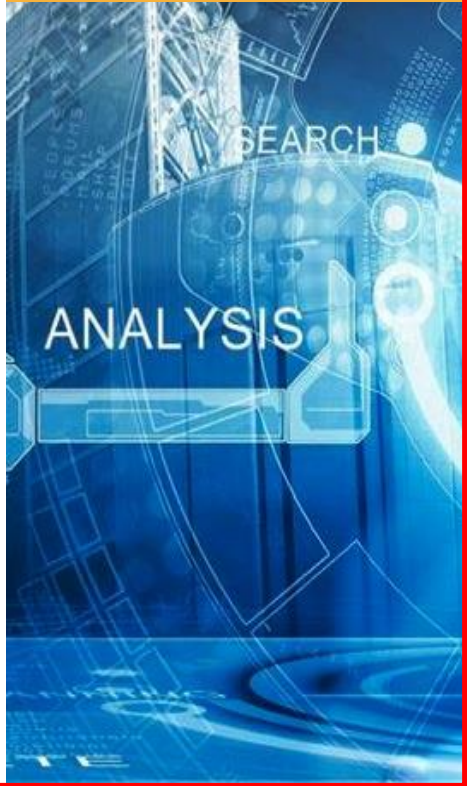
Work Transformation



Information Transformation



Operating Model Transformation



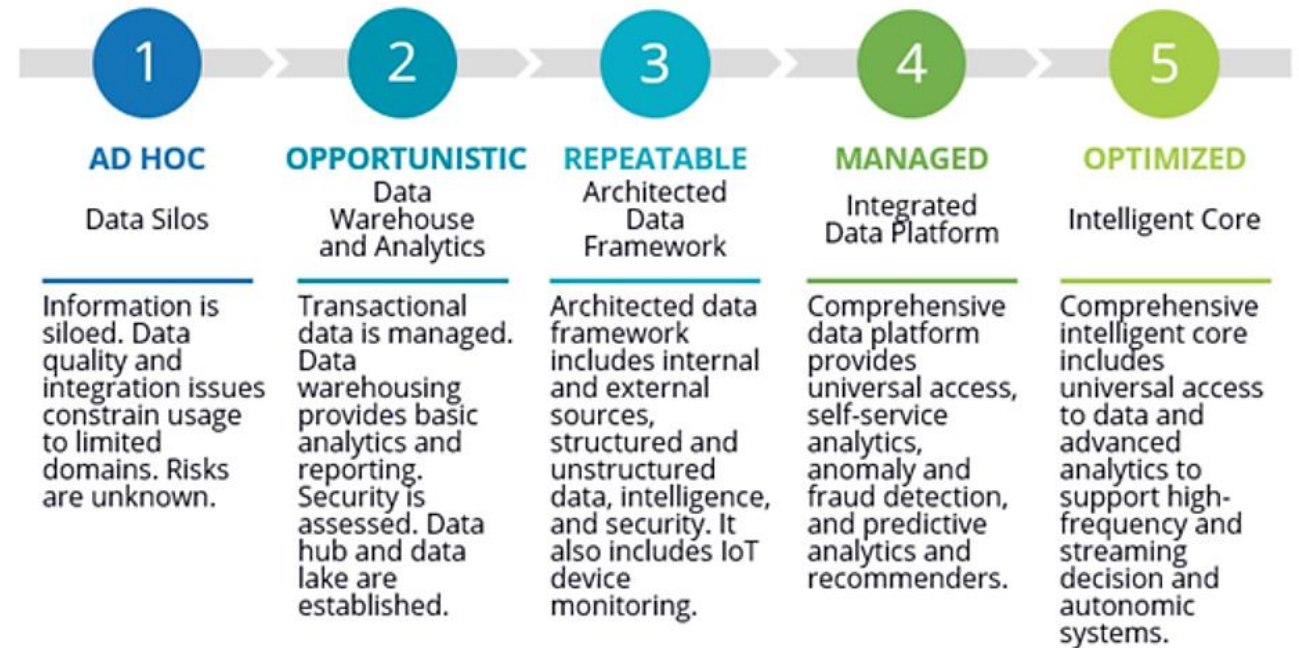
# IDC Research Model – Data Maturity for Digital Transformation

How data mature are Asia Pacific organizations for the digital era?

What can we do to prepare?

Technology is just a part of the formula for data-driven change, and organizations must work with a range of levers to create sustainable business impact.

## IDC MaturityScope: Data Excellence — Stage Overview



Source: IDC, 2019

# IDC Research Model – The Data Readiness Index

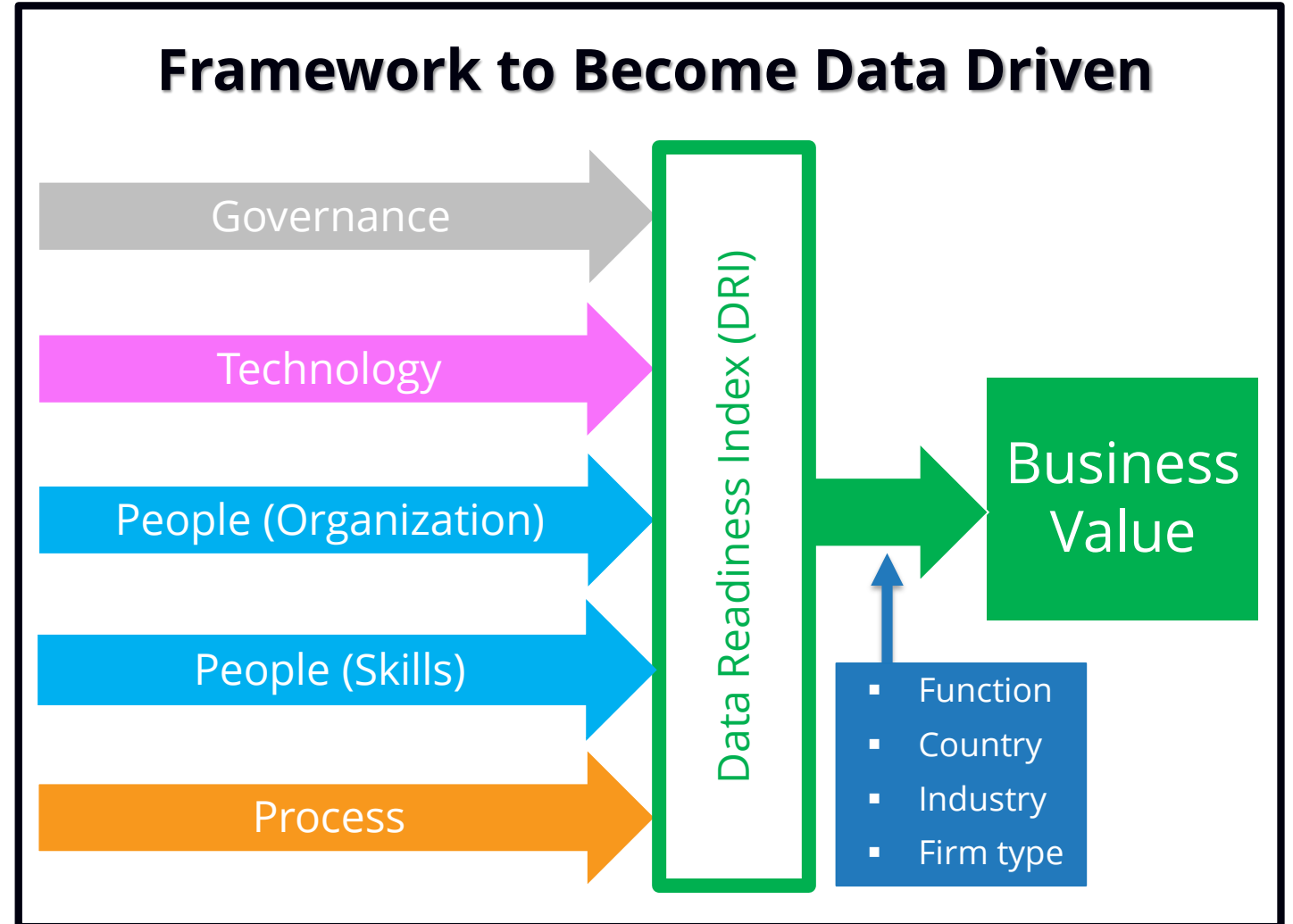
**So what would a good Business Analyst do?**

We built an Index to measure Data Readiness (DRI)

Then we conducted a 2019 survey, reaching executives of 707 organizations in seven locations:

- Australia, China, Hong Kong, India, Japan, Singapore and South Korea,

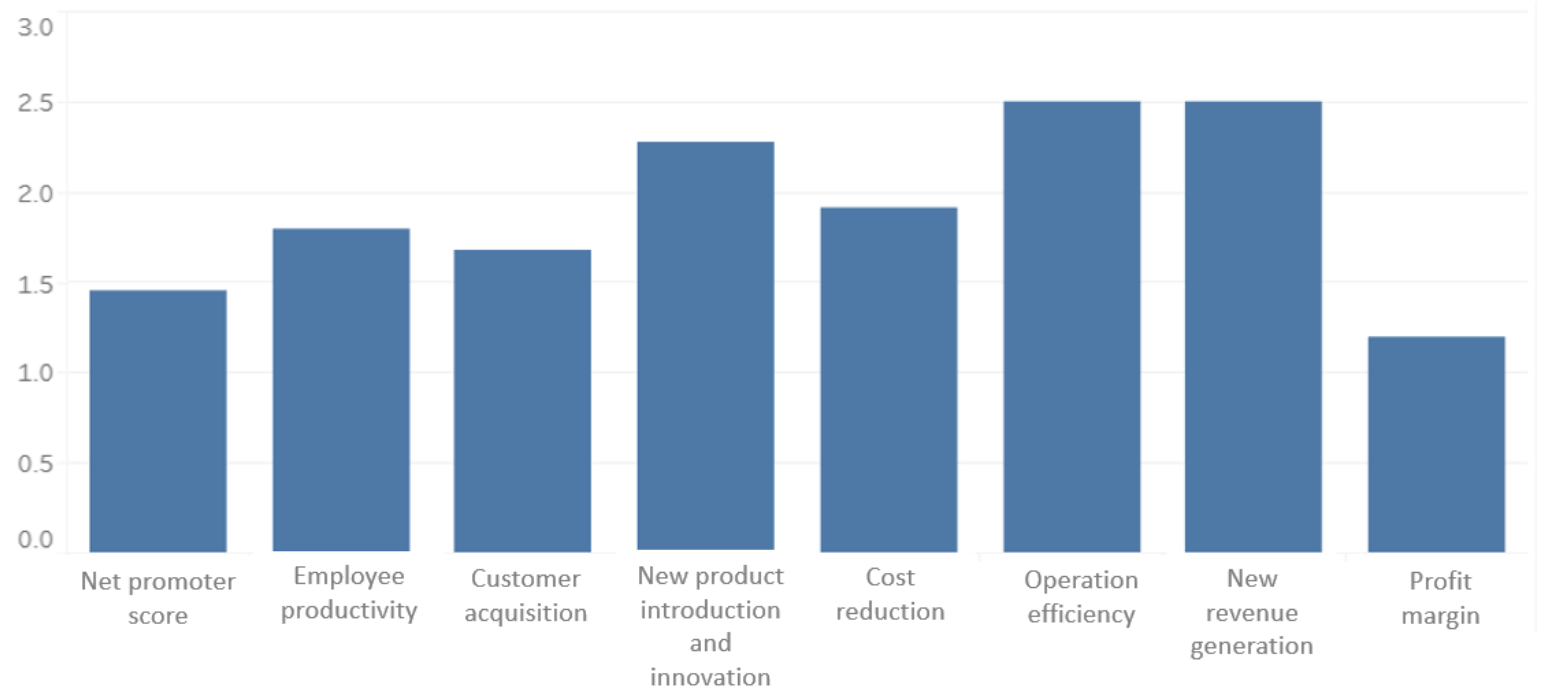
Benchmarking DRI and its relation to various business outcomes.



# Key Survey Findings...

**Organizations with high data readiness experience better business performance across the eight types of KPIs.** On average, the improvement is at 90% than those with data readiness lower scores.

*Amplification of Business Outcomes (DRI leading vs lagging)*

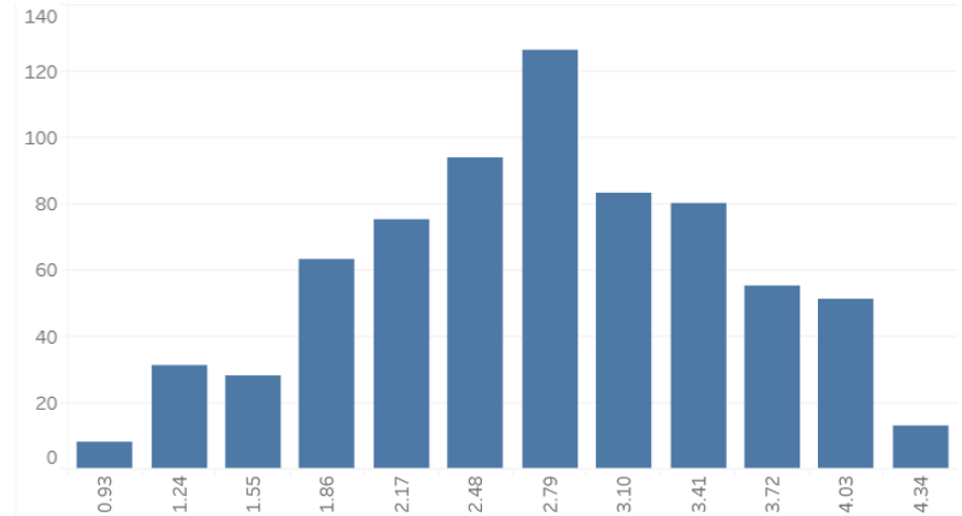


# Organizations' Data Readiness Level

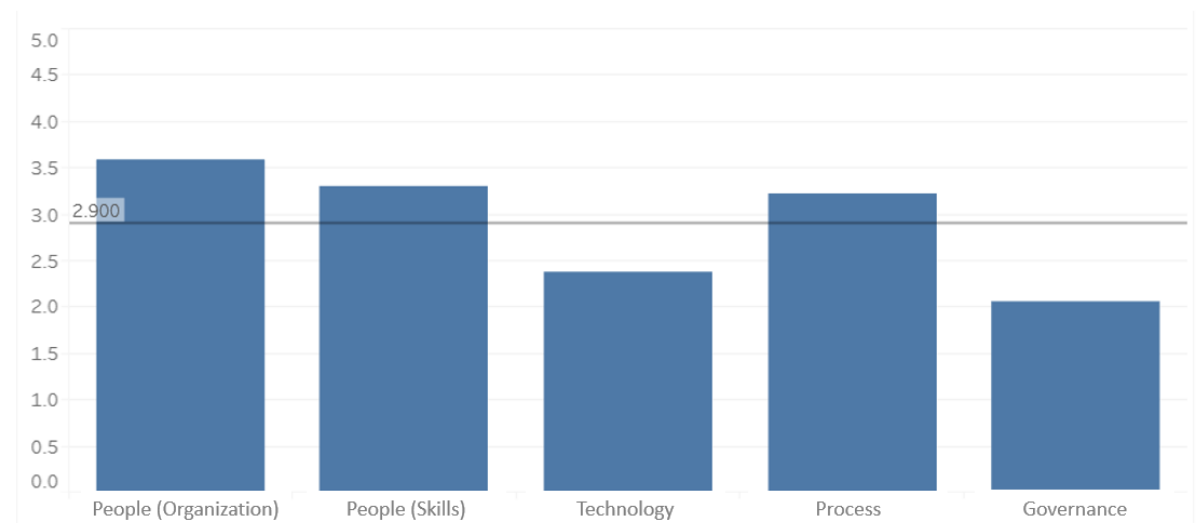
**What areas are organizations targeting and are they not doing?**

Survey results show that organizations start with the easiest elements – People (Skills and Organization) and Process change. While Governance and Technology are lagging.

*DRI Score Distribution*



*Averaged DRI Scores in Five Dimensions*

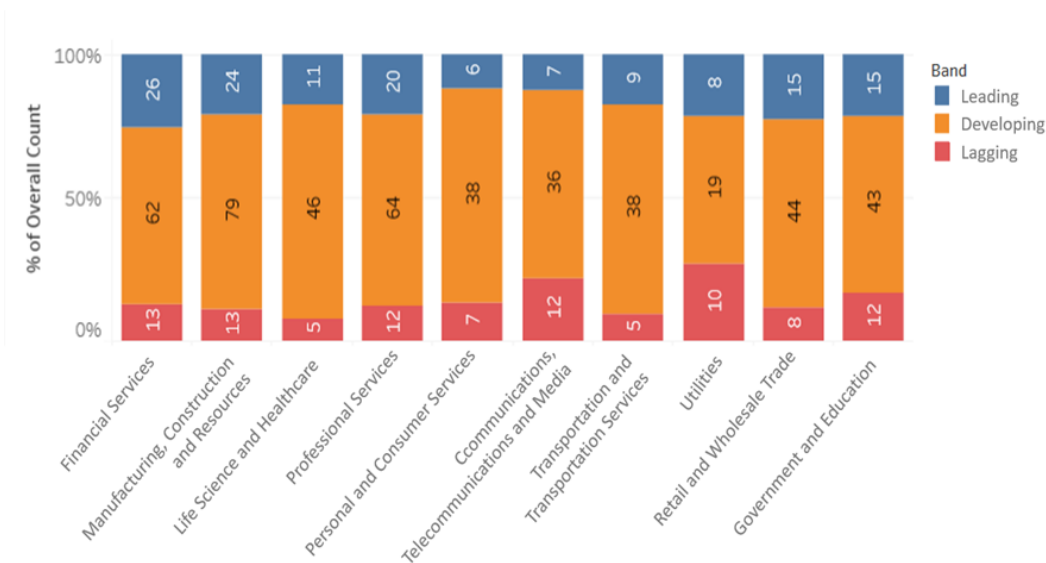




# Data Readiness Patterns

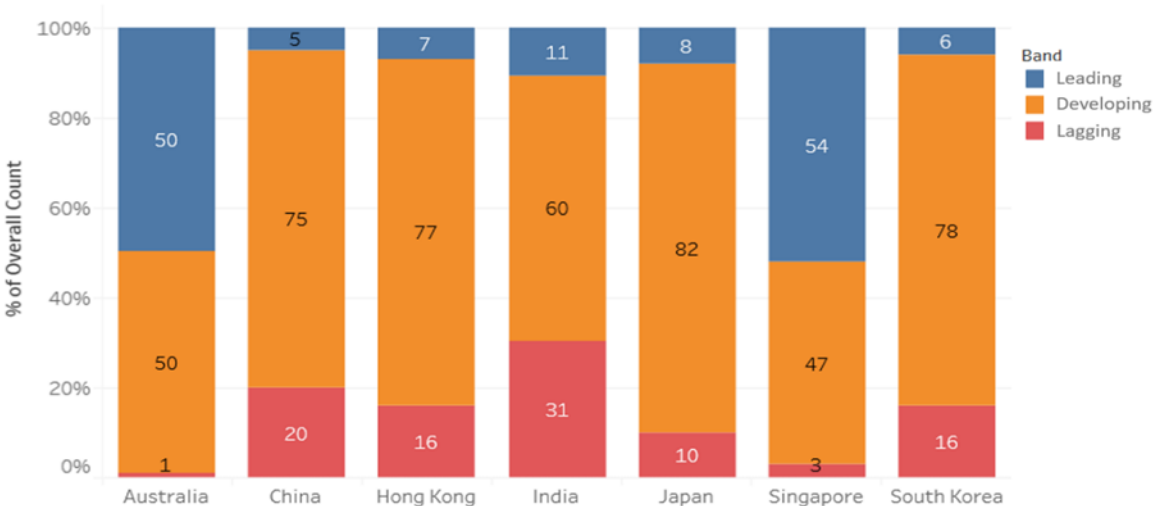
**By country** - Australia and Singapore are in the high levels, while India is in the lower level

**DRI Bands by Industry**



Source: Tableau-IDC Data Readiness Index, 2019

**DRI Bands by Country**



Source: Tableau-IDC Data Readiness Index, 2019

**By industry** - High levels in FSI to lower levels in Telco and Utilities

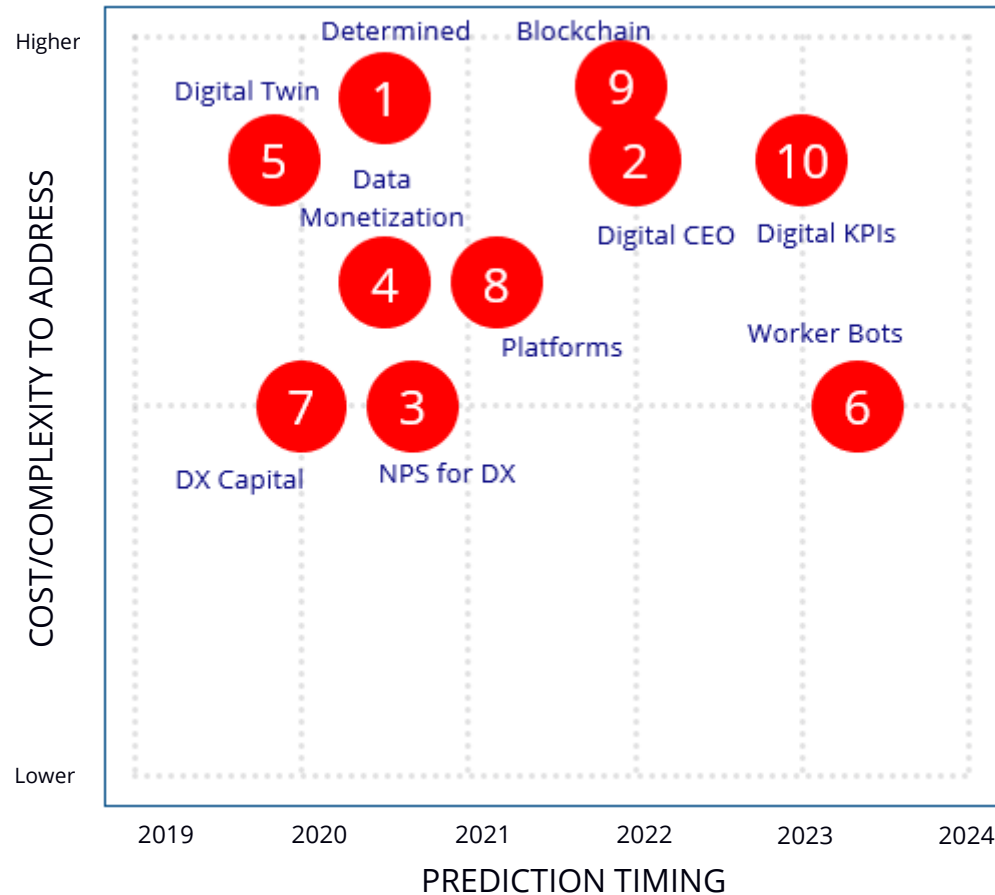
# Other questions asked were...

- How does data readiness vary by function? By type of organization? By size?
- Which data readiness factors make the biggest difference in performance?
- Based on your organization's industry focus and location, which data readiness initiatives should you prioritize first?



# So where are we going?

## IDC FutureScape: DX APEJ Predictions



Source: IDC, 2018

- 1 By 2020, at least 55% of organizations will be digitally determined, transforming markets and reimagining the future through new business models and digitally enabled products and services.
- 2 By 2022, the CDO title will be in decline, as digital will have become fully embedded, but more than 30% of CEOs will have spent part of their careers leading digital initiatives in APEJ.
- 3 The paramount importance of customer advocacy will result in 50% of B2C brands embracing Net Promoter Score (NPS) as their leading success metric by the end of 2020 in APEJ.
- 4 By 2020, 60% of large enterprises will create data management or monetization capabilities, thus enhancing enterprise functions, strengthening competitiveness, and creating new sources of revenue in APEJ.
- 5 By 2020, 30% of A1000 companies will have implemented advanced digital twins of their operational processes which will enable flatter organizations and one third fewer knowledge workers in APEJ.
- 6 By 2023, 35% of workers will start working with bots or other forms of AI, requiring company leaders to redesign operational processes, performance metrics, and recruitment strategies.
- 7 By 2020, 30% of A1000 companies will have allocated capital budget equal to at least 5% of revenue to fuel their digital strategies in APEJ.
- 8 By 2021, prominent in-industry value chains, enabled by blockchains, will have extended their digital platforms to their entire omni-experience ecosystems, thus reducing transaction costs by 35%.
- 9 By 2021, 25% of large manufacturers and retailers will have built digital trust through blockchain services that enable collaborative supply chains and allow consumer to access product histories in APEJ.
- 10 By 2023, 80% of entities will have incorporated new digital KPI sets — focusing on product/service innovation rates, data capitalization, and employee experience — to navigate the digital economy in APEJ.



# THANK YOU!



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