

Forbes
INSIGHTS

Enterprise Data Strategy In Action

THE EMEA LEADERSHIP PERSPECTIVE

IN ASSOCIATION WITH

CLOUDERA



Introduction

IT decision makers (ITDMs) across Europe, the Middle East and Africa (EMEA) agree that enterprise data strategy—a holistic approach to data capture, storage, analysis and prediction—delivers both profits and stability.

Organizations in EMEA with an enterprise data strategy in place for more than 12 months average an annual profit growth of 5.9%. Organizations without an enterprise data strategy in place and with plans to implement one in more than 12 months average just 2.63% annual profit growth. And 88% of EMEA IT decision makers whose organizations have an enterprise data strategy in place say it is key to business resiliency.

These figures come from a [global survey](#) conducted by data management platform provider Cloudera between July and September 2021 to better understand how organizations value and prioritize enterprise data strategy. Worldwide, 2,100 IT decision makers and 1,050 senior decision makers (SDMs) from organizations with at least 1,000 employees responded—among them 1,000 ITDMs and 500 SDMs from EMEA-based organizations. These leaders represent both the public sector and a variety of private sector industries.

In this regional report, we focus on key trends and findings specific to EMEA, including the revenue potential locked away in data silos, the ongoing challenges most organizations still face and a strong and growing interest in hybrid cloud data solutions.



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Strong Regard For Enterprise Data Strategy In EMEA

Eighty-five percent of SDMs in EMEA said their organization currently has an enterprise data strategy in place, with 65% of those whose enterprise data strategy is at least 12 months old rating it “very effective.”

Hybrid architectures, which span data storage and analysis across in-house resources as well as both public and private cloud services, are a high priority for enterprise data strategy investment. Eighty-six percent of EMEA ITDMs said that organizations with hybrid architecture as part of an organizational data strategy leads to a competitive advantage, and 85% are either maintaining or increasing hybrid multi-cloud spending over an 18 month period.

Most respondents from all regions said they had not completely rolled out analytical tools to all relevant business groups or had not refined new business models through data and analytics. This issue was most pronounced in EMEA, with 68% of ITDMs acknowledging both issues. Chris Royles, a field chief technology officer at Cloudera, said that lightweight analytical tools can help close this gap. “Solutions now which are low- or no-code make it much easier to onboard a wider audience within the organization and to make data analytics available to all,” he said.



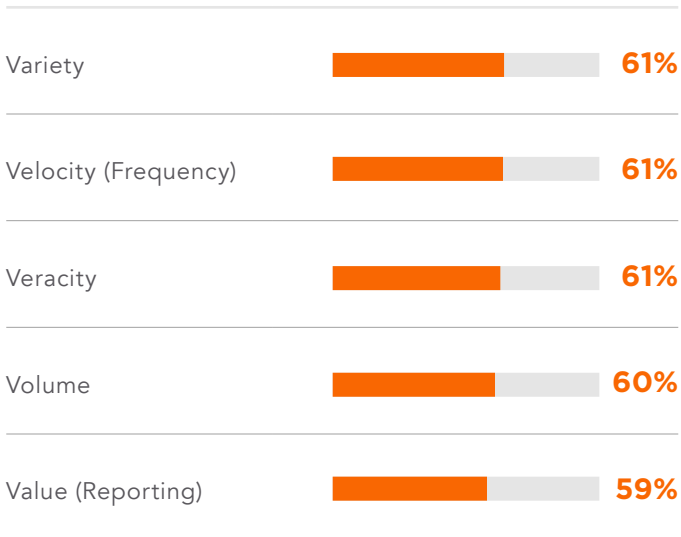
85% of EMEA SDMs said their organization currently has an enterprise data strategy in place.

Challenges From Data Growth And Analytical Skills Gaps

Most EMEA-based ITDMs acknowledged that maintaining a solid enterprise data strategy is an ongoing effort rather than a one-time solution. This is reflected by the fact that a majority of ITDMs said they still face challenges with each of the five Vs of data:

The Five Vs Of Data

Percentage of EMEA ITDMs who said their organization currently faces issues with data on the following dimensions:



Royles said these figures reflect the overlapping challenges caused by data scale. "The growth is curving up, accelerating, to the point where it's now beyond human capacity to manage," he said. "And EMEA is a very diverse market, with skills gaps in many countries. I work with customers that are really struggling to find high-class data engineering [talent]."

ITDMs in EMEA were also noticeably less likely than their APAC peers to have security and governance processes in place (59% vs. 71%). And compared to global peers, both IT and executive respondents in EMEA were the least likely to report that having secure, centralized governance and compliance over the entire data lifecycle is valuable when managing data.

Royles suggested that these issues may be due to slower adoption of the so-called hyperscale cloud providers, which make it easier for organizations to streamline these processes. "In Europe, there's an open question: can we use those hyperscalers and can we put all of our data on the cloud?" he said. "And others running a validation program are finding that the program may take a year or two to execute, or even to decide."

EMEA respondents were less likely than global peers to find new revenue streams through data and analytics. Just 39% of ITDMs and 47% of SDMs in EMEA said they work for an organization which currently does this. SDMs in EMEA also had the least interest in obtaining faster access to data to support business-critical decisions, with just 59% identifying this as a priority compared to 64% in APAC and 74% in the U.S.

Royles said addressing these gaps may require long-term focus on skills development that connects mathematical understanding with business outcomes. "We do work with organizations that want to monetize data, but I look at root causes [to explain the difference]: we need to bring data and analytics into the classroom earlier, so we're teaching the right skills and are able to recognize value," Royles said.

A Growing Enthusiasm For Hybrid Multi-Cloud

Hybrid architectures are a growing priority for enterprise data strategy investment. Royles shared that EMEA organizations are particularly susceptible to inefficient or brittle technology concentrations, which a hybrid approach can improve. “Many companies in EMEA built very large and capable platforms on-premise, or took a cloud-first approach a few years back and moved everything to the cloud without thinking about the workloads,” he said. “They’re finding that some workloads are integrated so deeply that they can’t move the workload or achieve the same capability elsewhere.”

EMEA IT decision makers in the survey reported that hybrid cloud is an important opportunity. Eighty-six percent agreed that organizations with hybrid architecture as part of a data strategy leads to a competitive advantage, and 85% are either maintaining or increasing hybrid multi-cloud spending over an 18-month period. The survey showed a gap between investment and intention, though. Despite the heavy interest in hybrid cloud, only 42%, on average, of EMEA ITDMs said their organizations are currently dedicating time and resources to cloud migration and strategy.

The fact that this is only half of the 85% figure—those who said their overall spending on hybrid cloud will stay steady or increase—suggests that much of this spending is tentative or preliminary. EMEA ITDMs also showed a wider gap than global peers between the current (10%) and future (81%) adoption of hybrid multi-cloud data and performance analytics. That 81% is highest in the world, showing opportunity for EMEA organizations to lead the evolution of distributed analytics.

Cindy Maike, Cloudera’s vice president of business and product solutions, said that these gaps reflect the unique decision-making processes behind the complex migration to hybrid cloud. “You have to decide: what’s your own risk tolerance, business continuity, cost, skill set and need for flexibility and agility?” she said. “But the cloud has become a utility, and how that utility is used is important to every efficient business operation.”

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