Créer l'entreprise autonome

L'avis des dirigeants d'entreprise

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Les données sont partout

Générées à tous les niveaux de votre entreprise, les données en guident aujourd'hui la gouvernance et la stratégie. On est passé de « comment stocker les données ? » à « comment sécuriser les données ? », et enfin à « comment utiliser les données pour obtenir un avantage concurrentiel ? ».

Cette dernière question nécessite d'avoir bien répondu aux deux premières. Vous devez être conscient de la façon dont vous utilisez, stockez, gérez et sécurisez les données. Vous pourrez alors utiliser ces outils pour faire évoluer la gestion de vos données, afin de les mettre au service de votre entreprise.

Cette étude s'intéresse au concept des leaders et des retardataires en matière de données (« data leaders » et « data laggards »). Les leaders tirent parti de l'abondance des données. Ils définissent leurs modes d'exploitation et en tirent des analyses favorables à l'innovation – et donc à la croissance – de l'entreprise. Les retardataires, eux, sont débordés et entravés par les données au lieu de les considérer comme un catalyseur de réussite.

Nos analyses montrent que les entreprises classées comme leaders des données obtiennent de meilleurs résultats, favorisant par là même la croissance globale de l'entreprise. Plus important encore, ce rapport vous explique leur mode d'action, dont vous pouvez vous inspirer pour définir votre propre parcours.

Les données seront au cœur de toutes les innovations futures et disruptions internes. Les leaders des données seront les pionniers de l'innovation et s'assureront une position dominante. Les leaders des données sont plus susceptibles

de maîtriser l'innovation, d'améliorer la satisfaction client et de profiter d'une importante croissance du marché.

Tout cela est-il entièrement lié aux données ? Difficile à dire. Mais notre étude révèle que c'est un élément essentiel à la réussite des entreprises.

Ce qui nous amène à la question des technologies autonomes – des systèmes qui trient et hiérarchisent automatiquement les données, qui peuvent agir immédiatement à partir de ces informations et qui prennent des mesures pour se protéger. Tout le monde n'est pas convaincu par les applications technologiques de ce concept, que certains considèrent même comme surévalué.

D'autres, en revanche, comprennent que les avantages offerts par les technologies autonomes ont un effet positif sur l'ensemble de l'entreprise, et non seulement sur le département IT (avec des conséquences telles qu'une innovation accélérée, une meilleure compréhension client, une plus grande autonomie des équipes et des prises de décision plus efficaces). Il est donc impératif non seulement d'automatiser, mais aussi de devenir hyperconnecté.

Comment ?
Lisez la suite pour en savoir plus. L'analyse complète de ce rapport est présentée en anglais.

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Constatations clés

1 **75 % des leaders des données IT sont convaincus** que leur entreprise tire des analyses pertinentes de ses données, **contre un sur dix pour les retardataires.**

2 Près de **huit leaders des données IT sur dix** indiquent qu'ils ont mis en place des stratégies pour **extraire des analyses pertinentes à leur fonction**, contre seulement **un tiers des retardataires.**

3 **Tout commence par l'organisation des données**. Les leaders des données IT **sont dix fois plus susceptibles d'avoir confiance dans leur façon de gérer les données système** que les retardataires.

4 La plupart des responsables IT n'en sont **qu'au début de leurs stratégies de transformation**, et risquent de prendre du retard dans la création d'une entreprise agile.

5 Les autres services se considèrent **moins concernés que l'IT** vis-à-vis du partage responsable des données.

6 Alors que la plupart des responsables IT interrogés déclarent que **connecter les systèmes est une priorité** pour leur entreprise, **moins de la moitié ont réalisé** des innovations dans ce domaine.

7 Alors que la plupart des responsables IT interrogés déclarent que **l'automatisation intelligente est une priorité** pour leur entreprise, **seul un tiers a réalisé** des innovations dans ce domaine.

8 **Si vous voulez stimuler votre croissance, ne négligez pas l'automatisation. Les entreprises ayant connu une croissance significative sont deux fois plus nombreuses à avoir concrétisé des projets d'automatisation intelligente** que celles dont la croissance est limitée.

9 Si la majeure partie **des équipes IT comprennent l'intérêt des capacités autonomes**, ce n'est vrai que pour environ la moitié des collaborateurs des autres services.

10 **Les entreprises qui mettent en œuvre des technologies agiles connaissent une croissance plus rapide.** Plus de la moitié de celles qui ont connu une croissance importante ont mis en place des projets de systèmes connectés, contre un tiers de celles dont la croissance est limitée.

10^x

Les leaders des données sont dix fois plus susceptibles d'avoir confiance dans **la gestion de leurs systèmes de données**

2^x

Les entreprises qui ont connu une croissance significative sont deux fois plus susceptibles **d'avoir réalisé des projets d'automatisation intelligente**

$46^{\%}$

Connecter les systèmes est une priorité, mais **moins de la moitié ont réalisé** des innovations dans ce domaine

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Méthodologie

Les résultats présentés dans ce rapport sont basés sur trois enquêtes internationales distinctes, sur mobile uniquement, menées entre septembre 2018 et janvier 2019 et comportant 23 questions. Ces enquêtes s'adressaient aux managers, dirigeants ou haut-dirigeants ayant une influence sur le processus décisionnel des solutions Cloud, des plateformes et des logiciels spécifiques aux infrastructures ou aux services. Les personnes interrogées travaillaient au sein d'entreprises enregistrant des bénéfices entre « moins d'un million de livres » et « plus de 500 millions de livres », et comportant 100 à 50 000 employés.

Méthodologie du modèle de maturité

Chaque répondant a été évalué en fonction de la maturité de ses réponses à trois questions relatives aux protocoles internes d'utilisation des données, à la formation à l'utilisation responsable des données et aux méthodes utilisées pour partager les données stratégiques. Les réponses les plus proches des bonnes pratiques ont obtenu des notes plus élevées. Les notes obtenues ont été réparties sur l'échelle. Les 10 % supérieurs sont classés dans la catégorie des « leaders des données » et les 10 % inférieurs sont classés dans la catégorie des « retardataires en matière de données ». Le service IT est surreprésenté dans le groupe des dirigeants, alors que les autres services sont sous-représentés.

Contents

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The Americas lead the way as data leaders, followed by much of Europe. APAC and Africa are still catching up, and can learn from what leaders do differently.

Analysis showing the percentage of leaders that fell within each country

All respondents: Base 5539

Laggards	Country	Leaders
4.2	Japan	1.3
1.5	New Zealand	1.3
2.5	China	1.5
7.2	Korea	1.5
3.2	Netherlands	1.9
2.3	UAE	1.9
0.8	Malaysia	2.7
17.7	Australia	3.1
2.9	France	3.5
13.0	Russia	3.5
5.5	Saudi Arabia	3.5
6.3	Germany	4.6
1.5	Italy	4.6
4.8	South Africa	4.6
3.0	Poland	4.8
1.9	Singapore	4.8
0.6	India	5.0
4.0	Spain	5.0
4.2	Canada	5.2
4.4	Thailand	5.2
2.3	UK	5.8
2.7	USA	5.8
1.3	Brazil	9.0
2.3	Turkey	10.2

Europe

Africa

North, Central and South America

Asia, Japan and Pacific

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It pays to be a data leader

Managing the detail to reap the value

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It pays to be a data leader – What makes a data leader?

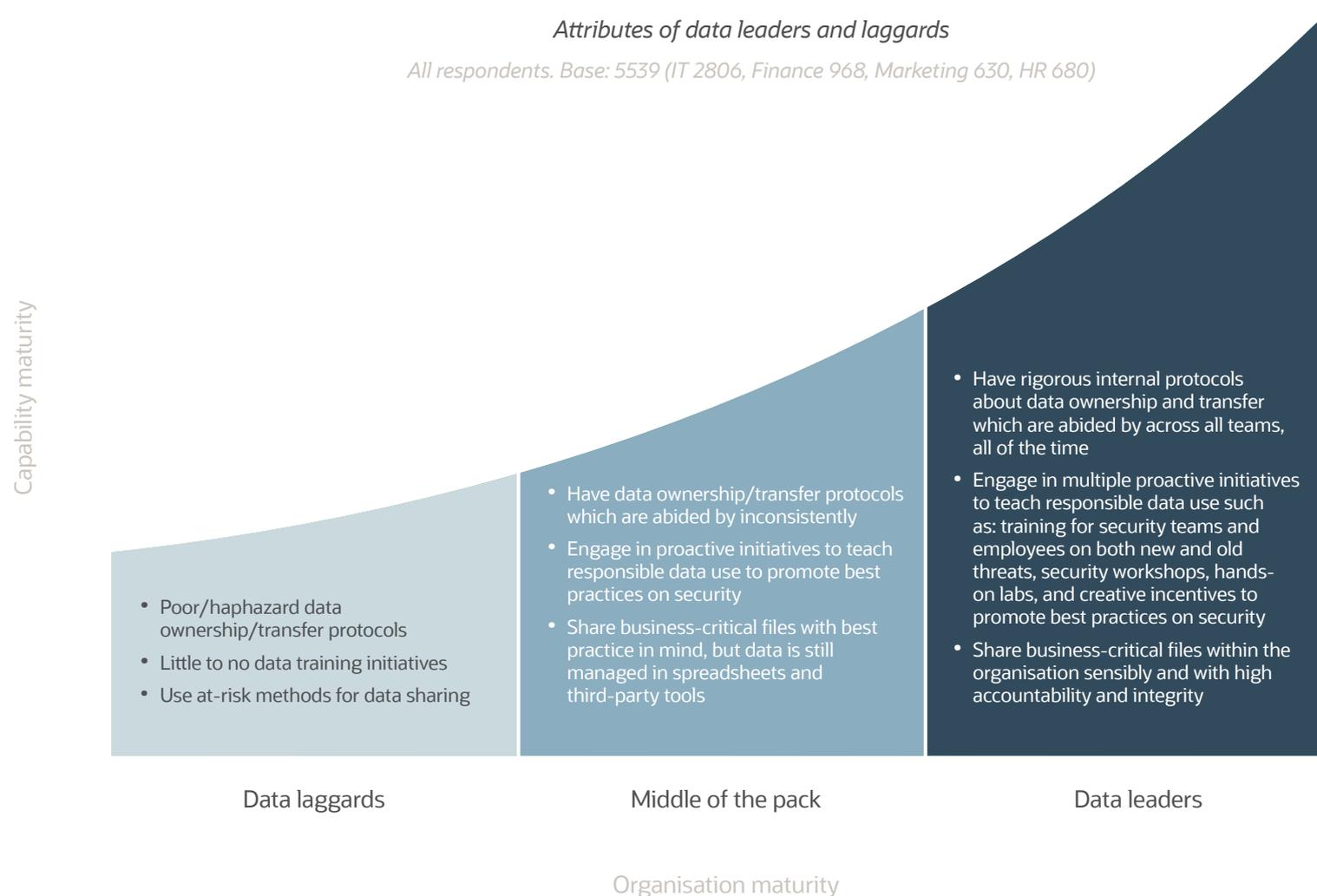There are organisations far ahead of the rest when it comes to data management. Being a leader requires effort, but it's worth it in many ways. Better data means better decision-making, and better decision-making means top and bottom line benefits to a business. **It pays to be a data leader.**
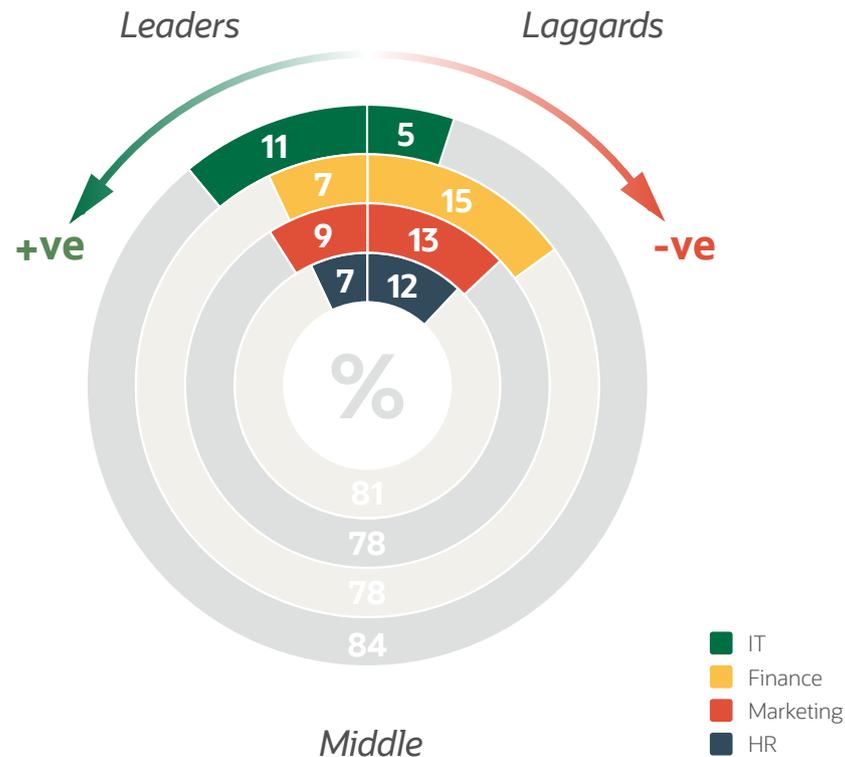
Attributes of data leaders and laggards

All respondents. Base: 5539 (IT 2806, Finance 968, Marketing 630, HR 680)

Capability maturity

- Have rigorous internal protocols about data ownership and transfer which are abided by across all teams, all of the time
- Engage in multiple proactive initiatives to teach responsible data use such as: training for security teams and employees on both new and old threats, security workshops, hands-on labs, and creative incentives to promote best practices on security
- Share business-critical files within the organisation sensibly and with high accountability and integrity

- Have data ownership/transfer protocols which are abided by inconsistently
- Engage in proactive initiatives to teach responsible data use to promote best practices on security
- Share business-critical files with best practice in mind, but data is still managed in spreadsheets and third-party tools

- Poor/haphazard data ownership/transfer protocols
- Little to no data training initiatives
- Use at-risk methods for data sharing

Data laggards   Middle of the pack   Data leaders

Organisation maturity

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Find out how Oracle Cloud can help

It pays to be a data leader – How did we define data leaders and data laggards?

IT departments lead the way in terms of operating as data leaders, and are notable by their absence in the data laggards group. By contrast finance departments are behind as leaders, and significantly over-represented in the laggards.

So what makes a data leader?

Data leaders are respondents who are putting the effort into building best processes around data. They:

- work at organisations that have rigorous internal protocols about data ownership and transfer which are abided by across all teams.

- engage in multiple proactive initiatives to teach responsible data use such as: security workshops mixing together people from different lines of business, hands-on labs on secure usage of devices and connections, and creative incentives to promote best practices on security.

- share business critical files within the organisation sensibly and with high accountability and integrity – more often using methods like secure on-premises database access, and less likely to use email or flash drives.

Data laggards, on the other hand, are far less likely to engage in the above, and are almost certainly not doing all three.

Maturity distribution

All respondents. Base: 5539 (IT 2806, Finance 968, Marketing 630, HR 680)

Leaders — Laggards

+ve -ve

	Leaders	Laggards
IT	11	5
Finance	7	15
Marketing	9	13
HR	7	12

%

81
78
78
84

Middle

- IT
- Finance
- Marketing
- HR

It pays to be a data leader – What is the incentive?

The business benefits of data leadership are clear – with **significant uplift in performance across critical areas** such as data strategy, reputation management and both customer and employee experiences. But there are other benefits to being out in front when it comes to data management.
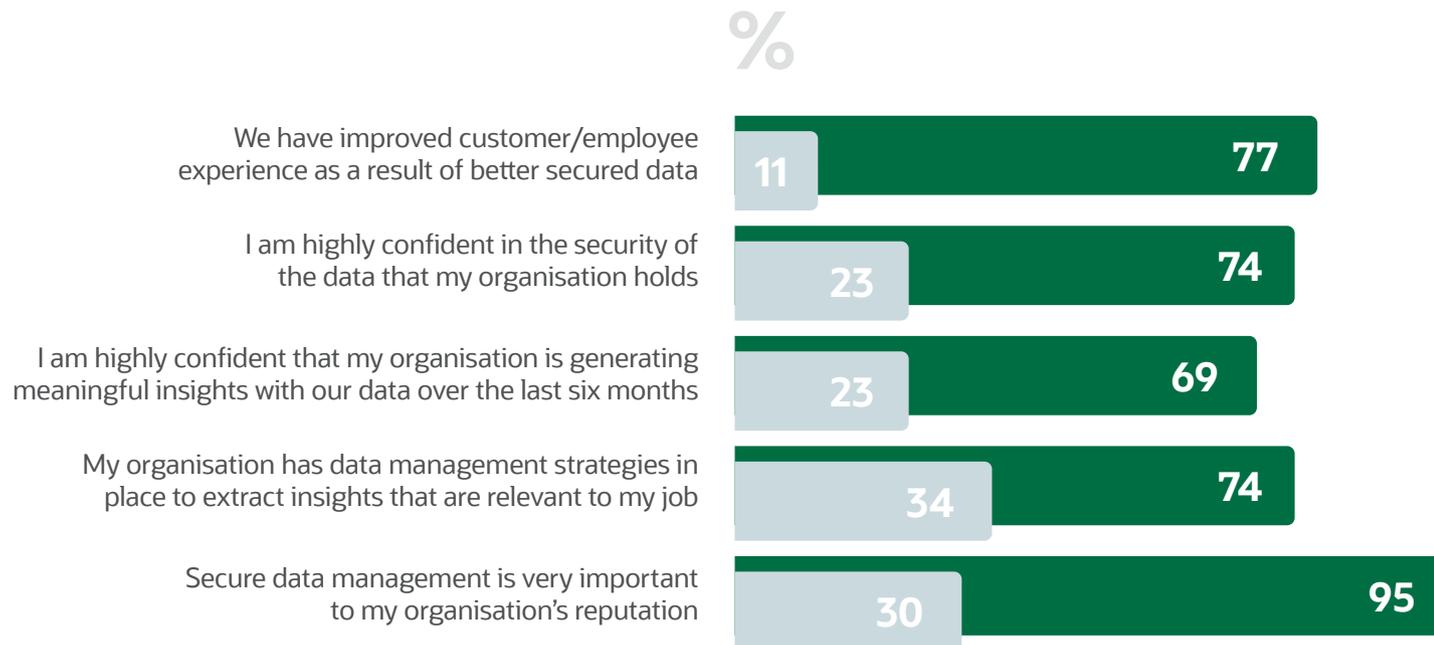
As eluded to, leaders have higher confidence in the security of the data and also in the ability to use it to generate meaningful insight, which is key to business decision-making in this day and age.

The output of all this hard work is being confident in your data.

Showing responses to five critical factors of data management, split by data leaders and data laggards

All respondents. Base: 5539

■ Data leaders
■ Data laggards

%

Statement	Data laggards	Data leaders
We have improved customer/employee experience as a result of better secured data	11	77
I am highly confident in the security of the data that my organisation holds	23	74
I am highly confident that my organisation is generating meaningful insights with our data over the last six months	23	69
My organisation has data management strategies in place to extract insights that are relevant to my job	34	74
Secure data management is very important to my organisation's reputation	30	95

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It pays to be a data leader – The confidence index

Those that get their data under control have **greater confidence** in key areas such as security, ethics and insights.

But not many are there yet. While a significant proportion of respondents in the IT department said that they are highly confident in each of the following, only 33% of respondents are highly confident in ALL of these critical areas:

- the security of the data your organisation holds

- that your organisation is managing the deluge of data to generate meaningful insights, based on the last six months

- that your organisation's use of data is ethical, based on the last six months

This low confidence in data across the business as a whole should concern organisations – but perhaps it's down to the sheer amount of data that they now hold?

Autonomous capabilities could be the solution here. Once set up they run in the background – and business leaders can use them to achieve meaningful insights, ensure security and monitor ethical use. These databases can also be leveraged to create deeper, predictive intelligence by combining realtime data sets, automating insights and even improving routine processes.
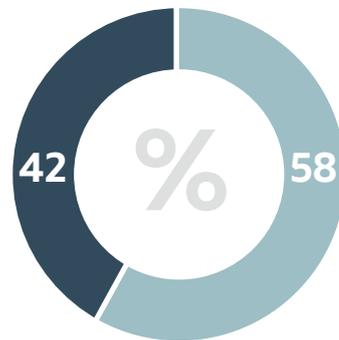
The confidence index

Showing IT respondents. Base: 2806

■ Highly confident
■ NOT highly confident

47 % 53

42 % 58

49 % 51

33 % 67
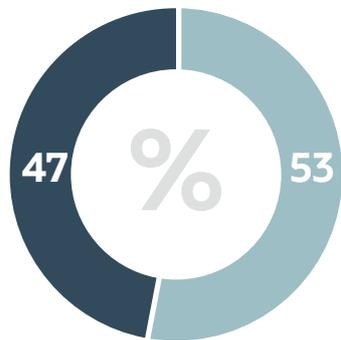
How confident are you in the security of the data your organisation holds?

How confident are you that your organisation is managing the deluge of data to generate meaningful insights, based on the last six months?
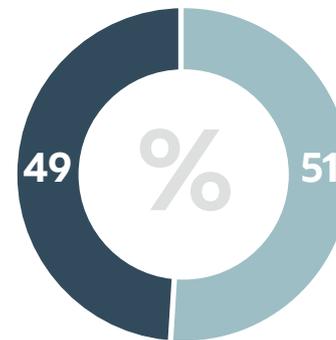
How confident are you that your organisation's use of data is ethical, based on the last six months?

Highly confident/Not highly confident in all three

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Find out how Oracle Cloud can help   10
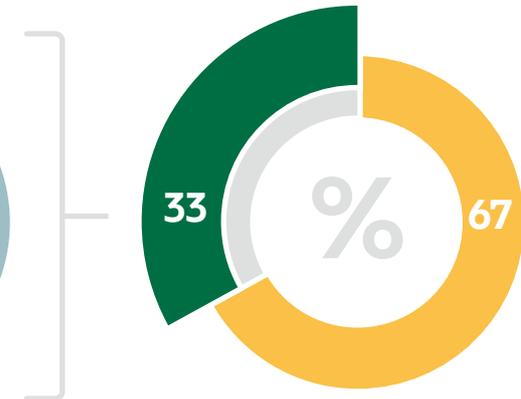
Data is still an issue

Getting to the root of the issue

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Data is still an issue – Leaders can better cope with the deluge of data

While leaders are navigating the treacherous waters of big data with ease, laggards will struggle to keep their heads above water with the **exponential growth in data** across the business.

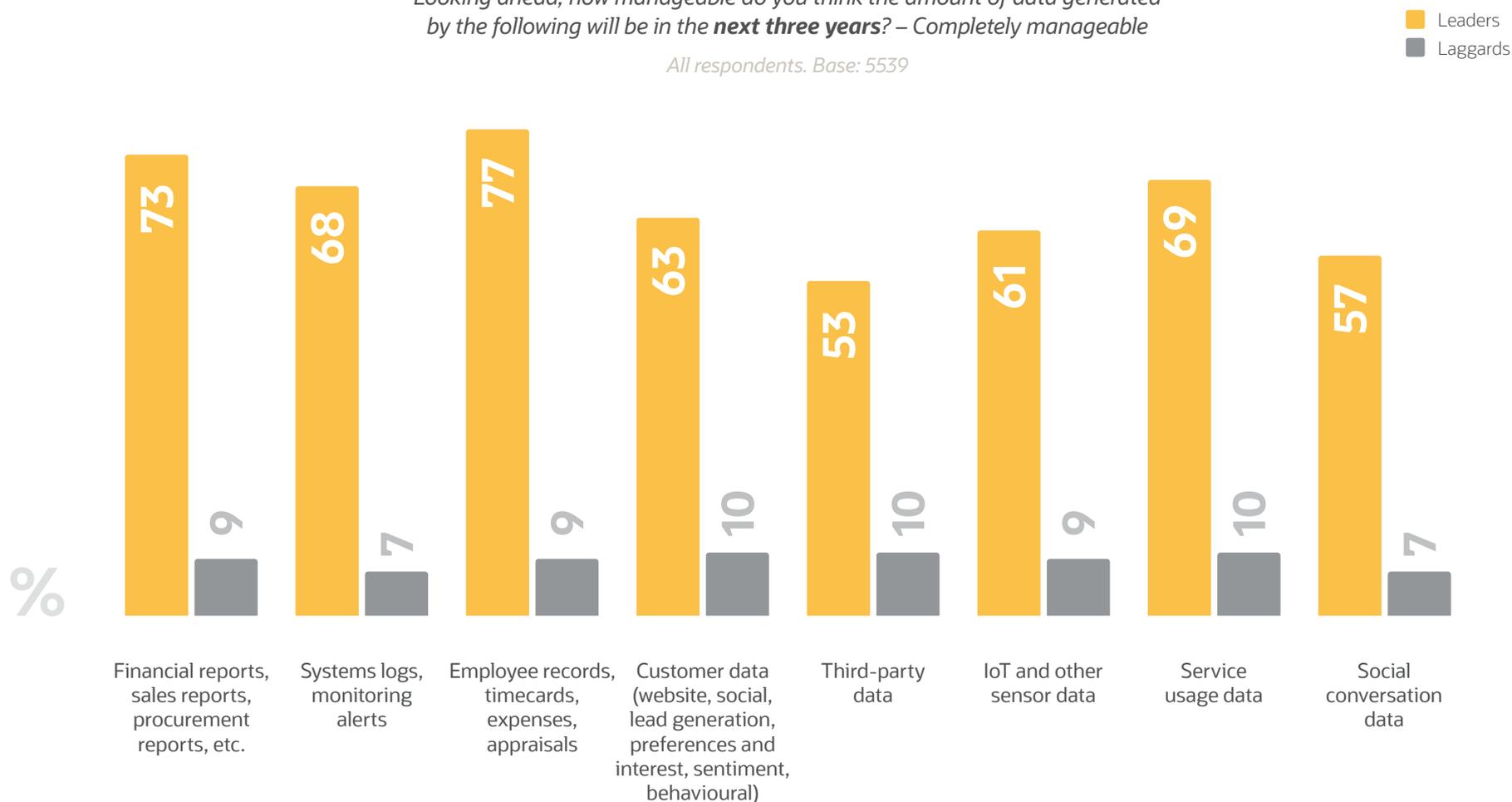It's important to note that all organisations and departments are struggling with the amount of data in key areas such as customer data and third-party data. If they are struggling with the amount of data now, then in three years' time this will only get worse as volumes of data to process constantly increase.

It stands to reason that if a business cannot master the foundations of data management, they cannot master data management that will enable decision-making that will drive innovation – the structures and processes simply will not support it.

*Looking ahead, how manageable do you think the amount of data generated by the following will be in the **next three years**? – Completely manageable*

All respondents. Base: 5539

■ Leaders
■ Laggards

Category	Leaders	Laggards
Financial reports, sales reports, procurement reports, etc.	73	9
Systems logs, monitoring alerts	68	7
Employee records, timecards, expenses, appraisals	77	9
Customer data (website, social, lead generation, preferences and interest, sentiment, behavioural)	63	10
Third-party data	53	10
IoT and other sensor data	61	9
Service usage data	69	10
Social conversation data	57	7

%

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Find out how Oracle Cloud can help

Data is still an issue – Taking accountability for data is key

While the IT department has historically been seen as responsible for an organisation's data, the rise of **shadow IT across the business** means most departments have their own data, **often in siloed systems**, but not all department heads yet see their function as being ultimately accountable for data management.

It comes down to the establishment of processes and responsibilities between departments. IT needs to own the framework and have oversight of the implementation, but each department needs to adhere and be accountable for their piece of the jigsaw. The end goal is consistent processes and a single source of truth for data.

It is clear that once appropriate accountability for data has been taken, all organisations can benefit from a solution that not only ensures that they can manage their data and become data leaders, but also go on to be confident enough to then turn that data into insight.
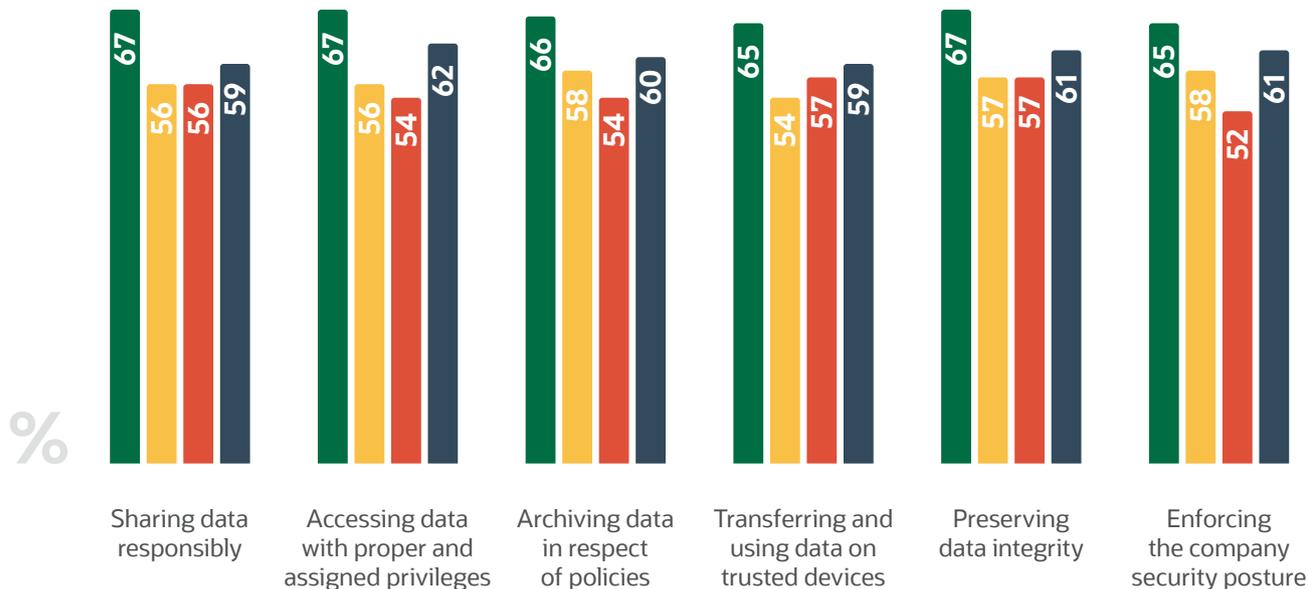
But business leaders are currently struggling in areas where data analytics and insight are required… they are not getting the investment into the tools that they need for this, and as a result, priorities are not being completed.

In order to remain competitive in the future and not drown in data, the solution should be to embrace predictive analytical capabilities to enable faster and more accurate decision-making, creating a hyperconnected business – a true competitor in 2020.

Which of the following is your department accountable and/or responsible for?

All respondents. Base: 5539

Legend:
- IT
- Finance
- Marketing
- HR

	IT	Finance	Marketing	HR
Sharing data responsibly	67	56	56	59
Accessing data with proper and assigned privileges	67	56	54	62
Archiving data in respect of policies	66	58	54	60
Transferring and using data on trusted devices	65	54	57	59
Preserving data integrity	67	57	57	61
Enforcing the company security posture	65	58	52	61

%

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Connecting data
is key to success
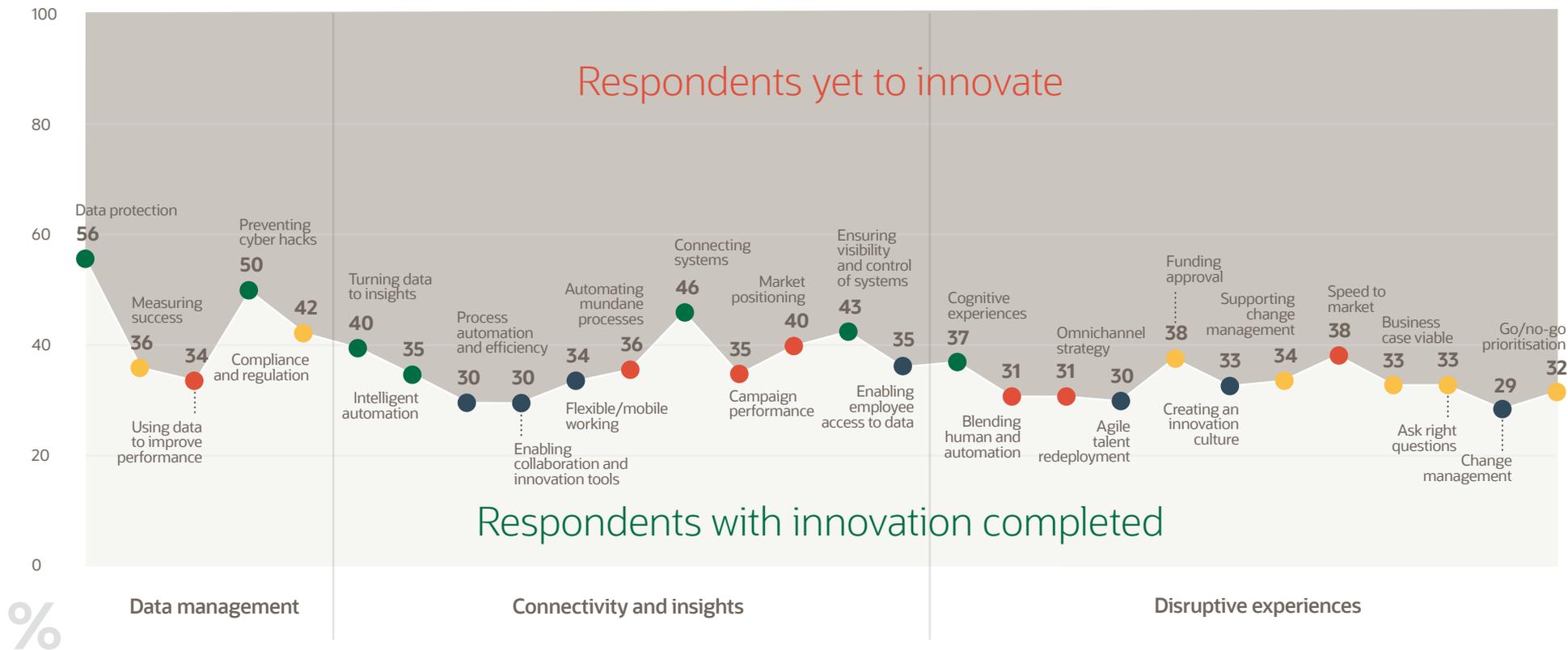
Turning data into insights

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Connecting data is key to success – Only the minority are achieving innovation priorities

Only the minority of department leaders in most cases have gone on to complete priority areas of innovation. And several of those would have been easier to complete had there been autonomous capabilities in the background, enabling a hyperconnected environment, and **allowing businesses to be more future proof and secure**.

Respondents who named each item as a priority area that they aspire to innovate in – Completed

All respondents. Base: 5539

● IT
● Finance
● Marketing
● HR

▨ Remaining percentage yet to innovate
▨ Innovation completed

Respondents yet to innovate

Respondents with innovation completed

Data protection **56**
Preventing cyber hacks **50**
Measuring success **36**
Using data to improve performance **34**
Compliance and regulation **42**
Turning data to insights **40**
Intelligent automation **35**
Process automation and efficiency **30**
Enabling collaboration and innovation tools **30**
Automating mundane processes **34**
Flexible/mobile working **36**
Connecting systems **46**
Campaign performance **35**
Market positioning **40**
Ensuring visibility and control of systems **43**
Enabling employee access to data **35**
Cognitive experiences **37**
Blending human and automation **31**
Omnichannel strategy **31**
Agile talent redeployment **30**
Funding approval **38**
Creating an innovation culture **33**
Supporting change management **34**
Speed to market **38**
Business case viable **33**
Ask right questions **33**
Go/no-go prioritisation **32**
Change management **29**

Data management | Connectivity and insights | Disruptive experiences

%

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Find out how Oracle Cloud can help   15

Connecting data is key to success – Completing the transformational journey is worth it
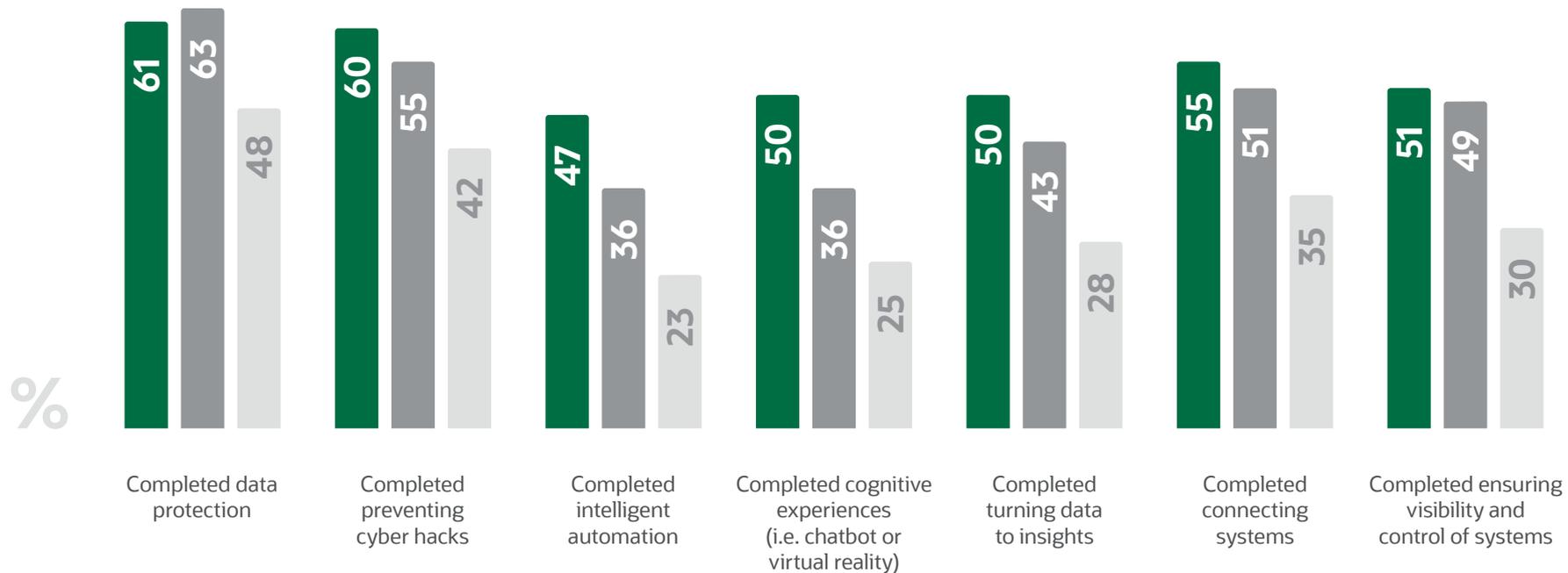
And for many, completing priorities – especially in the areas where autonomous capabilities can help connect data – is linked to **more substantial growth** of the business over the past three years.

Looking specifically at the responses within the **IT department**, those who are seeing higher growth in the last three years are more likely to have completed their priorities around turning data into insights, intelligent automation and connecting systems.

IT respondents who named each aspect as a priority area in which they aspire to enable innovation. Showing those who have completed the action to innovate, cross tabbed by the pace that their organisation is currently growing (in terms of average turnover/revenue over the past three years)

IT respondents. Base: 2629

■ Significant growth (20%+)
■ Strong growth (10 to 19%)
□ Marginal growth (0 to 9%)

%

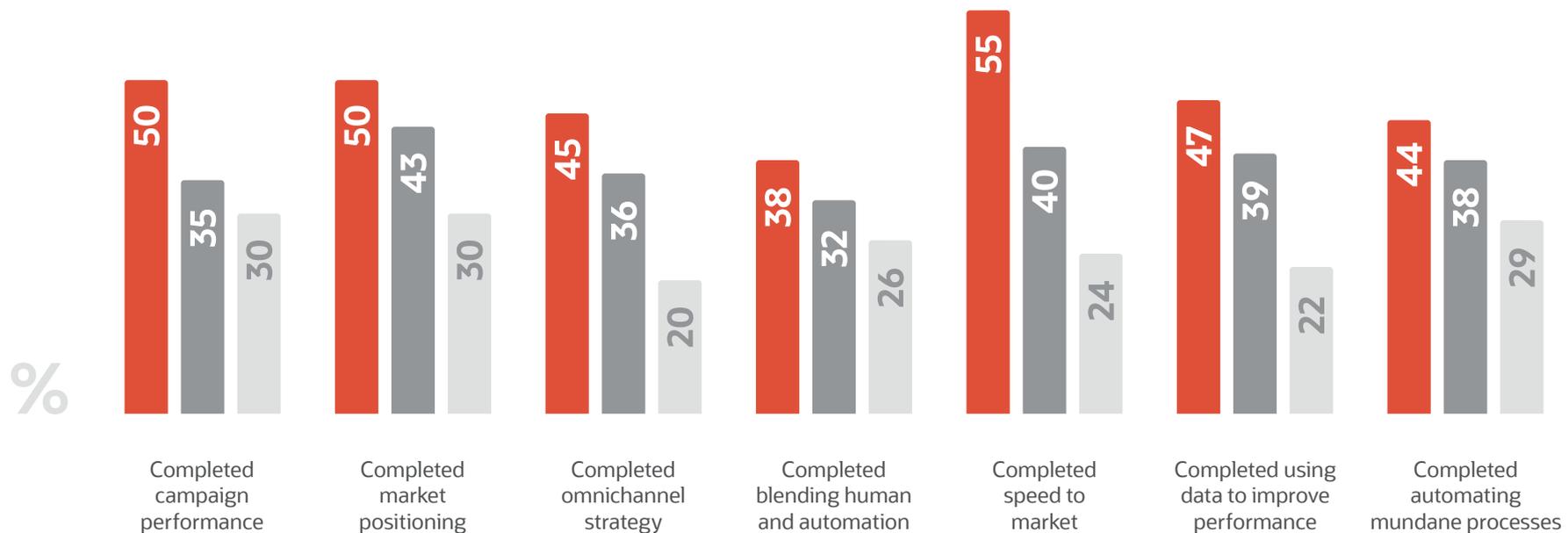| Category	Significant	Strong	Marginal
Completed data protection	61	63	48
Completed preventing cyber hacks	60	55	42
Completed intelligent automation	47	36	23
Completed cognitive experiences (i.e. chatbot or virtual reality)	50	36	25
Completed turning data to insights	50	43	28
Completed connecting systems	55	51	35
Completed ensuring visibility and control of systems	51	49	30

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Connecting data is key to success – Completing the transformational journey is worth it

Looking at priorities within the **marketing department**, those who are more accomplished at using data to improve performance are more than twice as likely to be in organisations with significant growth than marginal growth – meaning that utilising autonomous capabilities in this area would potentially lead to some **significant positive impacts** on the business.

Marketing respondents who named each aspect as a priority area in which they aspire to enable innovation. Showing those who have completed the action to innovate, cross tabbed by the pace that their organisation is currently growing (in terms of average turnover/revenue over the past three years)

Marketing respondents. Base: 790

■ Significant growth (20%+)
■ Strong growth (10 to 19%)
□ Marginal growth (0 to 9%)

%

	Significant growth	Strong growth	Marginal growth
Completed campaign performance	50	35	30
Completed market positioning	50	43	30
Completed omnichannel strategy	45	36	20
Completed blending human and automation	38	32	26
Completed speed to market	55	40	24
Completed using data to improve performance	47	39	22
Completed automating mundane processes	44	38	29

Connecting data is key to success – Completing the transformational journey is worth it
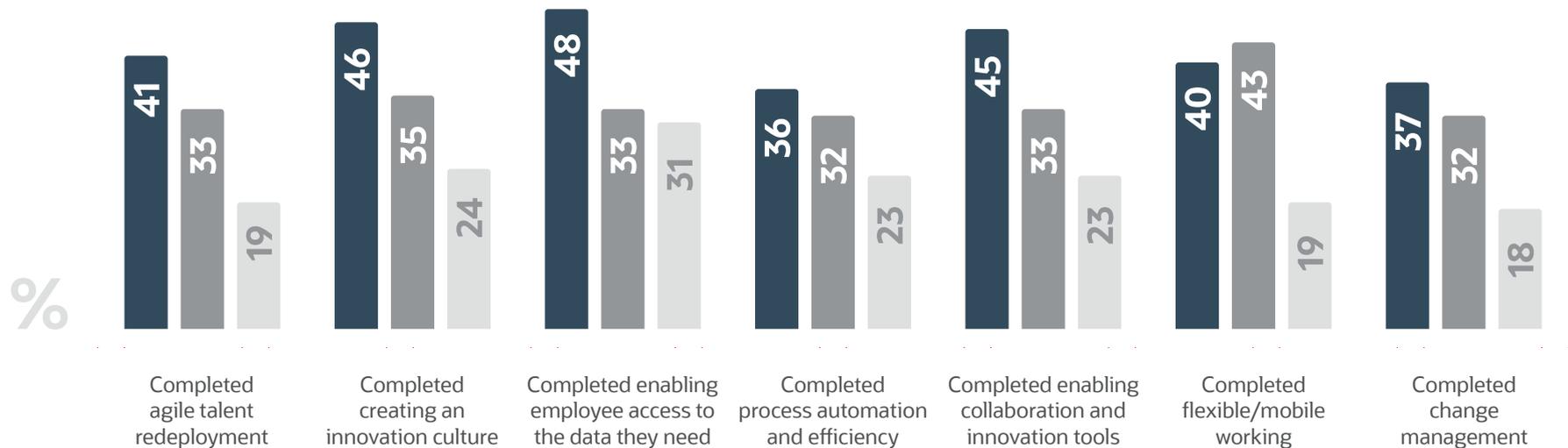
The same can be said for **HR**. HR respondents who have completed priorities around talent redeployment, data access and process automation are more likely to be seeing significant growth.

Autonomous databases could be a catalyst to support the completion of these priorities; they can support the speed, scale and robustness of routine processes and relieve the administrative burden for HR.

HR respondents who named each aspect as a priority area in which they aspire to enable innovation. Showing those who have completed the action to innovate, cross tabbed by the pace that their organisation is currently growing (in terms of average turnover/revenue over the past three years)

HR respondents. Base: 710

■ Significant growth (20%+)
■ Strong growth (10 to 19%)
☐ Marginal growth (0 to 9%)

	Significant growth (20%+)	Strong growth (10 to 19%)	Marginal growth (0 to 9%)
Completed agile talent redeployment	41	33	19
Completed creating an innovation culture	46	35	24
Completed enabling employee access to the data they need	48	33	31
Completed process automation and efficiency	36	32	23
Completed enabling collaboration and innovation tools	45	33	23
Completed flexible/mobile working	40	43	19
Completed change management	37	32	18

%

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Find out how Oracle Cloud can help   18

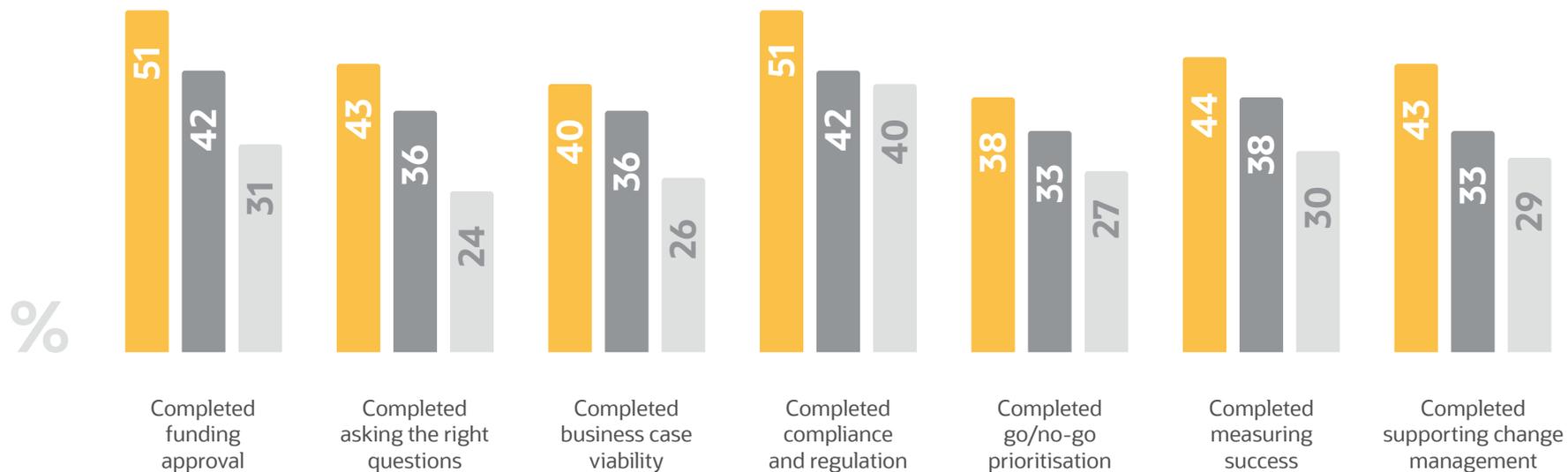**Connecting data is key to success** – Completing the transformational journey is worth it

Finally in this series, we look at the responsibilities of the **finance department** and in general we see again that completion of innovation priorities around access to hyperconnected data is linked to more business growth over the last three years.

The desire for finance teams to connect data across the finance and supply chain functions to enable better forecasting, decision-making and prioritisation of investments is clear, and will reward those that deliver transformation in these areas.

Finance respondents who named each aspect as a priority area in which they aspire to enable innovation. Showing those who have completed the action to innovate, cross tabbed by the pace that their organisation is currently growing (in terms of average turnover/revenue over the past three years)

Finance respondents. Base: 845

■ Significant growth (20%+)
■ Strong growth (10 to 19%)
□ Marginal growth (0 to 9%)

%

	Significant growth	Strong growth	Marginal growth
Completed funding approval	51	42	31
Completed asking the right questions	43	36	24
Completed business case viability	40	36	26
Completed compliance and regulation	51	42	40
Completed go/no-go prioritisation	38	33	27
Completed measuring success	44	38	30
Completed supporting change management	43	33	29

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Find out how Oracle Cloud can help

Connecting data is key to success – Autonomous capabilities are key to successful transformation and hyperconnectivity

All business functions are struggling to fulfil their priorities, but doing so will result in increased growth for the business.

All departments are demanding deeper, more connected, and more predictive analytics in order to fulfil their strategic objectives – something that autonomous capabilities can help with.

These should-be-connected areas often have the biggest gaps in terms of completed priorities, further emphasising the need for autonomous databases. Autonomous systems provide insight faster, provide more accurate analysis on which to base decisions, are scaleable and have no downtime. They allow you to get the best out of your data and allow your business to grow and compete.

The advantages of autonomous databases make a strong case for everyone to adopt as it will allow you to implement and exploit technologies that you can use to disrupt your business for the better.

However, some business leaders may still require some convincing. As we will see, not everyone recognises the transformative impact, or fully appreciates the value that autonomous technology can bring.

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Disrupt yourself

A change is as good as a rest

Disrupt yourself – Leaders are not recognising the transformation potential of key technologies

Business leaders need to disrupt their organisations through innovation, in order to remain competitive. **Technology is key to doing this**, but it seems that not everyone is aware of the benefits it offers.

It is good news for businesses that the majority of those in the IT department are generally positive, or at least pragmatic about autonomous databases, because thinking about how autonomy and predictive analytics can help the business more widely is important if the business is to succeed.
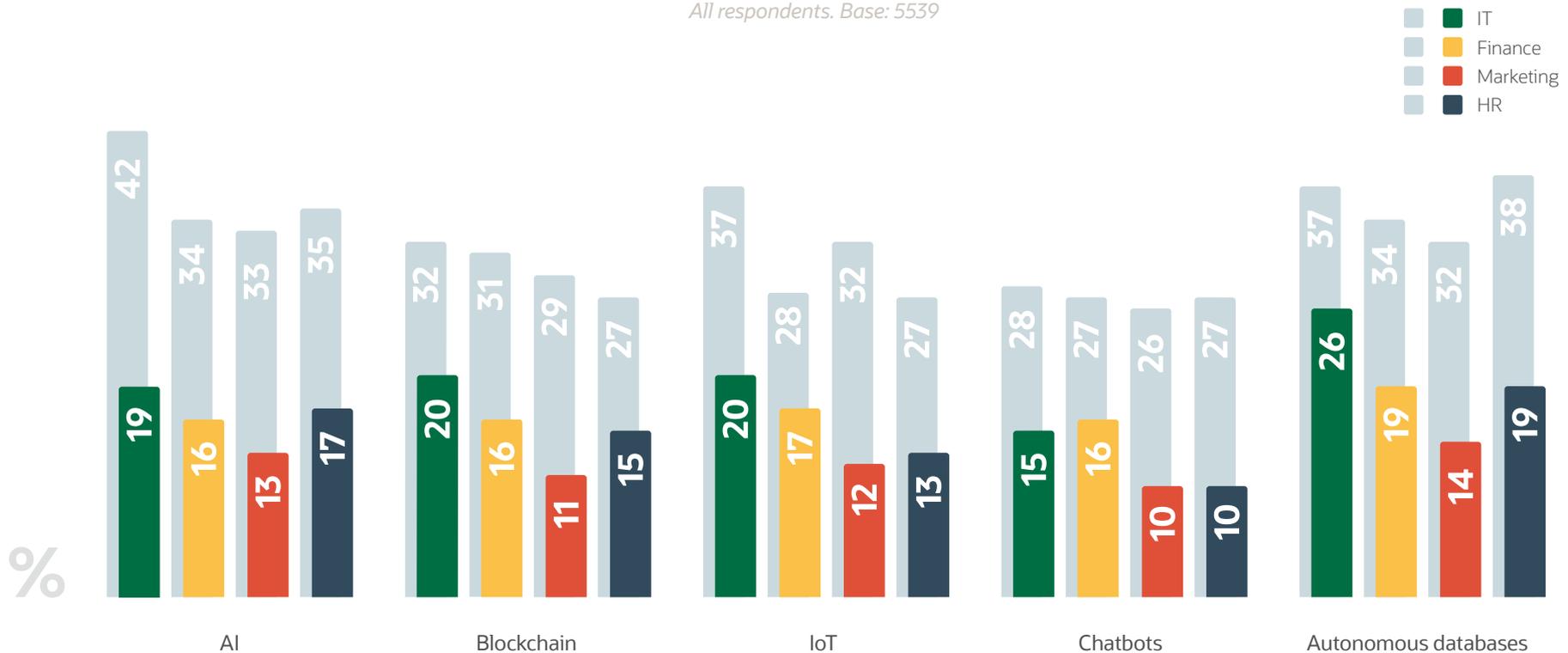
But that message isn't clear to everyone; when asked how they feel about each technology, it was a small minority in each case that answered positively... are department leaders seeing the potential?

How would you describe the potential of these technologies to deliver meaningful change within your business?

All respondents. Base: 5539

I love it – it will revolutionise tech within my business

It delivers – I want it built-in as standard in my IT solution

- IT
- Finance
- Marketing
- HR

AI
- 42 / 19
- 34 / 16
- 33 / 13
- 35 / 17

Blockchain
- 32 / 20
- 31 / 16
- 29 / 11
- 27 / 15

IoT
- 37 / 20
- 28 / 17
- 32 / 12
- 27 / 13

Chatbots
- 28 / 15
- 27 / 16
- 26 / 10
- 27 / 10

Autonomous databases
- 37 / 26
- 34 / 19
- 32 / 14
- 38 / 19

%

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Disrupt yourself – Under-appreciate emerging technologies at your peril

The evidence suggests a low appreciation of the potential for the variety of data-enabled technologies.

The implication here is that many are not appreciating that value of having their data work for them could be transformative.
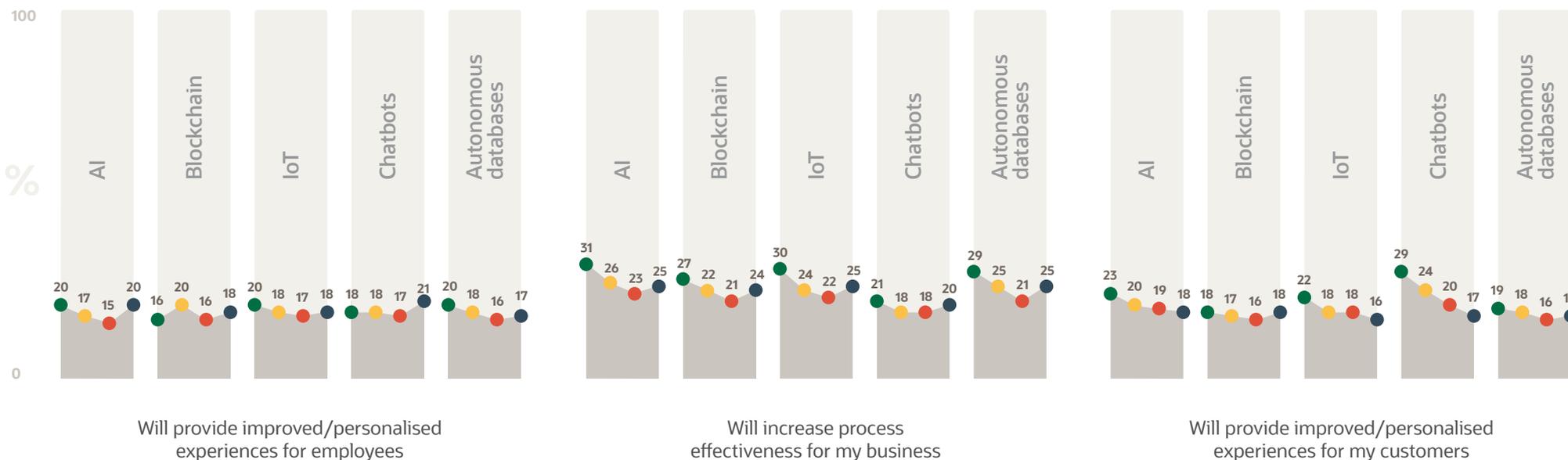
It's important for all departments to understand that innovative technologies can help not only collect data (IoT), but then make sense of it and turn it into insight (AI and autonomous databases) and recommendations (ML). And using that insight to then accomplish their objectives (Chatbots and Blockchain can support communication and integrity respectively) will mean that the business will become hyperconnected, set itself up for success and experience more growth as a result.

How would you describe the potential of these technologies to deliver meaningful change within your business? – Select all that apply

All respondents. Base: 5539

● IT
● Finance
● Marketing
● HR

▨ Yes
▢ No

Will provide improved/personalised experiences for employees

	AI	Blockchain	IoT	Chatbots	Autonomous databases
IT	20	16	20	18	20
Finance	17	20	18	18	18
Marketing	15	16	17	17	16
HR	20	18	18	21	17

Will increase process effectiveness for my business

	AI	Blockchain	IoT	Chatbots	Autonomous databases
IT	31	27	30	21	29
Finance	26	22	24	18	25
Marketing	23	21	22	18	21
HR	25	24	25	20	25

Will provide improved/personalised experiences for my customers

	AI	Blockchain	IoT	Chatbots	Autonomous databases
IT	23	18	22	29	19
Finance	20	17	18	24	18
Marketing	19	16	18	20	16
HR	18	18	16	17	17

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Disrupt yourself – Autonomous databases are crucial to business innovation
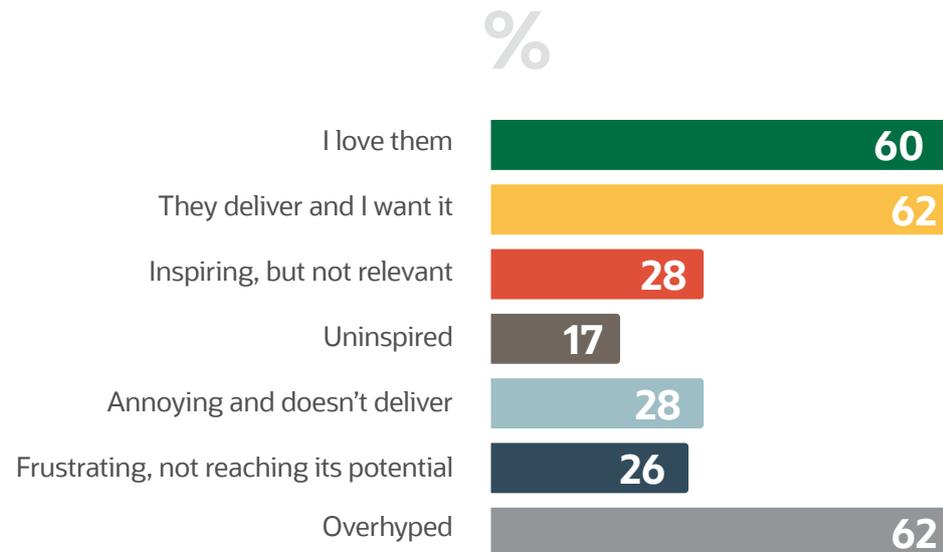
Three in five of those who love autonomous databases identify it as **very important for driving innovation** within their organisation – more so within IT than across the business as a whole.

But even those who don't share this affection can't help but acknowledge the benefits of a technology such as this. Most IT respondents who feel that autonomous databases as a technology is overhyped, still admit (grudgingly perhaps) that despite their personal opinion it is a technology that will be very important for driving innovation in their business moving forward. In fact, this is the same percentage as those who see autonomous databases as a technology that delivers, and they want it.

Analysis of those who said that autonomous databases are very important to innovation, cross tabbed by their view of autonomous databases

IT respondents. Base: 2629

%

I love them	60
They deliver and I want it	62
Inspiring, but not relevant	28
Uninspired	17
Annoying and doesn't deliver	28
Frustrating, not reaching its potential	26
Overhyped	62

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Conclusions – Reaping the benefits of hyperconnectivity

IT has widely been viewed as a cost centre of many businesses, but in reality, they should be viewed as an essential service and advisor to the wider needs of the business.

As support for things like networks and cloud will be increasingly outsourced to the providers themselves, instead of fearing that autonomy will absorb yet another part of their role, IT should see autonomous databases as something that should free up time for them to deliver real solutions with high RoI to the rest of the business.

As for the rest of the business, understanding the litany of benefits on offer via autonomous capabilities will be essential if their businesses are going to thrive – or even merely survive in the modern economy.

What business wouldn't want to:

- be more competitive?
- be more secure?
- be more future proof?

And through embedded AI and machine learning:

- simplify data management
- accelerate innovation
- understand customers
- empower workforces
- manage data in realtime
- augment and improve decision-making

Wondering how to set yourself up for success?

Follow the four steps overleaf.

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Conclusions – Four steps to getting data to drive your business

1

Evolve how you drive your data – by becoming accountable for it

All departments have their own data, often in siloed systems away from IT. At the moment, other departments are not held to the same standards as IT – and that is why they are under-represented in the leaders group.

2

Follow IT's lead and become a data leader

All departments should strive to have the same processes as data leaders – IT are leading by example and should share knowledge and best practice across the rest of the business, becoming a business partner.

The key areas of focus are:

- *Nail down rigorous internal protocols about data ownership and transfer*
- *Engage in proactive initiatives to teach responsible data use*
- *Share business-critical files within the organisation sensibly and with high accountability and integrity*

  This will result in confidence in your data, and increase your credibility as a business leader.

3

Connect up your data in an autonomous environment

Once accountability has been taken and the foundations of good data management have been laid, it's time to drive your data using autonomous capabilities.

Embracing autonomous capabilities gives you the power to better manage multiple data sets from various sources and bring it together to create deeper, more powerful insights across the business: from customer needs and behaviours, to financial modelling and supply chain issues, to employee sentiment and risk analysis. It's essential to being able to keep up in today's market.

4

Use autonomous capabilities to deliver insight and growth for the business

Autonomous databases augment decision-making – the benefits of which are vast, as we saw on the previous page, but the journey is simple:

- *Autonomous databases provide better insight and more accurate forecasts for the business*
- *As a result, innovation is enabled company-wide, and innovation-based priorities completed*
- *Those who complete their innovation priorities are more likely to see more growth for the business.*

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To learn how these transformational technologies can help innovate your IT department, **why not try Oracle Cloud today?**

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