

Your Platform for Insights

More than 700 IT professionals were recently surveyed about their cloud strategies. Here's a taste of what they're saying about the challenges and benefits of cloud adoption, and how they're improving analytics capabilities to generate better insights from their growing volumes of data.

Many organizations don't know what to do with their data.

Insight is difficult if data is spread across operations, with multiple ways to handle it, and analyzing data at scale is a challenge.



This is where the cloud comes in.

The cloud makes scaling easier by allowing access to all data—regardless of its type or source—to more users, even from mobile devices. For **30 percent** of companies, the primary driver for analyzing data in the cloud is to improve data accuracy.

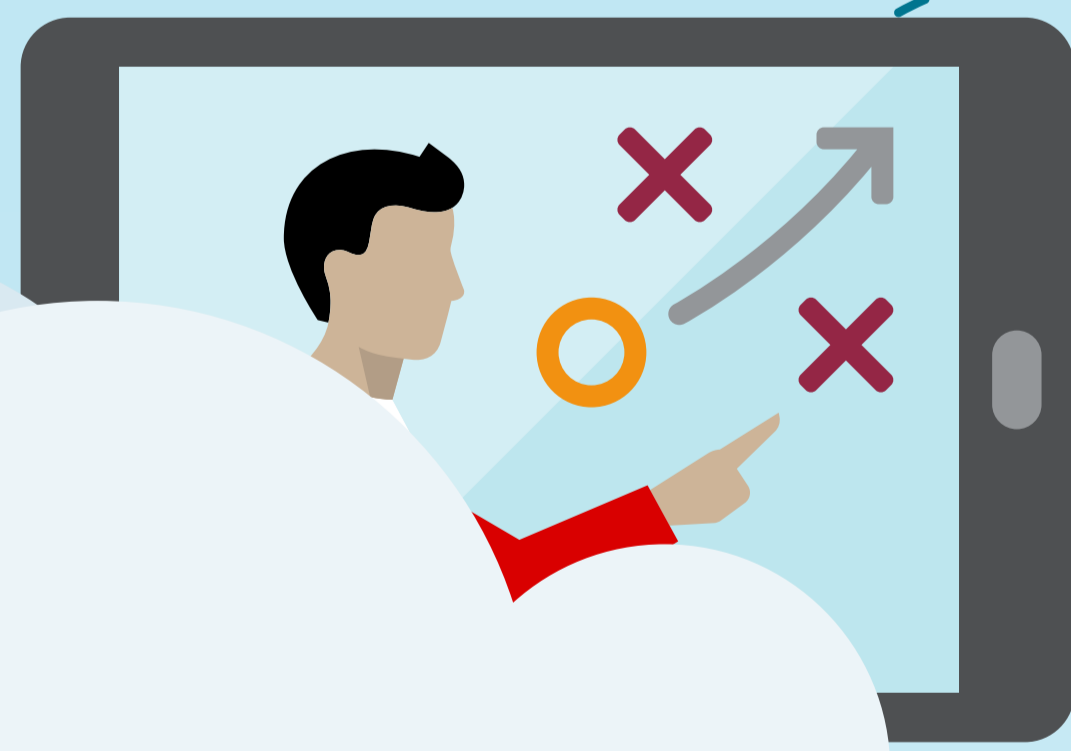
It improves their ability to analyze...

The more mature a company's cloud adoption, the higher they rate their data capabilities: **67 percent** of cloud-mature companies rate their data analysis sophistication as 'high', compared with just **31 percent** of less-mature companies. The quality of data analysis has improved too, with **77 percent** saying they can generate better insights.



...and encourages experimentation.

These companies also report greater ability to experiment and gather insights now that their data is in the cloud: **80 percent** say they can experiment with different data models.



The cloud is jump-starting these companies' insights.

67 percent of the more-mature cloud adopters are using the latest predictive and modeling techniques. They are motivated by fast, frequent insights: **41 percent** of these leaders are using cloud to access information more quickly, and more often.



To learn more, download the [key analytics findings](#), or get the full report [here](#).