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. This is where the cloud comes in. 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. Insight is difficult if data is spread across operations, with multiple ways to handle it, and analyzing data at scale is a challenge. Many organizations don’t know what to do with their data. 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. 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. It improves their ability to analyze... ...and encourages experimentation. 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.