

# Strategies for Cloud-based Analytics

# TERADATA

Summary Results | December 2017

# Survey Summary

- ▶ Between October and November 2017, Gatepoint Research invited selected IT executives to participate in a survey themed *Strategies for Cloud-based Analytics*.
- ▶ Candidates were invited via email and 75 executives have participated to date.
- ▶ Management levels represented are predominantly senior decision makers: 4% hold the title CxO, 11% are VPs, 71% are Directors, and 14% are Managers.
- ▶ Survey participants represent firms from a wide variety of industries including manufacturing (general, primary and high tech); financial services; wholesale and retail trade; business and consumer services; healthcare, media, mining, utilities, and telecom services.
- ▶ Responders work for firms with a wide range of revenue levels:
  - 88% work in Fortune 1000 companies with revenues over \$1.5 billion;
  - 7% work in Large firms with \$500 million to \$1.5 billion in revenues;
  - 5% work in Mid-Market companies with \$250- \$500 million in revenues.
- ▶ 100% of responders participated voluntarily; none were engaged using telemarketing.

# Executive Overview

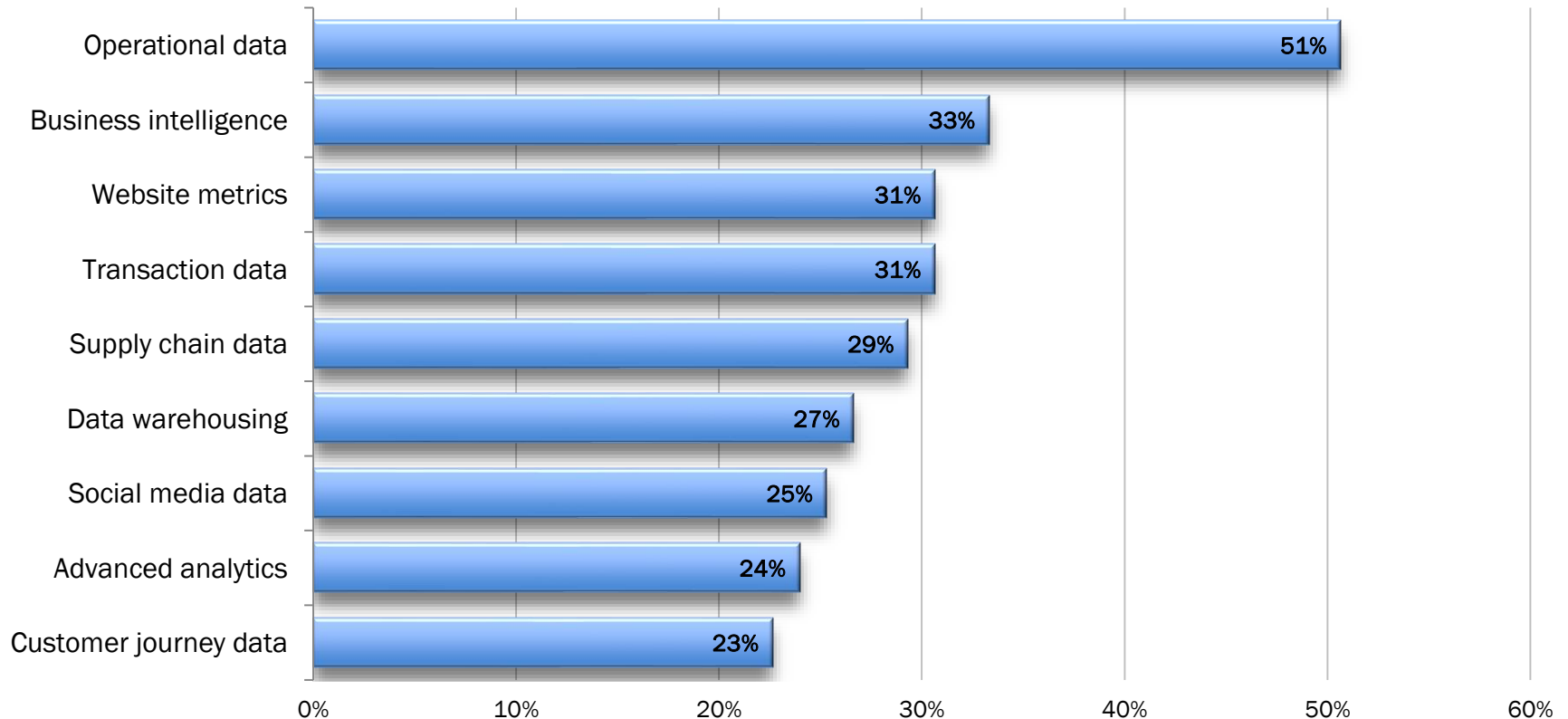
Sure, migrating to the cloud can generate significant financial advantages over maintaining in-house facilities...but that's not the most enticing aspect of cloud-based data. Far more important is the organizational agility to be gained when data and applications can be stored, used, and analyzed within such a dynamic and almost limitlessly definable ecosystem.

In the real world are organizations seeing and reaping these possibilities?

This survey asks respondents to report:

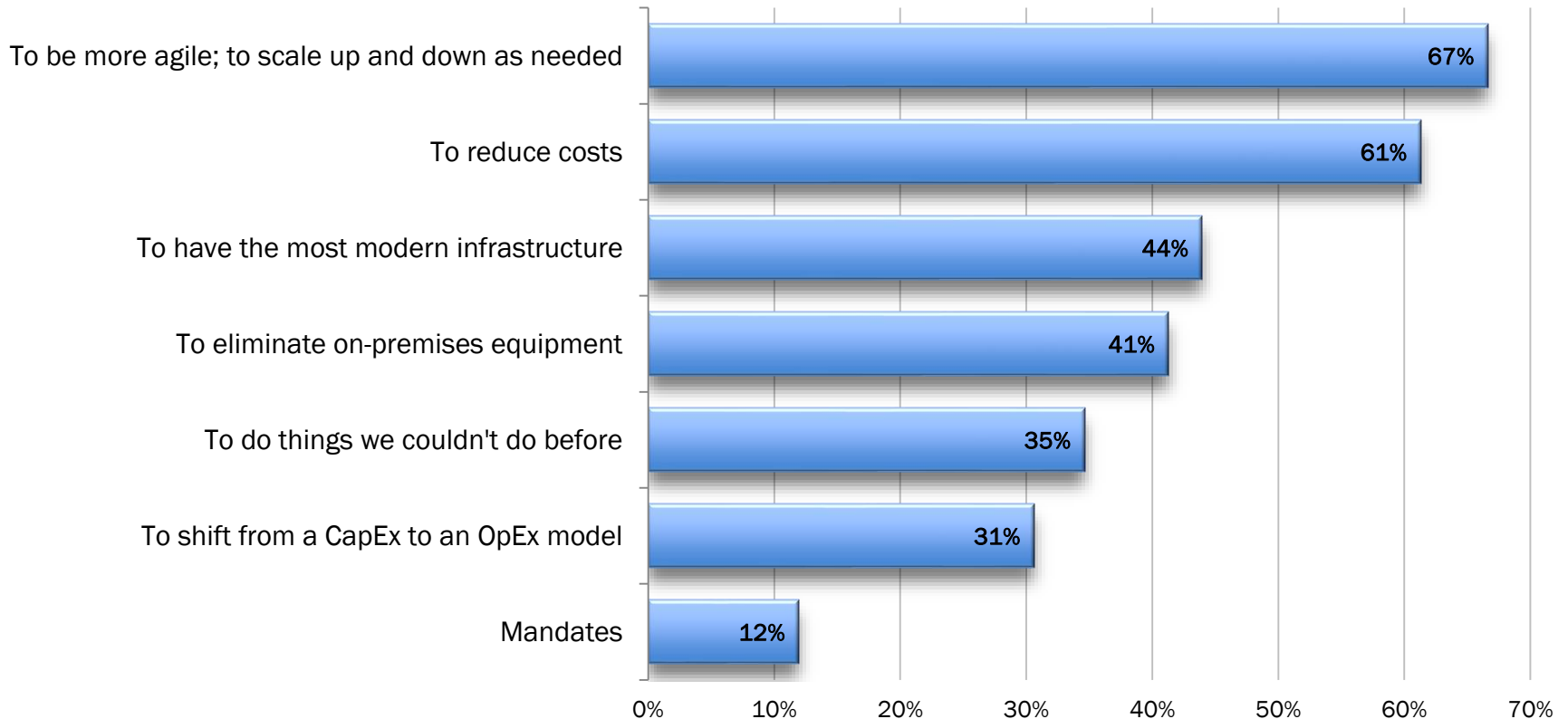
- ▶ How far along is their organization in migrating data and applications to the cloud – and why are they moving?
- ▶ What varieties of data sets and applications are being migrated?
- ▶ What obstacles or concerns hinder their adoption of the cloud?
- ▶ What public platform(s) do they use?
- ▶ How much data do they need to analyze?
- ▶ Are they using a cloud-based advanced analytics solution? How much importance do they attach to having advanced analytical capability within the cloud?

# Which of these applications or data sets are already cloud-based in your organization?



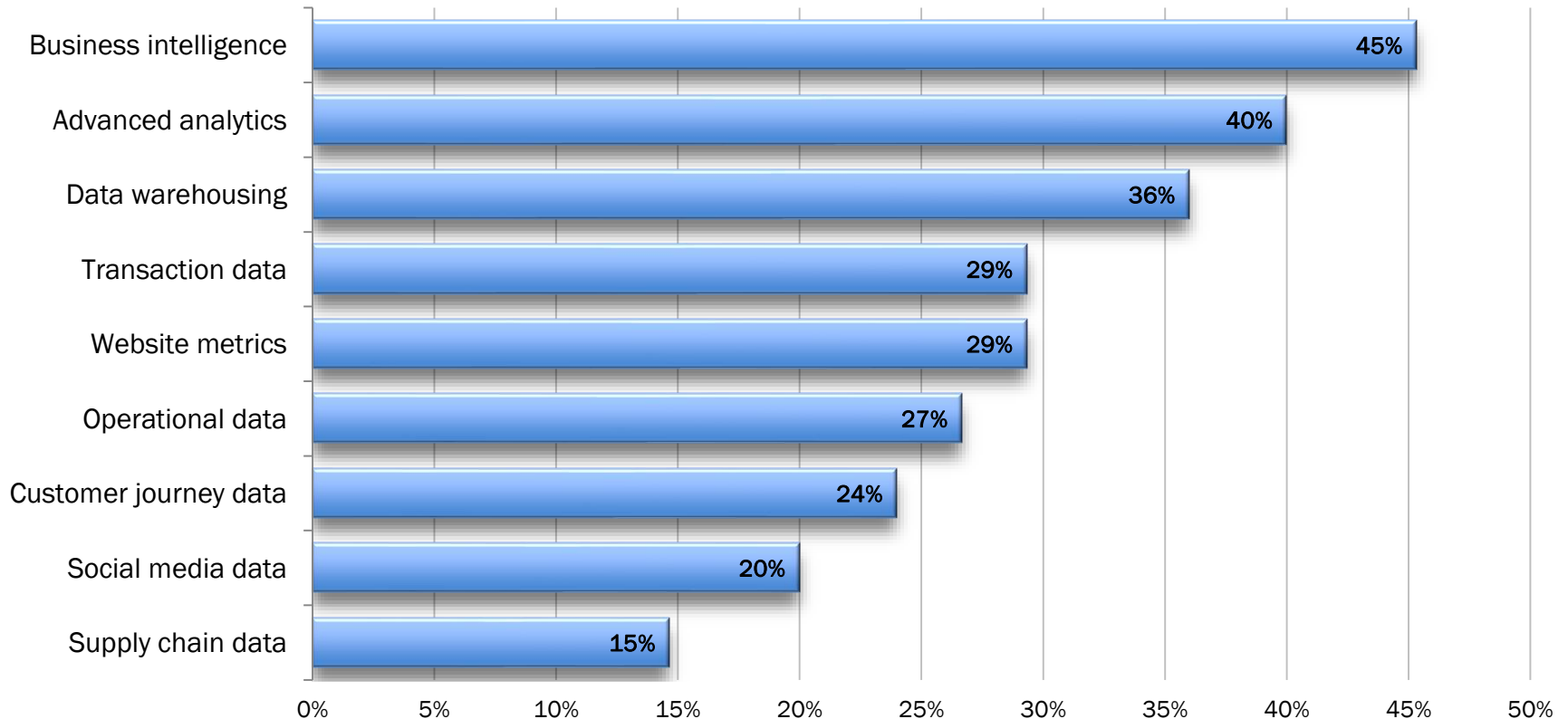
**Not too surprisingly, respondents report that within their organizations operational data is a frontrunner in migrating to the cloud (51%). Low priority is given advanced analytics (24%) or customer journey data sets (23%).**

# What are the reasons your organization has moved (or is considering moving) to the cloud?



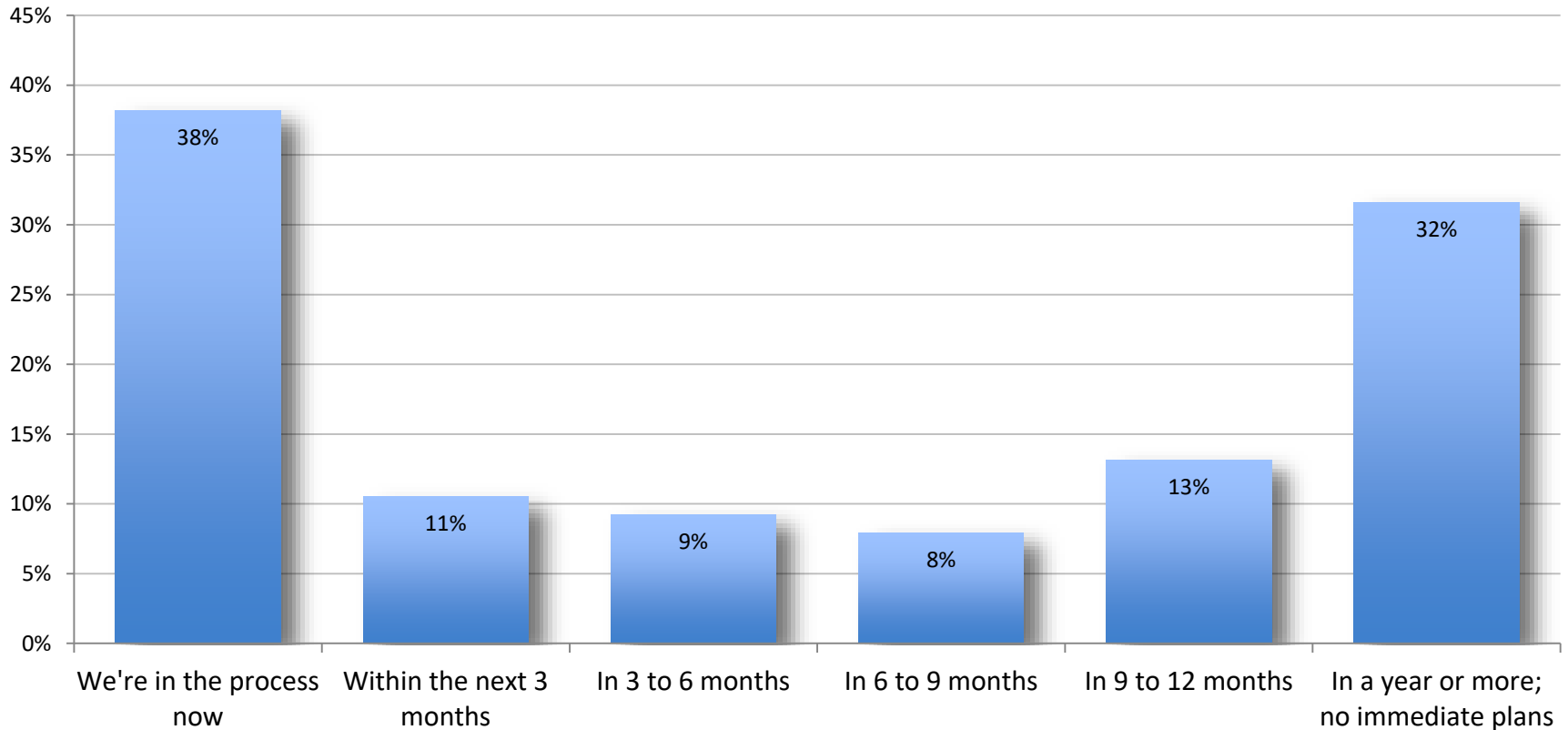
**Respondents reveal their top two motives for moving to the cloud are greater agility (67%) and cost considerations (61%).**

# Is your organization planning to move any of these applications or data sets to the cloud?



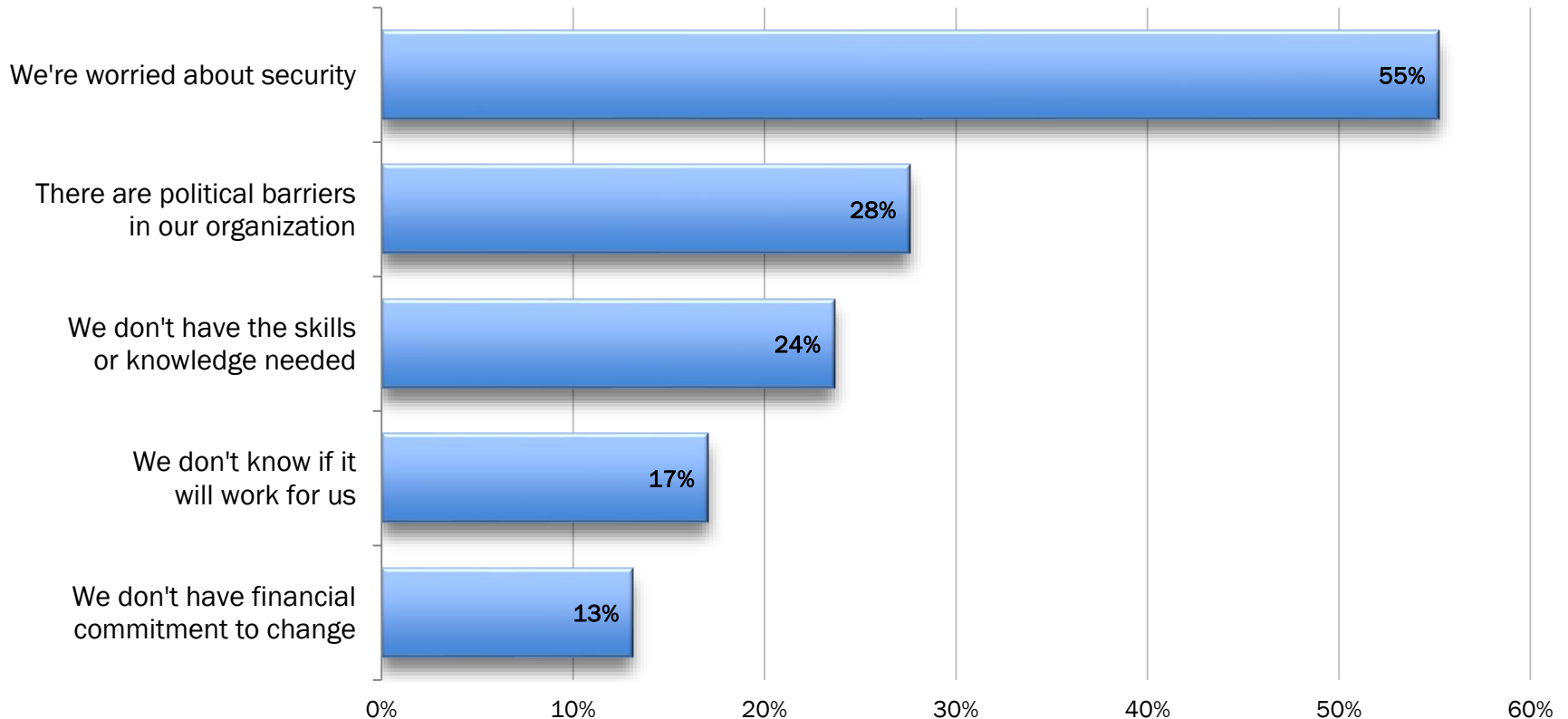
In the near future, top contenders for migration to the cloud are business intelligence (45%), advanced analytics (40%), and data warehousing (36%).

# When will your organization begin moving additional data sets or applications to the cloud?



**Among those surveyed, over two thirds report they are already engaged in or actively planning the process of moving data or applications to the cloud within a year.**

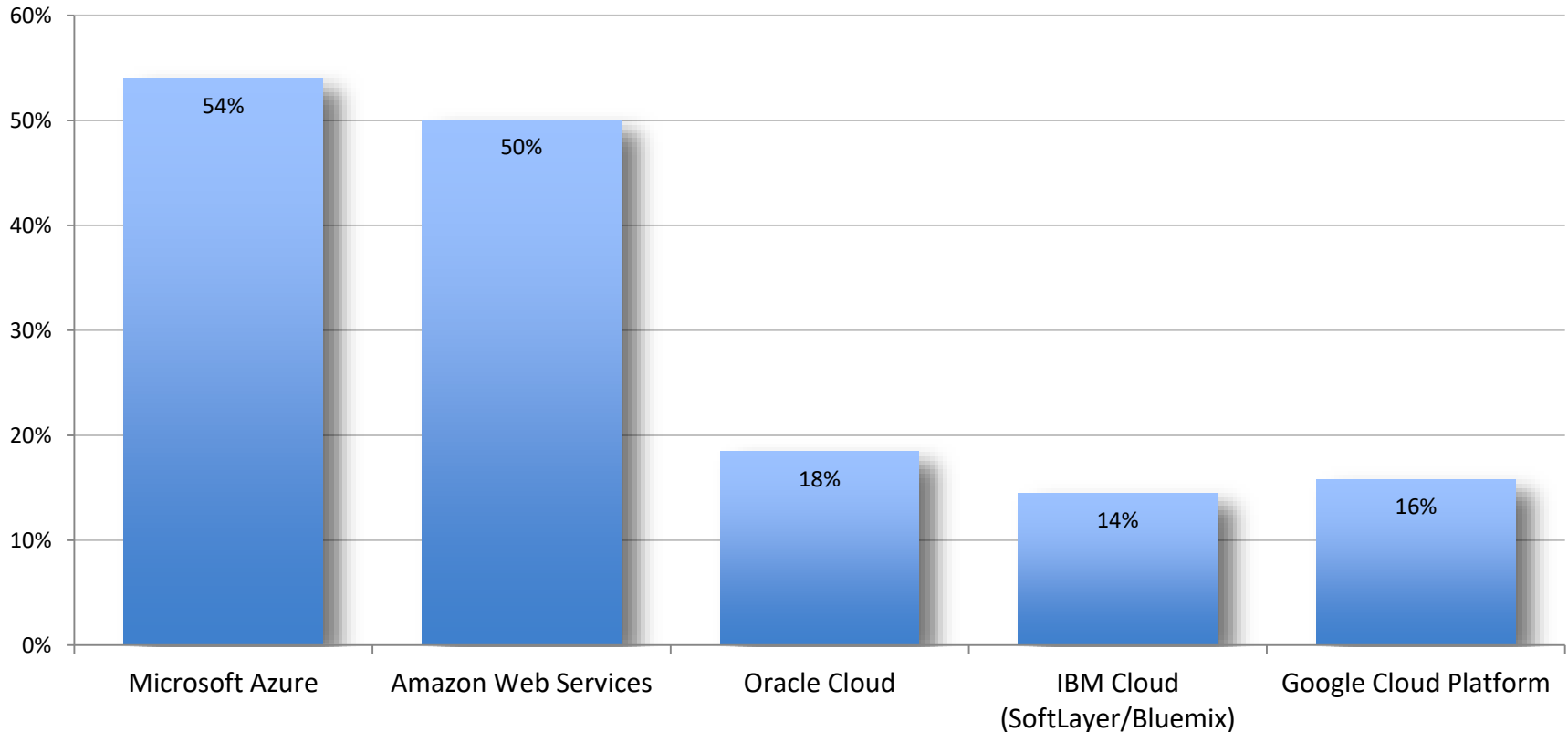
# Does your organization have any concerns about moving to the cloud?



**Asked what concerns they have with moving to the cloud, more than half of all respondents cited security worries. Almost a third also saw political barriers within their organizations as a hindrance to transitioning to the cloud.**

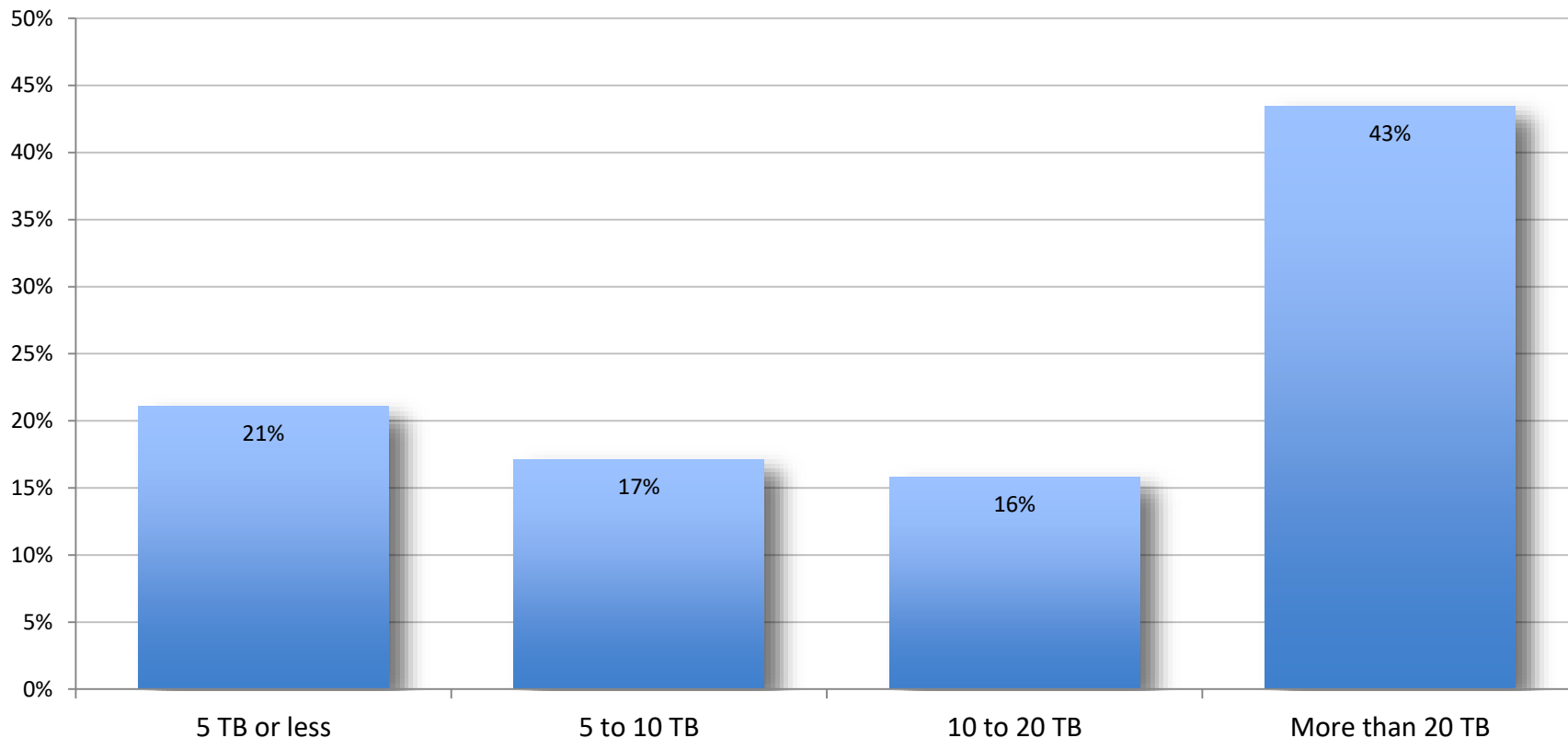


# What is your organization's current or planned public cloud platform?



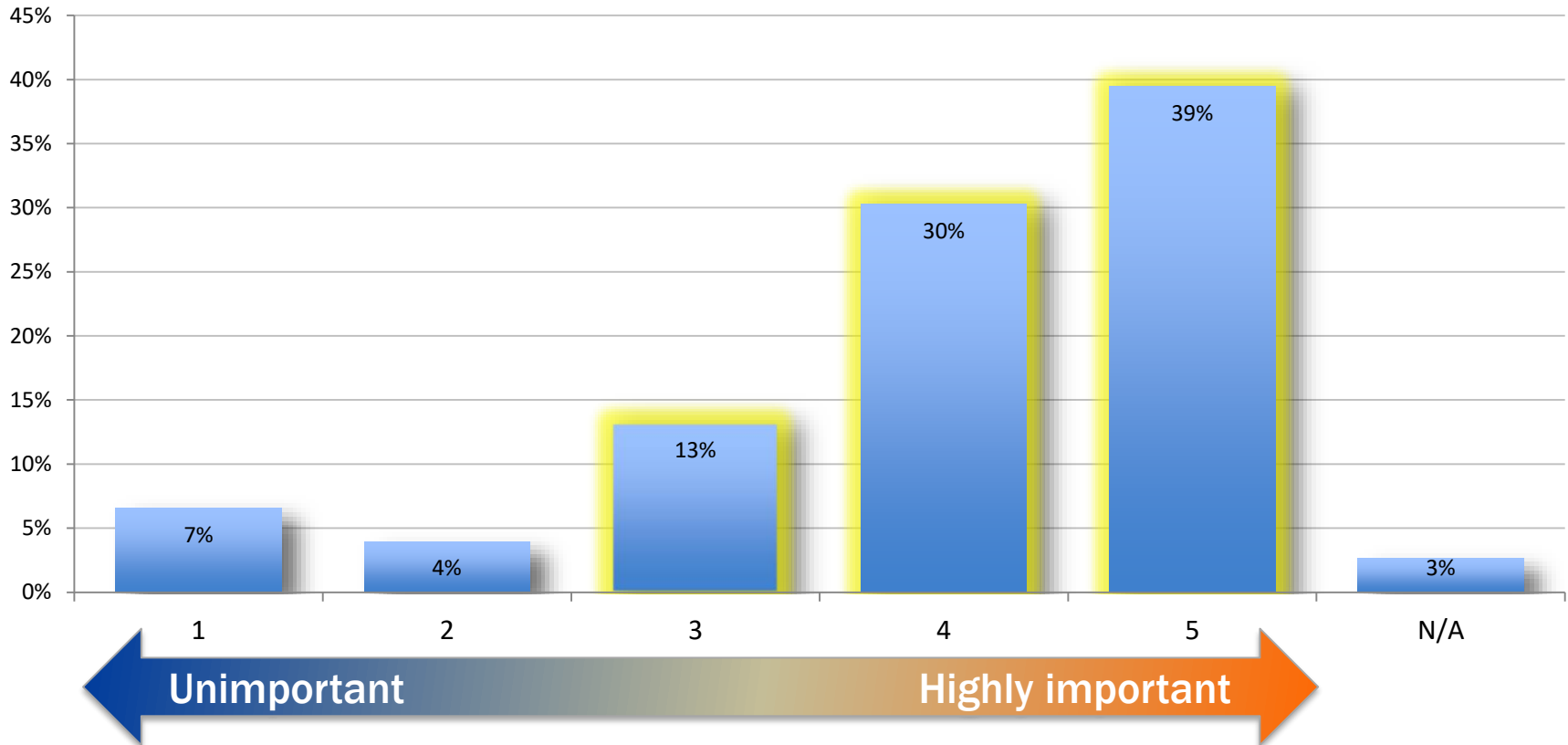
**Among organizations involved in the survey, the two most-used public cloud platforms – by wide margins – are Microsoft Azure (54%) and Amazon Web Services (50%).**

# How much data does your organization need to analyze?



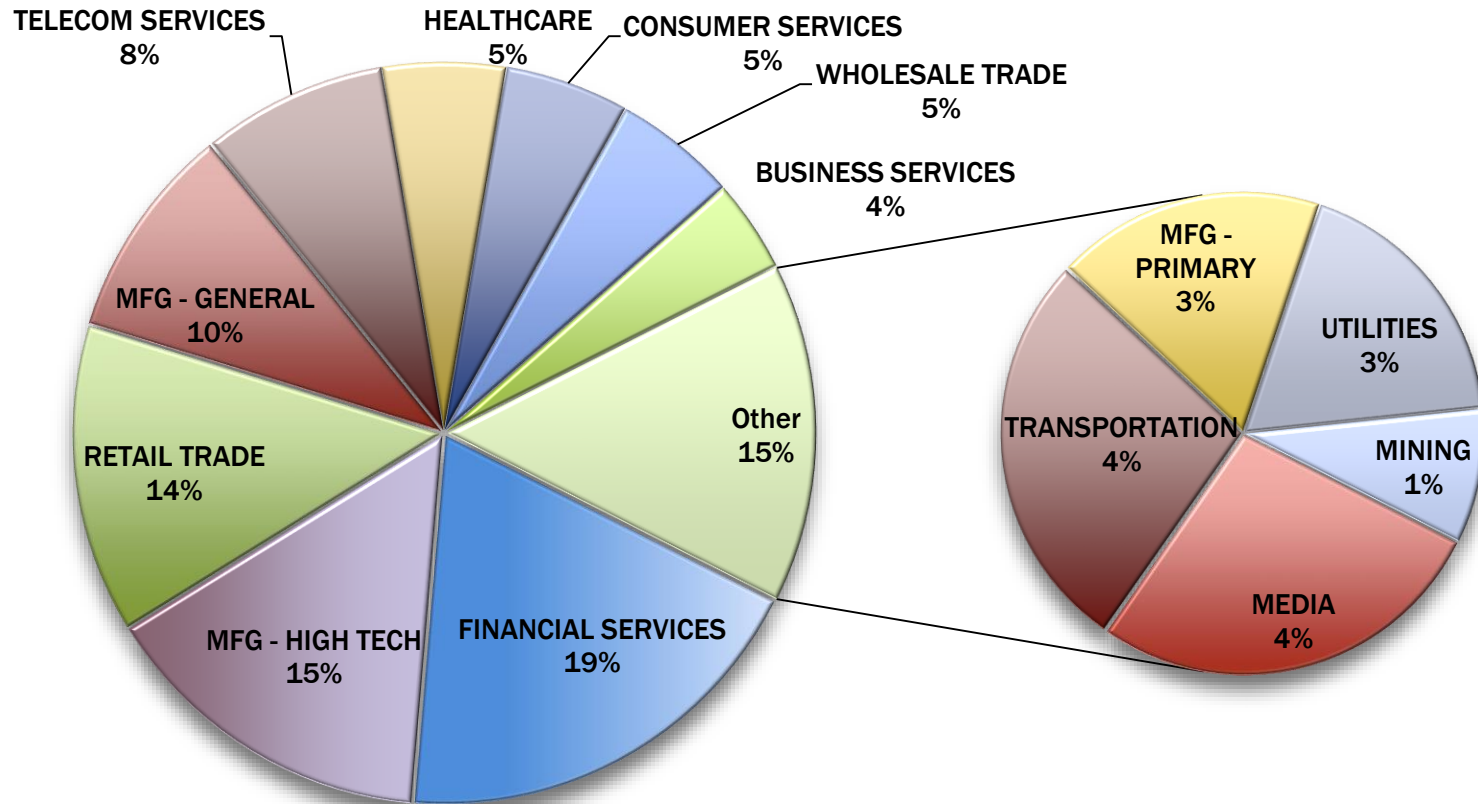
**Nearly half of respondents report their organization needs to analyze *in excess of* 20 TB of data.**

# How important is it to your organization to have high performance or advanced analytics in the cloud? (Rate 1 to 5, 1 = unimportant, 5 = highly important)



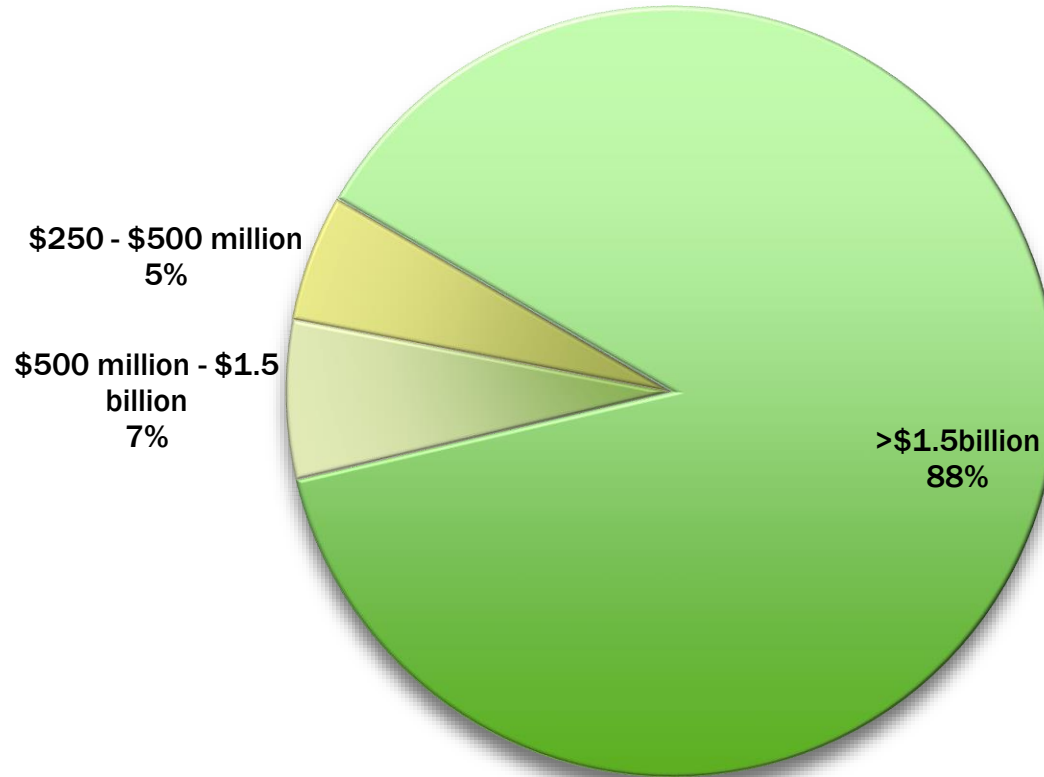
**82% of respondents characterize advanced analytics in the cloud as “important” to “highly important” to their organizations.**

# Profile of Responders: Industry Sectors



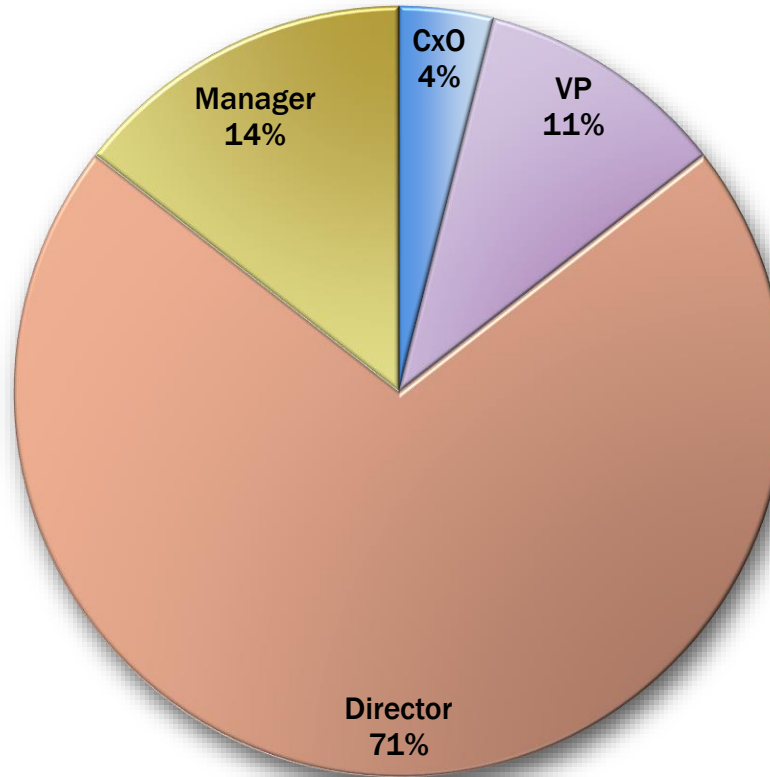
**Responders represent a wide variety of industries.**

## Profile of Responders: Revenue



**88% of those surveyed work in Fortune 1000 companies with revenues over \$1.5 billion.**

## Profile of Responders: Job Level



**86% of those surveyed hold executive level positions in their organizations.**



**Teradata Hybrid Cloud is enabled by Teradata Everywhere™, an industry first that makes the same full-featured Teradata Database software available across multiple deployment environments.**

**[Get the whitepaper Executive Primer: Cloud for Analytics](#)**