



2020 GLOBAL STATE OF ENTERPRISE ANALYTICS

**MINDING THE
DATA-DRIVEN GAP**

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EXECUTIVE SUMMARY

For the second year, MicroStrategy has surveyed business intelligence and analytics decision makers from around the world about the current state of their organization's analytics initiatives and their plans for the future. Respondents were asked about benefits realized, challenges to success, priorities, and investments—and most importantly, if current initiatives to create and deliver on a data-driven culture and business were moving forward.

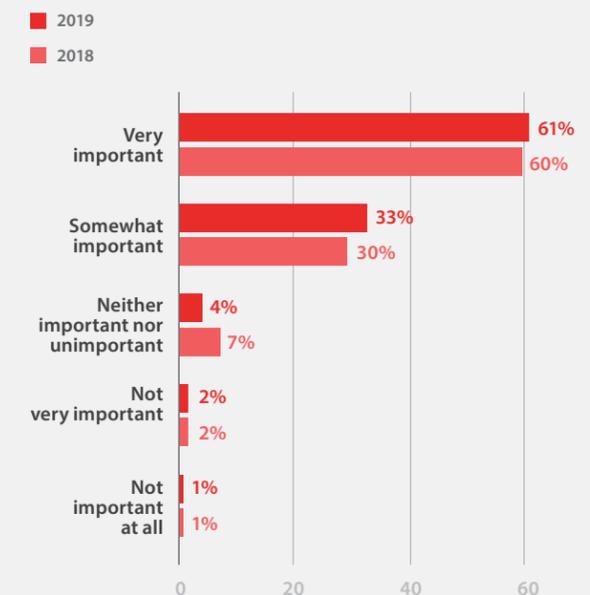
As in the previous year's survey, respondents had no doubt about the importance of data and analytics when it came to digital transformation (see figure 1). Yet, this year's analysis uncovered that, as the reality of 2020 and a new decade of accelerated innovation set in, a smaller set of leaders were confident in their progress to date.

Our survey results revealed four main themes:

- 2020 is forcing a data-driven reality check.** Many organizations that say they're data-driven are still driving in the slow lane. However, a set of disruptive leaders are racing ahead.
- Data-driven cultures are getting stuck at the top.** Executive and management teams are increasingly data-privileged and insights-rich, while most front-line employees remain data-deprived and insights-starved.
- Intuitive experiences can narrow the gap between the haves and have-nots.** Self-service analytics hasn't proven to be a panacea in driving a data-driven culture. The insights-starved need answers that find them as they do work and make decisions.
- Investments are increasing in anticipation of a data deluge.** From talent to trending technology, organizations are putting their money where their mouth is.

These findings illustrate a next decade for enterprise analytics that holds incredible promise if innovation and intuitive experiences can finally bring to bear the Intelligent Enterprise.

Figure 1:
The Role of Data in Digital Transformation
Question: How important is data and analytics to your business growth strategy/digital transformation efforts?



METHODOLOGY

To obtain a global, cross-industry view of the state and future of data and enterprise analytics use, MicroStrategy surveyed 500 business intelligence and analytics professionals across Brazil, Germany, Japan, the United Kingdom and the United States in Q2 2019. All respondents were required to be knowledgeable about their organization's use of data and analytics and have direct involvement in decision making for their company's analytics solution. The respondents represent 10 industry segments (financial services, government, healthcare, hospitality, manufacturing, retail, software tech, professional services, telecommunications, and other) with the majority employed at an organization producing more than \$100 million in annual revenue. The survey was conducted for MicroStrategy by the market research firm Hall & Partners.

94%
SAY DATA AND
ANALYTICS IS
IMPORTANT TO
THEIR BUSINESS
GROWTH
AND **DIGITAL**
TRANSFORMATION

2020 FORCES A DATA-DRIVEN REALITY CHECK

The last decade has seen incredible business enthusiasm around becoming data-driven. With digital disruption surprising and sometimes snuffing out even the best-known brands, enterprise organizations have received a clear wake-up call that the only constant is change—and insights are needed to move forward.

While some have opted to hit the snooze button on business transformation, others have risen to get an advanced start on the next decade that will demand real-time, informed experiences and responses. Most organizations, though, sit somewhere in the middle, resolving to be data-driven while waiting for something that can actually affect that change.

Moving Ahead

For organizations that have embraced the use of data and analytics, a common set of benefits has emerged that continue to motivate their investments, including improved efficiency and productivity, faster and more effective decision making, and better financial performance (see figure 2).

In thinking about the bigger goal of digital transformation, 46% say they have been able to identify and create new product and revenue streams, and 45% of organizations are now using data and analytics to develop new business models. With regard to the creation of new product and revenue streams, the retail and healthcare industries lead this area, with

58% and 57% respectively saying they've been able to do so leveraging data and analytics.

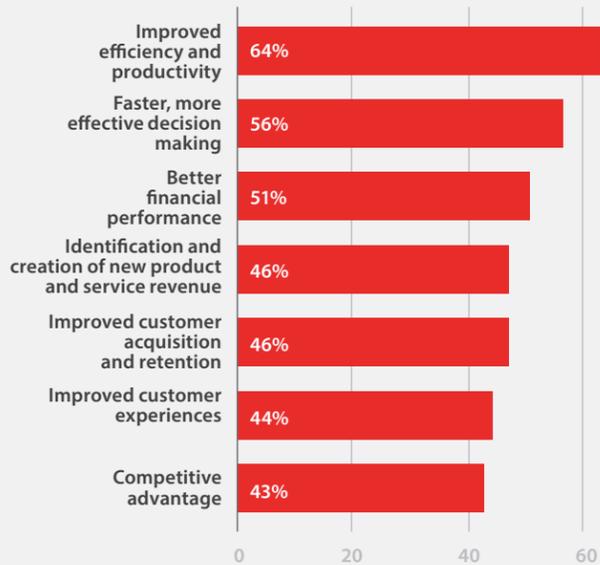
More than half (59%) of organizations also say they're now moving forward with the use of advanced and predictive analytics (a jump of 7% from the previous year), with the percentage shifting dramatically based on revenue. While 65% of companies with \$100 million to \$500 million in revenue confirm their use of advanced and predictive analytics, just 46% of companies under \$10 million in revenue can say the same.

No matter how much or little their revenue, overall, 94% of respondents say that data and analytics is important to their organization's digital transformation efforts (up 4% from last year), and 26% feel that their analytics program is ahead in relation to their peers.¹

For those that have seen success, top foundational drivers include the creation of an analytics strategy (43%), executive interest and buy-in (38%), and the ability to establish an effective data architecture and technology infrastructure (38%). Again, retail and healthcare stand out as early leaders in analytics use, with 52% and 51% respectively, noting that their organizations have already invested in an analytics strategy.

Figure 2: Gainful Deployment

Question: What benefits has your organization realized through its analytics use?



Coming from Behind

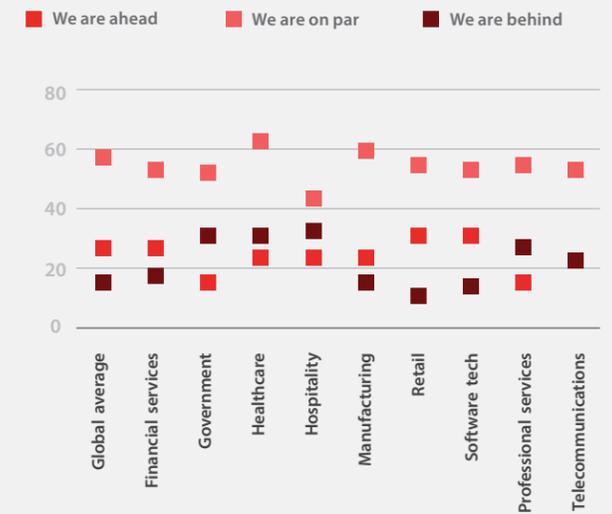
When asked where they saw their organization's analytics program in relation to their peers, 57% of respondents believed they were on par, while 17% felt they were behind (see figure 3), with the percentage of those who felt behind jumping to 24% for UK respondents. On the other side of the coin, respondents from Brazil were most sure of themselves, with almost a third (32%) saying they were ahead of their peers compared to the 26% global average.

In terms of industry, the hospitality and government verticals appear to be especially unsure about their data-driven progress, with 33% and 31% respectively saying they feel their analytics programs are behind in comparison to the 17% overall average. Retail, with one of the earliest and most severe digital disruption wake-up calls, now professes to be the farthest ahead, with 32% saying they are ahead of their peers in data and analytics use compared to the 26% overall average.

When it comes to what's holding organizations back from using data and analytics more effectively, this year's Global State of Enterprise Analytics survey confirms a common set of challenges (see figure 4). At the top is data privacy and security concerns (43%), followed by limited access to data and analytics across the organization (29%), a problem that's plagued businesses for the past decade, with analytics adoption hovering around 30%. Not

Figure 3: Leader, Laggard, or Somewhere in Between?

Question: Where do you see your organization's analytics program in relation to others (peers) in the industry?



far behind, brands say they are hindered by both a lack of talent (27%) and training (27%), as well as solutions that are too complicated for organization-wide use (25%).

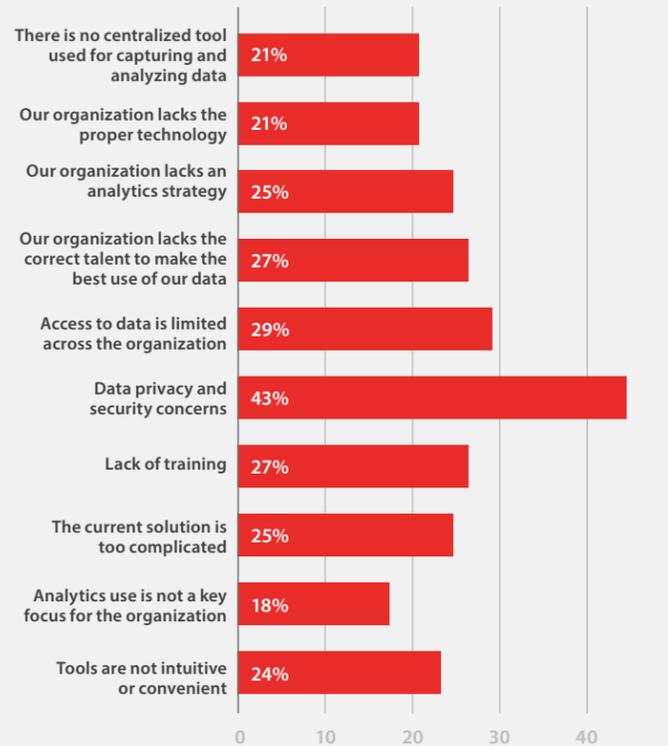
Another commonly acknowledged barrier includes no centralized tool within the organization for capturing and analyzing data (21%). In fact, almost three-fourths of respondents (71%) in this year's survey say their organization uses multiple solutions or tools.

Similarly, when asked how much of their organizational data is governed (certified by an organizational authority or adheres to corporate policies/a single version of the truth), only 38% said more than 50% of their data is governed.

Moving into a decade in which the winners and losers will be decided by who has the best data, the correct data, and makes the most of it, this year's survey findings reveal the gap between the leaders and the others. Only 16% of respondents say their organization's analytics technology deployment is at the maturity level to include a sophisticated architecture for self-service analytics with governance, security frameworks, access to big data, and mobile and predictive technologies supported by a center of excellence for training and support.

Figure 4: Not Without Its Challenges

Question: What are the barriers, if any, to more effective use of data and analytics within your organization?



SPOTLIGHT

FIGURE 5: INSIGHTS-RICH IMPROVEMENTS

Question: How is your organization currently using data and analytics?



3 TOP CHALLENGES TO MORE EFFECTIVE ANALYTICS USE

1 DATA AND PRIVACY CONCERNS

2 LIMITED ACCESS TO ANALYTICS

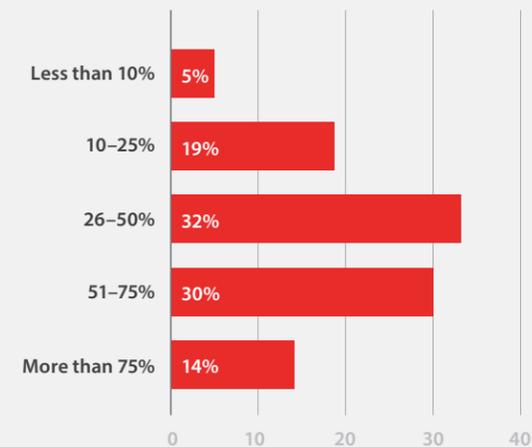
3 LACK OF TALENT AND TRAINING

DATA-DRIVEN CULTURES GET STUCK AT THE TOP

Questions in this year's Global State of Enterprise Analytics survey regarding organization-wide data and analytics access revealed a commonly witnessed divide between the data-privileged and insights-rich and the data-deprived and insights-starved. When asked what percentage of employees had access to the organization's data and analytics, only 14% of respondents could say that it was more than three-fourths of the organization (see figure 6).

Figure 6: Limited Access

Question: What percentage of your entire organization currently has access to data and analytics?



This number crept down to below 10% in three of the surveyed industries: manufacturing, government, and hospitality. In fact, when it came to government, more than one-third of respondents said that less than 25% of employees have access to their organization's data and analytics.

The Haves and Have-Nots

The gap seems especially wide between executive and management teams and front-line employees. When asked which roles have access to the organization's data and analytics, respondents reported that more than three-fourths (76%) of executives have access, as do 81% of management teams, while only a little over half (52%) of front-line employees are empowered with data and analytics for their daily work and interactions (see figure 7).

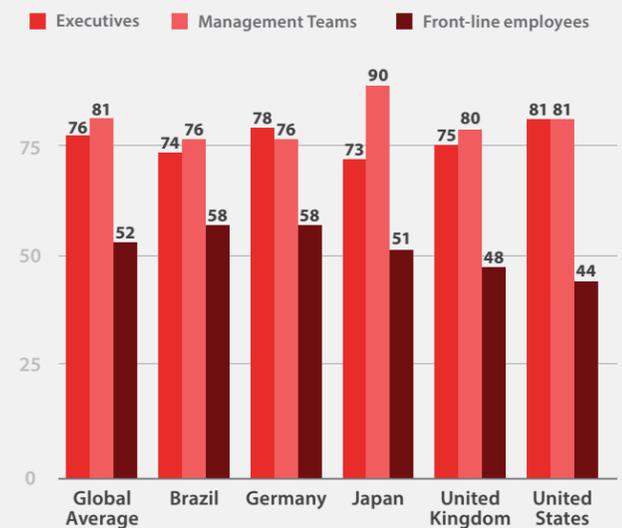
Looking at the geographical breakdown, the United States turned out to be the biggest laggard, with just 44% of front-line employees having access to data and analytics. Both Brazil and Germany topped the other end of the spectrum with 58% of their front-line employees empowered.

Who Has It Easy

When it comes to a step beyond just access – being more easily enabled with reports or quick views of data – we asked this year's respondents to rank which role receives this easy access to insights. Overall, respondents say 44% of executives and 40% of management teams get this, versus just 16% of front-line employees.

Figure 7: Data Privileged vs. Data Deprived?

Question: Which of the following roles currently have access to your organization's data and analytics?



The contrast between the data-privileged and the data-deprived was most stark in the government, with 50% of executives and 41% of management teams getting access to analytics reports and quick views of data, versus just 9% of front-line employees. Geographically, Japan was a standout in giving their front-line employees access to reports and quick views of data, with almost a quarter (23%) of respondents in this country said their front-line employees were empowered with quick views for more-informed experiences and decision making.

The Departmental Divide

The biggest divide in this year's survey comes from the request to rank in order the departments that take the most advantage of the organization's analytics capabilities.

Unsurprisingly, IT takes the top spot (44%).

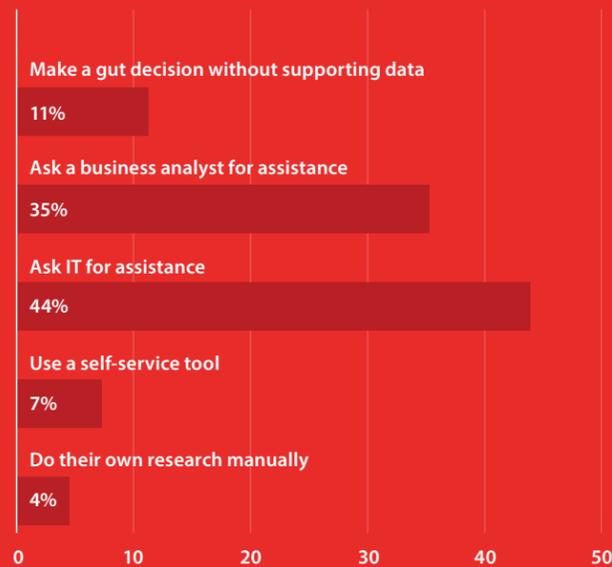
It can only be hoped that other departments are taking advantage of IT's skills when it comes to analytics. Otherwise, it seems most other departments are operating in the dark. Sales came in at an incredibly distant second (10%); product development came in third (9%), followed by all other departments (marketing, HR, finance, et al) in the single digits.

It seems self-service analytics has not proven to be the panacea to increasing analytics adoption across the organization. Those without data and analytics skills seem to need an even easier solution – one that doesn't involve them having to find the answers, but rather having answers that find them.

SPOTLIGHT

FIGURE 8: MINDING THE SKILLS GAP

Question: When unskilled or less-data-skilled employees in your organization need to make a business decision, they are most likely to:



WHILE MORE THAN
800%
 OF MANAGEMENT
 HAS ACCESS TO
 ANALYTICS, ONLY
 HALF OF FRONT-LINE
 EMPLOYEES DO.

INTUITIVE EXPERIENCES CAN NARROW THE SKILLS GAP

The last decade's move to self-service analytics hasn't proven to be the panacea in developing and delivering a data-privileged, insights-rich organization, able to make faster and better-informed decisions for the business. This year's Global State of Enterprise Analytics survey reveals quite the opposite.

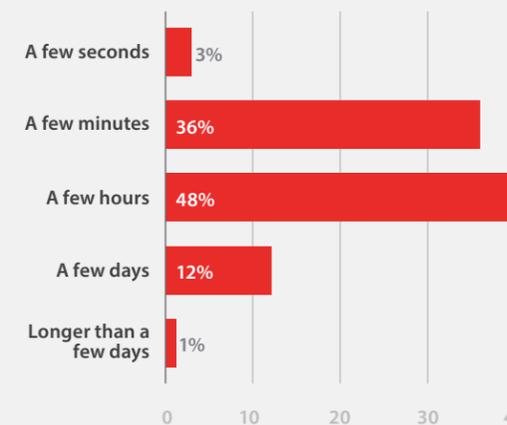
The Skills Gap Remains Wide

When those who aren't adept at analytics need to make a data-driven decision, 79% have to ask IT or a business analyst for help. Only 7% use a self-service tool, and the rest are doing manual research or simply making a gut decision.

Today's reality is that for 60% of insights-starved employees, it takes hours or days to get the information they need to make a data-driven decision; only 3% can do it in seconds (see figure 9).

Figure 9: Untimely Decisions

Question: When unskilled or less-data-skilled employees in your organization are required to use data to make a business decision, on average, how long does it take them to get the data they need?



Taking Skills Out of the Equation

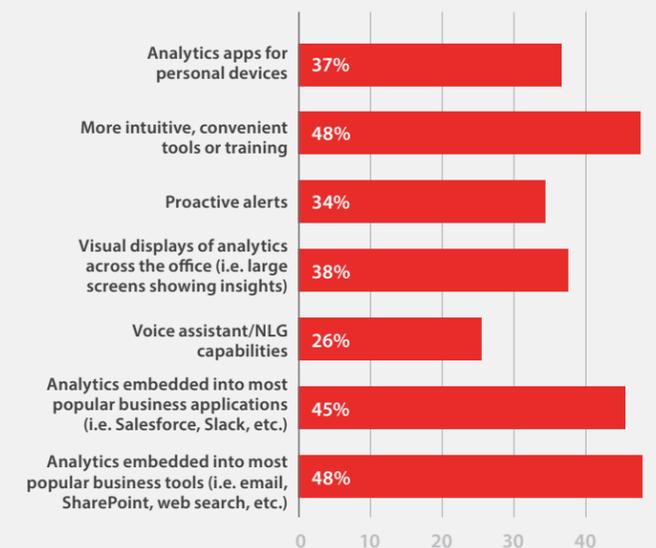
For all employees to be empowered with insights, this year's survey respondents identified a host of experiences that would

help empower all employees with insights (see figure 10). The top answer was more intuitive, convenient tools (48%), directly aligned with the response that tied for top: analytics embedded into the most popular business tools, including email and even web search, where employees can hover over a hyperlink and get information about companies, customers, and more.

Close behind was having analytics embedded into popular business applications used at work, including Salesforce and Slack (45%), followed by visual displays of analytics on large screens around the office (38%), and personal views of data and analytics on employees' mobile devices (37%).

Figure 10: Analytics for Everyone

Question: In driving greater analytics adoption across the organization, which of the following approaches would best help?



Left to Their Own Devices

Across almost every industry, organizations are increasingly leveraging mobile devices (either provided by the business or employees' personal devices) to improve both the employee and customer experience. According to an Oxford Economics survey of senior IT executives, CEOs, and other senior managers, 82% say mobile devices are critical to employee productivity, as well as critical to the agility and speed of decision making.

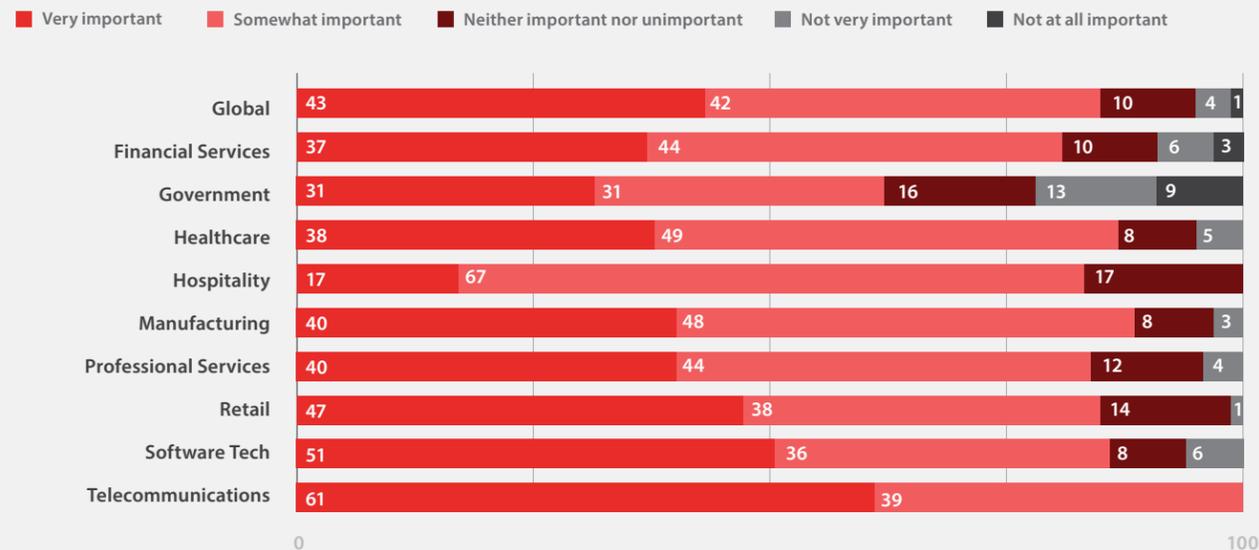
The critical nature of enterprise analytics and mobility is also confirmed by this year's Global State of Enterprise Analytics respondents. Overall, 85% say a mobile analytics strategy is important to their organization's success, up 3% from last year (see figure 11). For respondents

who work in the telecommunications industry, that percentage jumps to an undeniable 100%.

Overall, 41% of organizations say they leverage mobile productivity apps when it comes to their current analytics initiatives (see figure 12). The hospitality and telecommunications industries lead in this use, with 58% and 56% respectively saying they leverage mobile BI or analytics. Looking at below average use of mobile apps, it's financial services (29%) and government (34%) that are trailing. In terms of revenue, it is companies under the \$10 million mark that are least likely (34%) to leverage mobile as part of their business intelligence and analytics initiatives.

Figure 11: There's an App for That

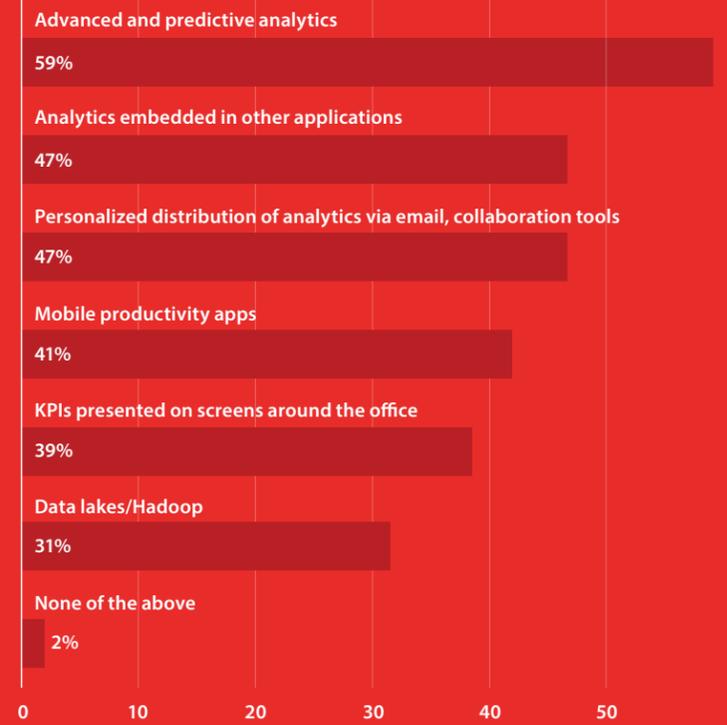
Question: How important is a mobile analytics strategy to your organization's success?



SPOTLIGHT

FIGURE 12: MAKING THE MOST OF ANALYTICS

Question: Which of the following does your organization currently leverage around analytics?



WHEN MOST EMPLOYEES NEED TO MAKE A DATA-DRIVEN DECISION,

79%

HAVE TO ASK IT OR A BUSINESS ANALYST FOR HELP.



ONLY 7%

USE A SELF-SERVICE TOOL.



THE REST

ARE SIMPLY WINGING IT.



INVESTMENTS INCREASE AHEAD OF A DATA DELUGE

From investments in enterprise mobility to data-skilled talent, it's clear in this year's report that organizations are taking business intelligence and analytics seriously— not just to realize incremental improvements, but to enact transformational change.

It's not just tech innovations such as AI and 5G that businesses are trying to get ahead of however. IDC predicts that our global datasphere—the digital data we create, capture, replicate, and consume—will grow from approximately 40 zettabytes of data in 2019 to a staggering 175 zettabytes in 2025 (one zettabyte equals one trillion gigabytes).

With that, not only will the amount of IoT-generated and real-time data balloon, but so will the amount of data created and managed by enterprises. By 2025, IDC predicts that nearly 60% of the 175 zettabytes of existing data will be created and managed by enterprises versus

consumers (compared to just 30% created and managed by enterprises in 2015).

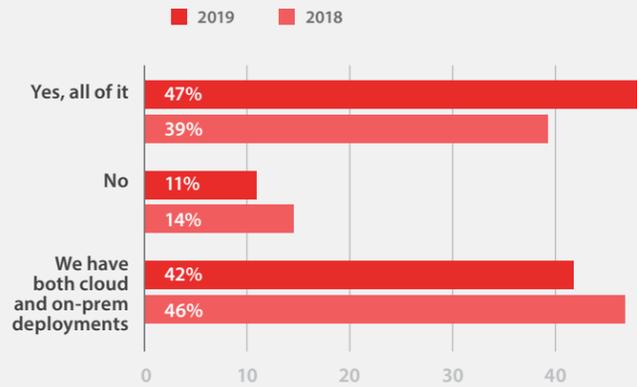
Should this, or even something close to this prediction come to pass, businesses with disparate or legacy technology solutions will find themselves hard-pressed to survive.

65%

**OF ORGANIZATIONS PLAN
TO INCREASE THEIR ANALYTICS
INVESTMENTS IN THE NEXT YEAR.**

Figure 13: The Forecast Calls for Cloud

Question: Is your organization's analytics platform/solution in the cloud?



Putting Their Money Where Their Mouth Is

Organizations professing to be data-driven are prioritizing investments to help make them so. This includes cloud. According to this year's respondents, 47% have their entire analytics platform/solution in the cloud, a jump of 8% from the previous year (see figure 13). For those not already using cloud analytics, 71% say they are considering moving their analytics to the cloud within the next five years, with 40% of the 71% noting it will be within the next year.

One hundred percent (100%) of both healthcare and professional services respondents note their organizations are considering a move to cloud analytics within the next five years. Financial services stand out as a hold out, with 43% not considering a move to the cloud at this time. Those organizations with 10,000 or more employees also lag behind, with 42% saying

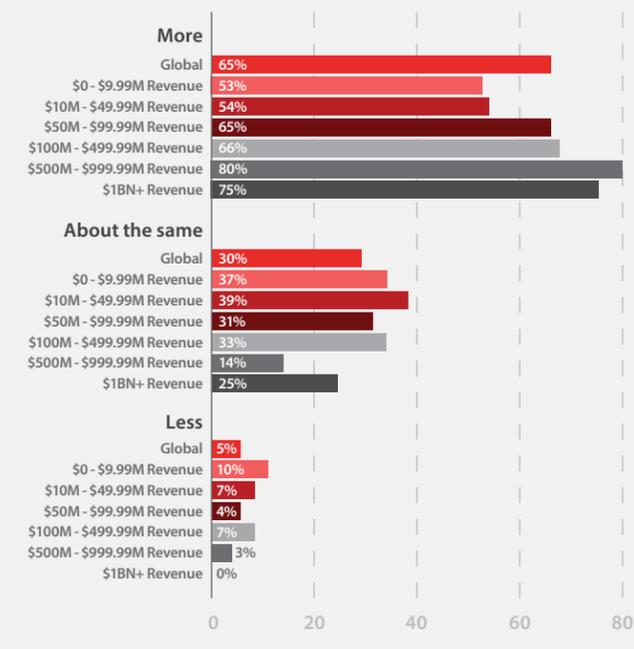
their organization is not considering the cloud for their analytics at this time.

Geographically, brands in the United States still seem the most resistant to cloud BI and analytics, with 50% of US respondents saying their organization is not considering a move to the cloud at this time. The UK and Japan prove to be moving forward the fastest. Just 14% of organizations in the UK and 15% in Japan say they are not considering a move to the cloud.

Over the next year, 95% of overall respondents say that they will invest either more or about the same in their analytics initiatives over the next year, with 65% saying they will invest more. Large enterprise organizations (those with 10,000 or more employees) are most enthusiastic in their investment plans; 79% say they will invest

Figure 14: Investing in Insights

Question: Over the next year, does your organization plan to invest more, less or about the same in analytics initiatives?



58%
OF ORGANIZATIONS
— NOW HAVE A —
CHIEF DATA OFFICER

Again, large enterprise organizations (those with 10,000 or more employees) are most enthusiastic in their investment plans; 75% say they will invest more. Yet only 59% of brands with under 1,000 employees say they will spend more on hiring new data and analytics talent over the next year.

When it comes to a dedicated leadership role, a Chief Data Officer, 58% of respondents say their organization already has one, and 23% say their brand is considering creating the position. A stark contrast appears when looking at this subject by industry. While 78% of telecommunications organizations have a Chief Data Officer, just 28% of government agencies can say the same. No other vertical answered below 50%.

more. Yet only 60% of brands with under 1,000 employees say they will spend more on their analytics initiatives over the next year.

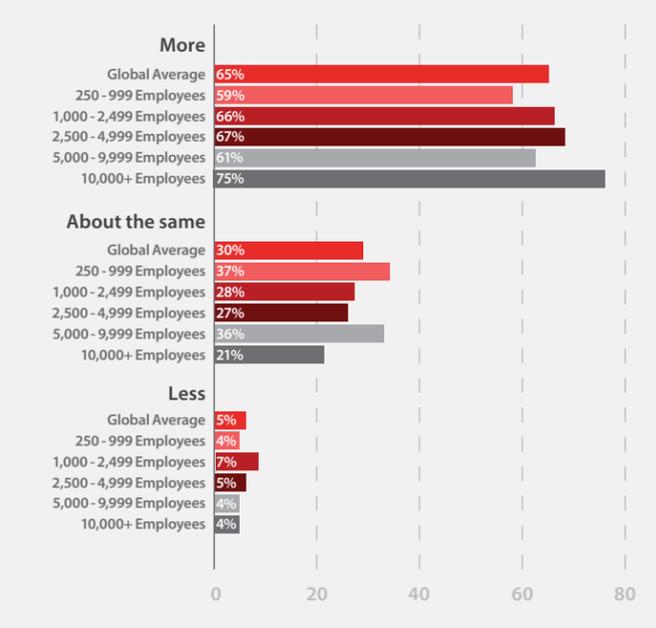
The telecommunications, hospitality, and retail industries lead the pack in planned spending. Seventy percent (70%) or more of organizations in all three of these verticals say they'll increase BI and analytics investments in the coming year.

Banking on Top Talent

To lead in data management and use, the right people are just as important as the right technologies. This year, 95% of respondents in the Global State of Enterprise Analytics survey say they plan to invest the same or more in hiring additional data and analytics talent, with 65% of respondents saying they'll spend more (see figure 15).

Figure 15: Investing in Skills

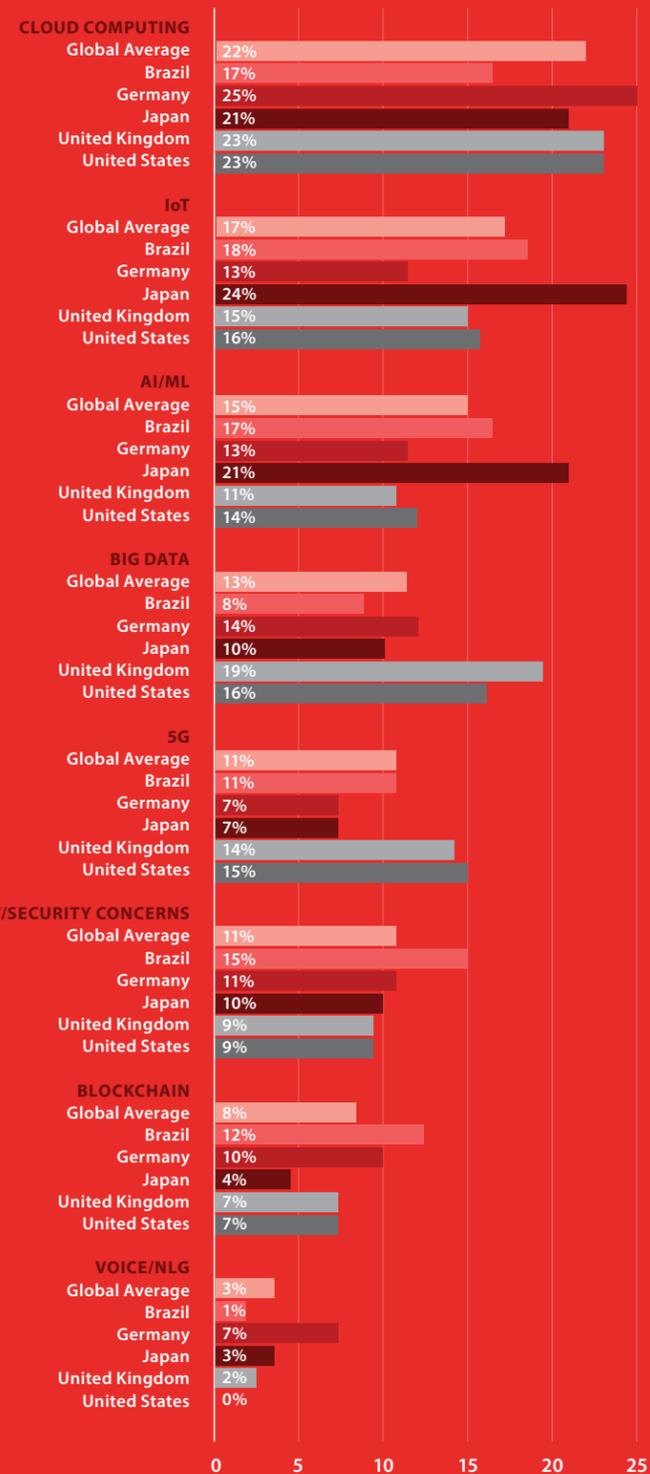
Question: Over the next year, does your organization plan to invest more, less or about the same in hiring new/additional data and analytics talent?



SPOTLIGHT

FIGURE 16: EYE ON THE FUTURE

Question: In the next five years, which technology trend do you think will have the most significant impact on your analytics initiatives?



Back to the Future

With the speed of technological innovation sure to accelerate in the next decade, this year's survey asked respondents for their thoughts on which tech trend would have the greatest impact on their analytics initiatives. Over the next five years, cloud computing comes out in front. Rounding out the top five are the Internet of Things (IoT), artificial intelligence and machine learning, big data, privacy and security challenges, and 5G (see figure 16).

When it comes to the ratio of data-deprived, insights-starved to data-privileged, insights-rich in an organization, it takes time, technology, technique and talent to make the latter the prevailing number. Some organizations have an early lead. Most hope to be fast followers.

CONSIDERATIONS AND RECOMMENDATIONS

A new decade offers a natural yet pivotal inflection point around business transformation and advancement. With innovation and related disruption accelerating, organizations can no longer sit back and wait to see what change brings. Instead they must actively pursue change - and invest in it—with a focus on people, pervasiveness and convenience.

The goal of business intelligence has been to serve up key organizational insights in order to facilitate transformation and advancement. Yet, for all the self-service experimentation, the promise of analytics for everyone has not been realized. Adoption across the enterprise still hovers around 30% of all employees, according to industry analysts. This is due in large part to the current paradigm of BI which expects users to go to a separate destination, disconnected from the workflows, applications and tools they use to get work done. It still caters to the chart and graph aficionados, the math literate, and data visualization and storytelling experts.

With the nexus of data, AI, cloud and other technologies, along with the consumerization effect on enterprise technology, analytics is now poised for a paradigm shift. The new design point for BI won't just be for, data scientists, analysts, and developers. It will be for every person, every process, and every device, delivering insights in the context of the work being done and able to be shared and consumed to bring about a more Intelligent Enterprise.

Finally, history and experience has taught us that paradigm shifts are rarely about technology alone. Culture is a prominent barrier to change and adoption around new technologies, so think about the people and processes needed to support this transformation. Develop an insights-first culture through education and skills development that rewards data-driven decision making and continuous transformation.

Recommendations for Next-Generation Success

1 Think open and embrace a multi-tool environment. It's no longer realistic to think that a single tool is going to serve all of an organization's needs or cater to varying users' capability levels. Therefore, consider an open strategy on a platform that can support a secure, governed, scalable, high-performance environment for analysts and data scientists, while also serving as the foundation to deliver services and insights to all employees. An open strategy retains the value of current and future data and tools (as well as users' comfort and knowledge levels), while breaking down silos to allow people, processes and technologies to seamlessly work together.

2 Enable everyone, every process, every app, and every thing. Decisions happen every second across the organization, so insights must be accessible in seconds. Tools, applications and services should be tailored to each user's capabilities or lack of. Enable everyone and every thing through self-evident insights (insights that find the user rather than having to be found) delivered via mobile apps, on screens, in products, and in popular business applications.

3 Start with data and enrich it to gain insights. Establish a multi-cloud native platform that is secure and that provides a single source of the truth, as well as a simple experience with scale and concurrency to infuse real-time insights across the enterprise. This should incorporate a semantic layer to curate and recommend information from across the organization, as well as make every employee a first-class citizen in contributing insights and feedback to make the organization smarter over time.

COUNTRY PROFILES

COUNTRY: BRAZIL

2020 IS FORCING A DATA-DRIVEN REALITY CHECK

Top 5 uses of analytics



Are you ahead of your peers in analytics use?



Barriers to more effective analytics use



DATA-DRIVEN CULTURES ARE GETTING STUCK AT THE TOP

Which roles have access to the organization's data and analytics?



74%
of executives



76%
of management teams



58%
of front-line employees

COUNTRY: BRAZIL

INTUITIVE EXPERIENCES CAN NARROW THE GAP BETWEEN THE HAVES AND HAVE-NOTS

When unskilled or less-data-skilled employees in your organization need to make a business decision, they are most likely to:

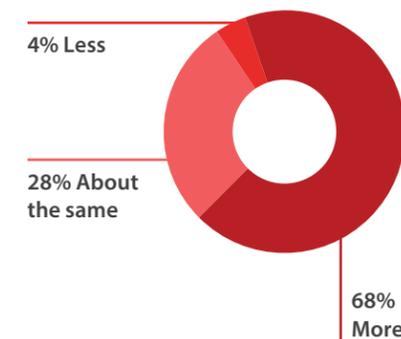


Top 3 approaches to increase analytics adoption:

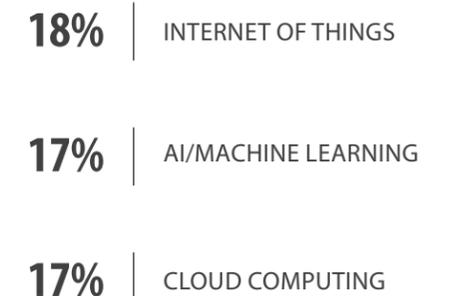


INVESTMENTS ARE INCREASING IN ANTICIPATION OF A DATA DELUGE

Over the next year, will your organization invest more, less or about the same in analytics?



Top 3 tech trends impacting analytics initiatives



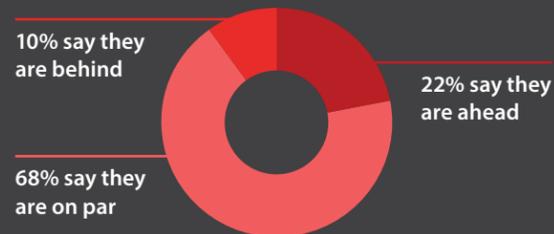
COUNTRY: GERMANY

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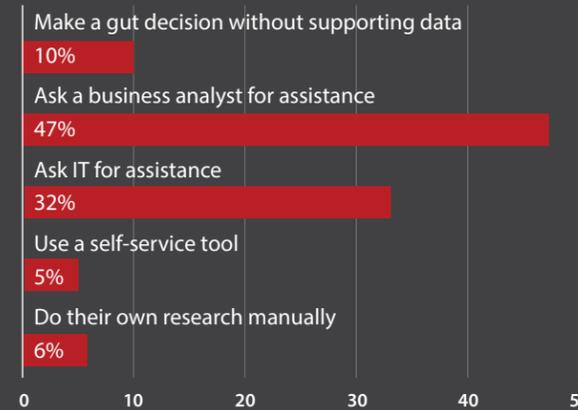


58%
of front-line employees

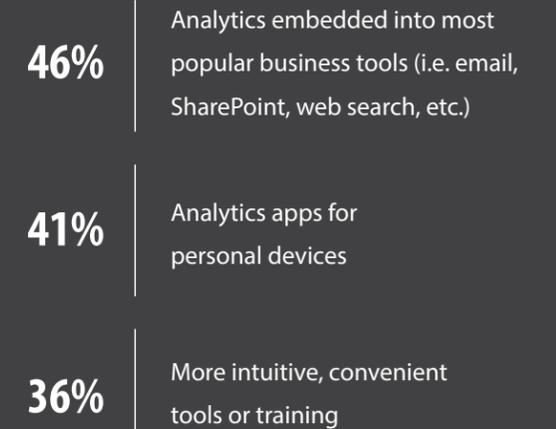
COUNTRY: GERMANY

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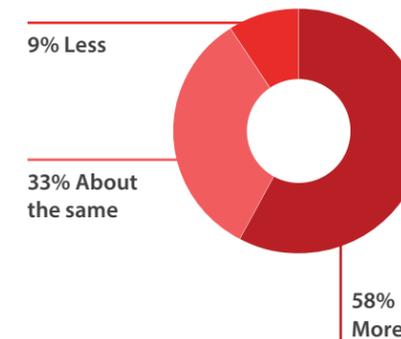


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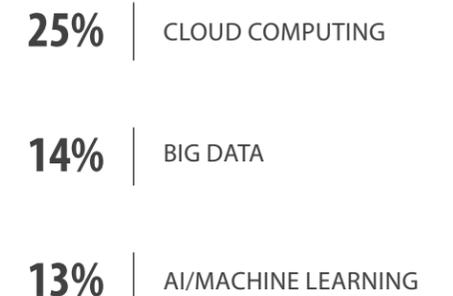


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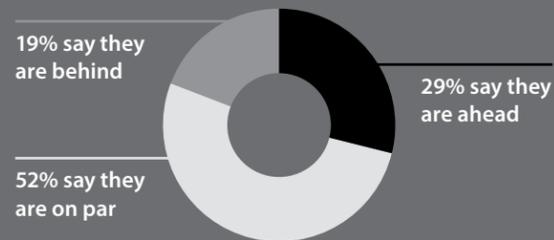
COUNTRY: JAPAN

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Barriers to more effective analytics use



DATA-DRIVEN CULTURES ARE GETTING STUCK AT THE TOP

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73% of executives



90% of management teams

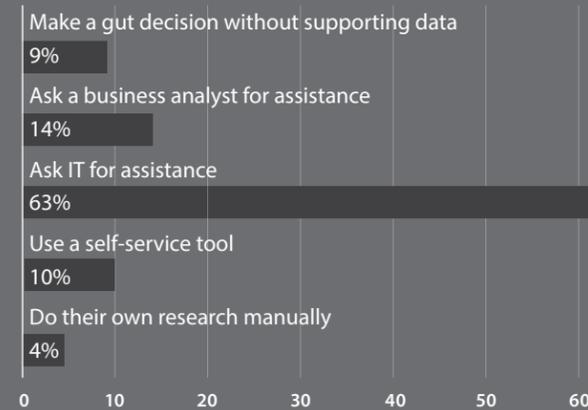


51% of front-line employees

COUNTRY: JAPAN

INTUITIVE EXPERIENCES CAN NARROW THE GAP BETWEEN THE HAVES AND HAVE-NOTS

When unskilled or less-data-skilled employees in your organization need to make a business decision, they are most likely to:

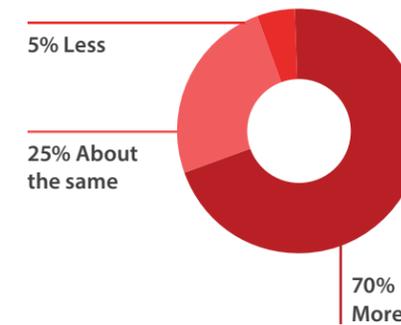


Top 3 approaches to increase analytics adoption:

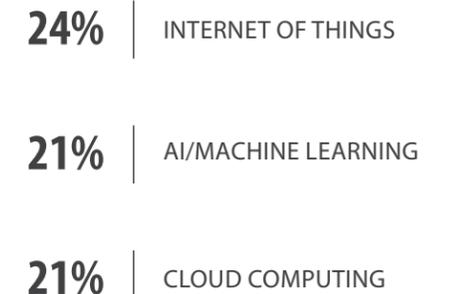


INVESTMENTS ARE INCREASING IN ANTICIPATION OF A DATA DELUGE

Over the next year, will your organization invest more, less or about the same in analytics?



Top 3 tech trends impacting analytics initiatives



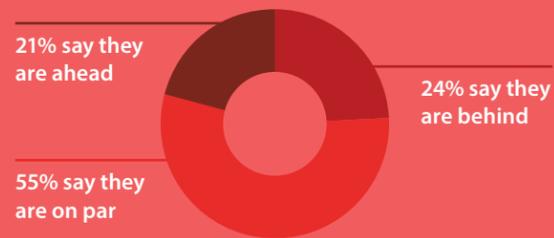
COUNTRY: UNITED KINGDOM

2020 IS FORCING A DATA-DRIVEN REALITY CHECK

Top 5 uses of analytics



Are you ahead of your peers in analytics use?



Barriers to more effective analytics use



DATA-DRIVEN CULTURES ARE GETTING STUCK AT THE TOP

Which roles have access to the organization's data and analytics?



75% of executives



80% of management teams



48% of front-line employees

COUNTRY: UNITED KINGDOM

INTUITIVE EXPERIENCES CAN NARROW THE GAP BETWEEN THE HAVES AND HAVE-NOTS

When unskilled or less-data-skilled employees in your organization need to make a business decision, they are most likely to:

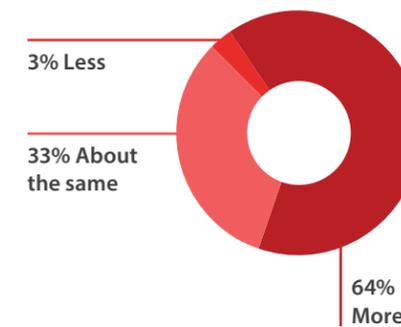


Top 3 approaches to increase analytics adoption:

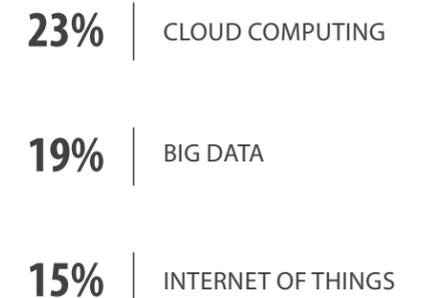


INVESTMENTS ARE INCREASING IN ANTICIPATION OF A DATA DELUGE

Over the next year, will your organization invest more, less or about the same in analytics?



Top 3 tech trends impacting analytics initiatives



COUNTRY: UNITED STATES

2020 IS FORCING A DATA-DRIVEN REALITY CHECK

Top 5 uses of analytics



Are you ahead of your peers in analytics use?



Barriers to more effective analytics use



DATA-DRIVEN CULTURES ARE GETTING STUCK AT THE TOP

Which roles have access to the organization's data and analytics?



81%
of executives



81%
of management teams

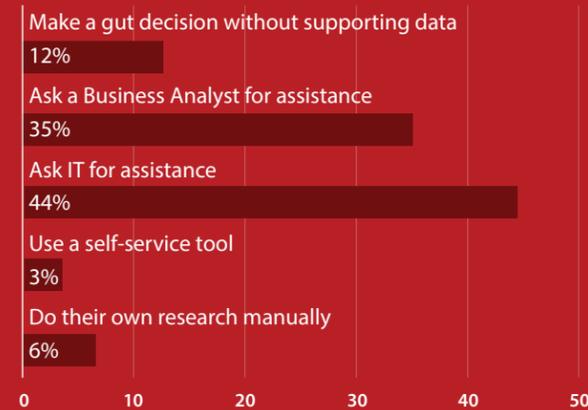


44%
of front-line employees

COUNTRY: UNITED STATES

INTUITIVE EXPERIENCES CAN NARROW THE GAP BETWEEN THE HAVES AND HAVE-NOTS

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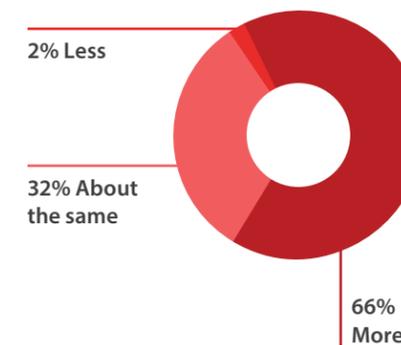


Top 3 approaches to increase analytics adoption:

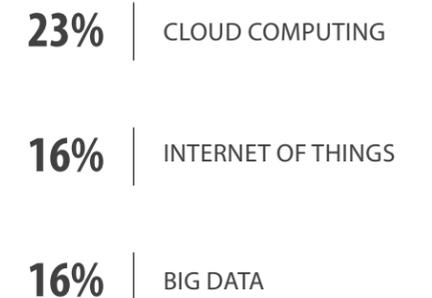


INVESTMENTS ARE INCREASING IN ANTICIPATION OF A DATA DELUGE

Over the next year, will your organization invest more, less or about the same in analytics?



Top 3 tech trends impacting analytics initiatives



A red-tinted photograph of a modern office building with the 'MicroStrategy' logo on the upper left facade. The building has many windows and a curved architectural element on the left side.

ABOUT MICROSTRATEGY

MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise analytics and mobility software and services. Our mission is to make every enterprise a more Intelligent Enterprise™.

MicroStrategy 2019 delivers modern analytics on an open, comprehensive enterprise platform designed to drive business results with Federated Analytics, Transformational Mobility, and HyperIntelligence.

To learn more, email info@microstrategy.com, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).



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