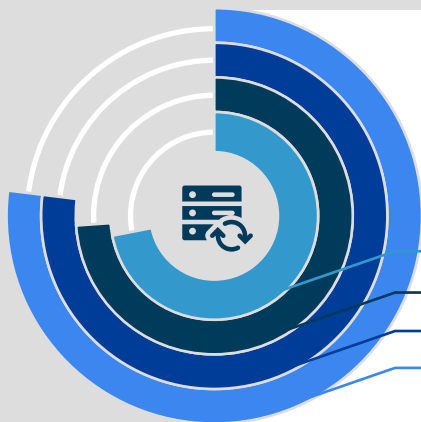


Obtain Maximum Insights From Data With Integrated Data Platforms

TREAT DATA AS A STRATEGIC BUSINESS ASSET

45% say data and analytics will become the most important factor for business competitiveness **in the next 3 years.**



Thanks to their data and analytics initiatives, firms have already seen an improvement.

- **72% Revenue growth**
- **74% Customer experience**
- **77% Business efficiency**
- **77% Strategic planning**

FIRMS STRUGGLE WITH TOOL & PLATFORM INITIATIVES

60% of firms struggle with integration and core data management capabilities. Top challenges include:



56% lack of tools/platforms for developing advanced models



54% insufficient infrastructure for scoring advanced models



51% poorly integrated tools

SEEK PLATFORMS THAT SPAN THE FULL ANALYTICS AND DATA SCIENCE STACK

Top capabilities in a data platform that would be most useful are:



- **54%** a multi-layered/integrated platform
- **49%** data visualization
- **46%** model development
- **40%** model deployment

AN INTEGRATED PLATFORM ENABLES BUSINESSES TO MAXIMIZE INSIGHTS FROM DATA

A single platform to manage and analyze data offers a wide range of technical and business benefits, like:



Better data management



Faster model deployment



Process efficiency



Better customer experiences



Read the full study

Methodology

For more information, please visit <https://www.ibm.com/analytics/cloud-private-for-data>
 Base: 302 data and analytics decision makers in the US and EMEA at companies with 1,000+ employees
 Source: A study conducted by Forrester Consulting on behalf of IBM, September 2018