

Forbes
INSIGHTS

Enterprise Data Strategy In Action

THE APAC LEADERSHIP PERSPECTIVE

IN ASSOCIATION WITH

CLOUDERA



Introduction

IT decision makers (ITDMs) across seven nations in the Asia-Pacific (APAC) region agree that enterprise data strategy—a holistic approach to data capture, storage, analysis and prediction—delivers both profits and stability.

Organizations in APAC with an enterprise data strategy in place for more than 12 months average an annual profit growth of 5.65%, according to ITDMs. Organizations without an enterprise data strategy in place and with plans to implement one in more than 12 months average just 1.66% annual profit growth.

These figures come from a [global survey](#) conducted by data management platform provider Cloudera between July and September 2021 to better understand how organizations value and prioritize enterprise data strategy. Worldwide, 2,100 IT decision makers and 1,050 senior decision makers (SDMs) from organizations with at least 1,000 employees responded—among them 700 ITDMs and 350 SDMs from APAC-based organizations. These leaders represent both the public sector and a variety of private sector industries.

ITDMs and SDMs in APAC lead their global peers in enthusiasm for several enterprise data management disciplines. For example, 95% of APAC IT decision makers whose organizations have an enterprise data strategy in place say it is key to business resiliency, compared with 91% in the U.S. and 88% in Europe, the Middle East and Africa (EMEA). Similarly, 95% of SDMs in APAC emphasize the importance of optimizing data management, compared with 94% in the U.S. and 89% in EMEA.

And the stakes appear higher in APAC than in any other region: APAC ITDMs from organizations without an enterprise data strategy in place and with plans to implement one in more than 12 months reported much weaker annual profit growth (1.66%) than those in the U.S. (3.48%) and EMEA (2.63%).

In this regional report, we focus on key trends and findings specific to APAC, including unbounded growth in data complexity, wide variations in labor force structure, regulations in the region and a strong and growing interest in hybrid cloud data solutions.



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Strong Returns On Enterprise Data Strategy Investments In APAC

APAC leaders reported generally stronger uptake and returns than global peers on enterprise data strategy. Eighty-seven percent of APAC ITDMs said their organization currently has an enterprise data strategy in place, ahead of the 84% global figure. APAC ITDMs with an enterprise data strategy in place at least 12 months were also more likely than global peers to rate it “very effective,” at 67%, compared to 61% in the U.S. and 62% in EMEA.

As noted above, ITDMs in APAC with a mature enterprise data strategy in place reported 3.4 times the organizational profit growth of those with no strategy in place yet (but with plans to implement one in more than 12 months). That’s much higher than the 2.1x lift in the U.S. and 2.2x lift in EMEA.

This may reflect a more profound impact of technological substitutions for labor. “Relatively speaking, APAC contains more developing countries where labor is traditionally cheaper than in other regions. But during Covid, you couldn’t necessarily tap into that because of the disruptions,” said

Daniel Hand, a field chief technology officer at Cloudera. “So the push for digitization and digital transformation is behind many of the improvements here.”

Although SDMs in all regions said improving customer experience and satisfaction is one of the top goals organizations are using data and analytics to achieve, APAC respondents led the world, with 68% highlighting this priority compared with 60% in the U.S. and just 56% in EMEA. “We have a strong service culture and a very customer-centric approach to business here,” Hand said. “Many of the world’s biggest call centers are based in APAC, and so we’re focused on customer satisfaction and the customer experience.”

APAC respondents were also more likely than global peers to find new revenue streams through increased use of data and analytics, with 60% of APAC SDMs saying they currently do so compared to 52% worldwide. Sixty-four percent of APAC SDMs said organizations need immediate access to data to support business-critical decisions, in line with the global total of 63%.



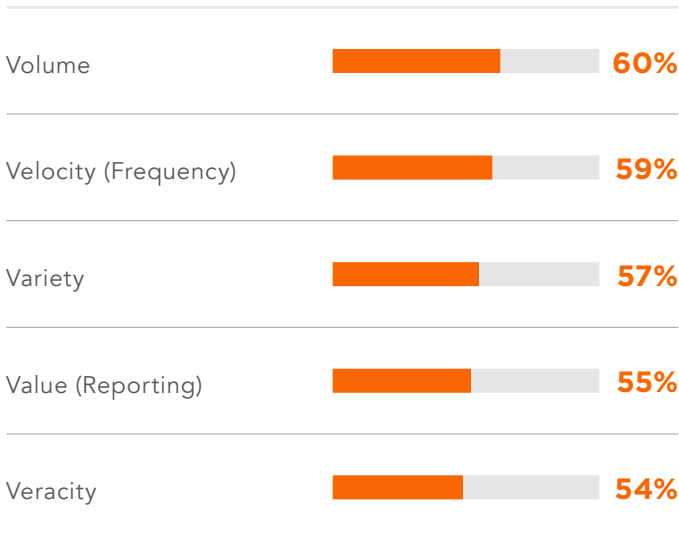
In APAC, 68% of SDMs cite improving customer experience and satisfaction as one of the top goals for using data and analytics.

Pressures From Data's Inexorable Growth

More than nine in ten APAC ITDMs (94%) reported encountering or anticipating at least one challenge when implementing an enterprise data strategy. And most APAC ITDMs say they still face challenges with each of the five Vs of data:

The Five Vs Of Data

Percentage of APAC ITDMs who said their organization currently faces issues with data on the following dimensions:



These figures align closely with global responses and are in line with the majority of ITDMs struggling with comprehensive access to analytical tools. Across all regions, two-thirds of ITDM respondents said they had not completely rolled out analytical tools to all relevant business groups and/or had not refined new business models through data and analytics. ITDMs in APAC reported slightly better results, with 64% saying they lack complete access to centralized analytics and 63% still grappling with new business models.

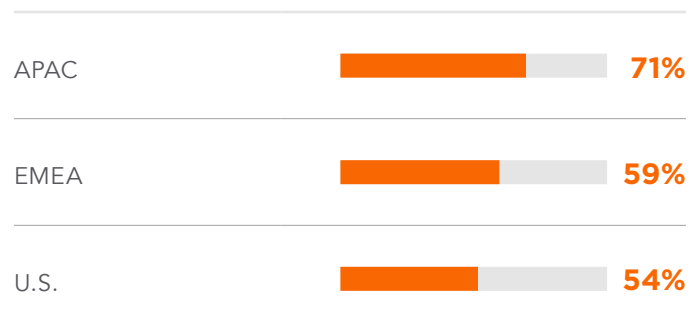
Hand said these figures reflect the ongoing expansion of data, and the challenges that accompany that growth. "You're not solving the problems you have today with your data strategy. You're trying to solve the problems you expect to have in the next 12 to 18 months," he said. "As volume goes up, so does the variety and richness over time."

Excelling In Security And Governance

Compared to global peers, ITDMs in APAC were more likely to say that having secure, centralized governance and compliance over the entire data lifecycle is valuable when managing data (90% in APAC, 89% in the U.S. and 84% in EMEA). ITDMs in APAC were also noticeably more likely than others to have security and governance included in data lifecycle processes, with 71% in APAC agreeing compared to 59% in EMEA and 54% in the U.S.

APAC Ahead In Security And Governance

Percentage of ITDMs across regions who said security and governance is included in data lifecycle processes at their organizations:



Hand said the heightened emphasis on security and governance reflects the diverse challenges of multinational business in the APAC region.

"For example, we have a banking customer that serves 27 different countries, and that creates a lot of complexity in doing business," he said. "That needs to be codified in a security and governance fabric."

The Role Of Hybrid Multi-Cloud In APAC

APAC ITDMs were the most likely worldwide to see value in hybrid architectures, which span data storage and analysis across in-house resources as well as both public and private cloud services.

Ninety-four percent of APAC ITDMs see organizations with hybrid architecture as part of their data strategy gaining a competitive advantage, well ahead of the 89% global total. Eighty percent also said they are looking to house data and performance analytics on hybrid architectures over an 18-month time period.

Eighty-four percent of APAC ITDMs are either maintaining or increasing their hybrid multi-cloud spending over an 18-month period, and 42% signaled a hybrid multi-cloud approach to data and performance analytics over that period, compared to 36% worldwide.

The survey showed a gap between investment and intention, though. Despite the heavy interest in hybrid cloud, less than half as many (42%, on average) APAC ITDMs said their organizations are currently dedicating time and resources to cloud migration and strategy.

This gap suggests uncertainty about where best to focus investments, which Cindy Maike, Cloudera's vice president of business and product solutions, said can be addressed by identifying areas of vulnerability or future-proofing what each organization values most. "Hybrid cloud is the enabling technology for a data strategy that can account for market volatility, changes in business operations or changes in business models."

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