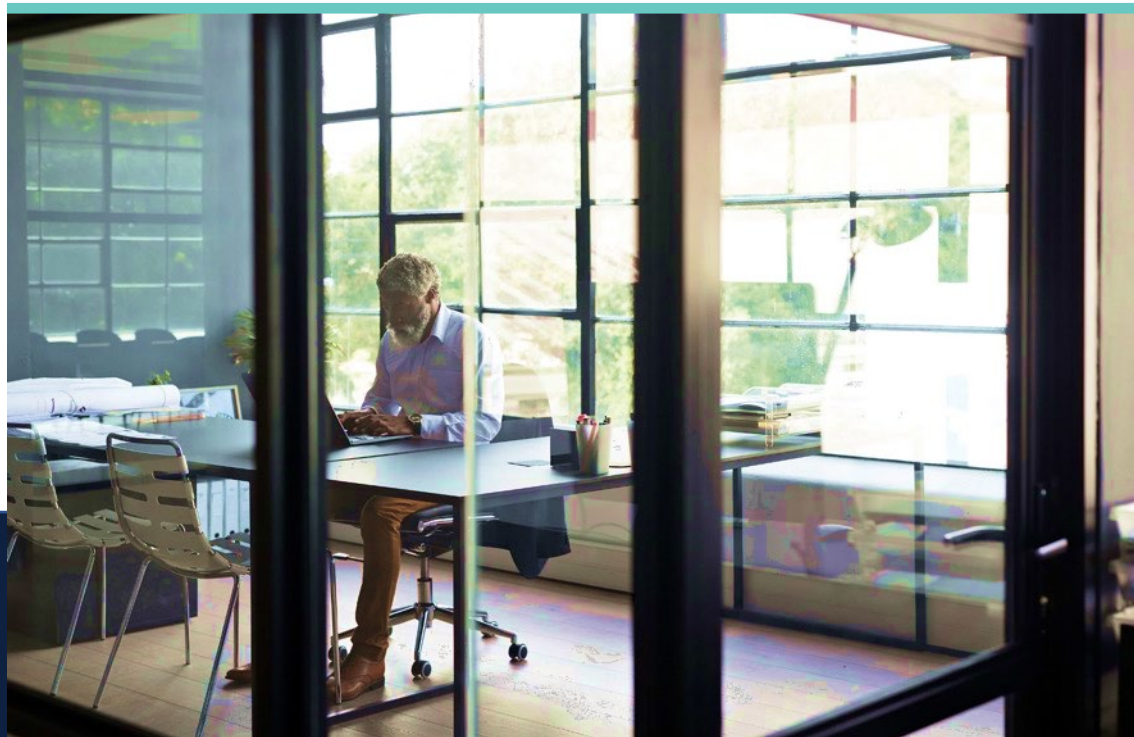


STREAMING DATA AND ANALYTICS TRENDS IN TODAY'S ENTERPRISES

SUMMARY RESULTS



JANUARY 2023

WHO DID WE SURVEY?



Between November 2022 and January 2023, Gatepoint Research invited selected executives to participate in a survey themed *Streaming Data and Analytics Trends in Today's Enterprises*.

Candidates from several industries were invited via email and 208 executives have participated to date.

Management levels represented are all senior decision-makers: 12% hold the title CxO or are VPs, #17% are directors and 71% are senior or department managers.

100% of responders participated voluntarily; none were engaged using telemarketing.

EXECUTIVE SUMMARY

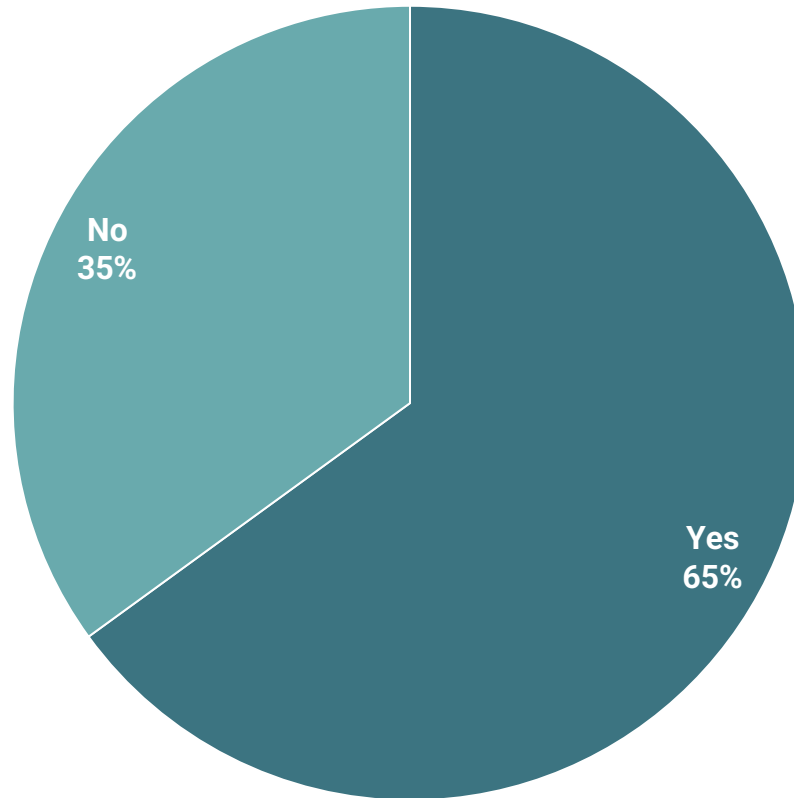
Enterprises are utilizing data collection and analyses to make informed business decisions now more than ever. With data-driven goals at the forefront of operations, digital, and customer experience, how are modern companies collecting, processing, and delivering their findings?

This survey asks respondents to report:

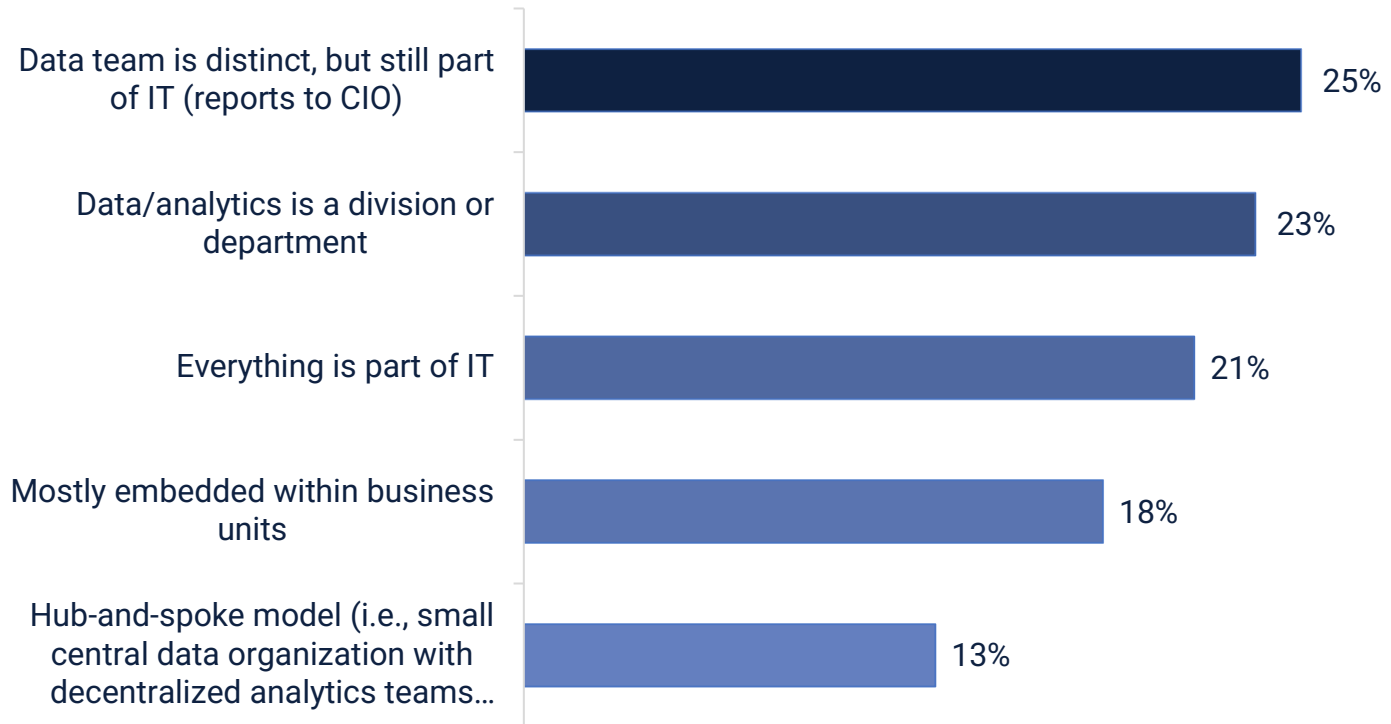
- How are data and analytics teams structured at your company?
- What type of data do you gather/manage/use today?
- What kinds of data-driven projects are in progress or being planned?
- What is challenging about data collection and movement?

Do you have a C-level executive leading your enterprise-wide data strategy?

A C-level executive leads the company's data strategy for nearly two thirds of those surveyed.

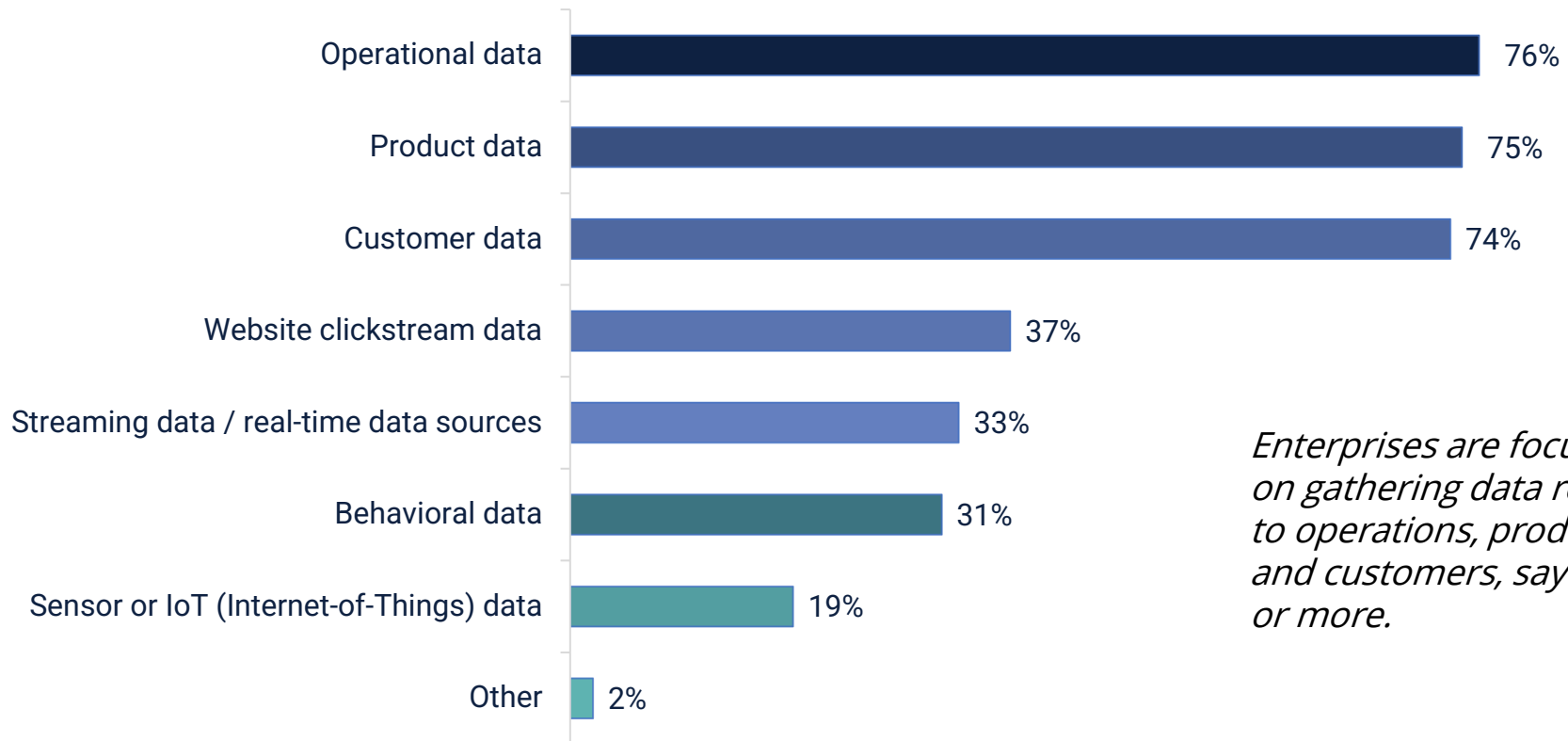


How are data and analytics teams structured at your company?



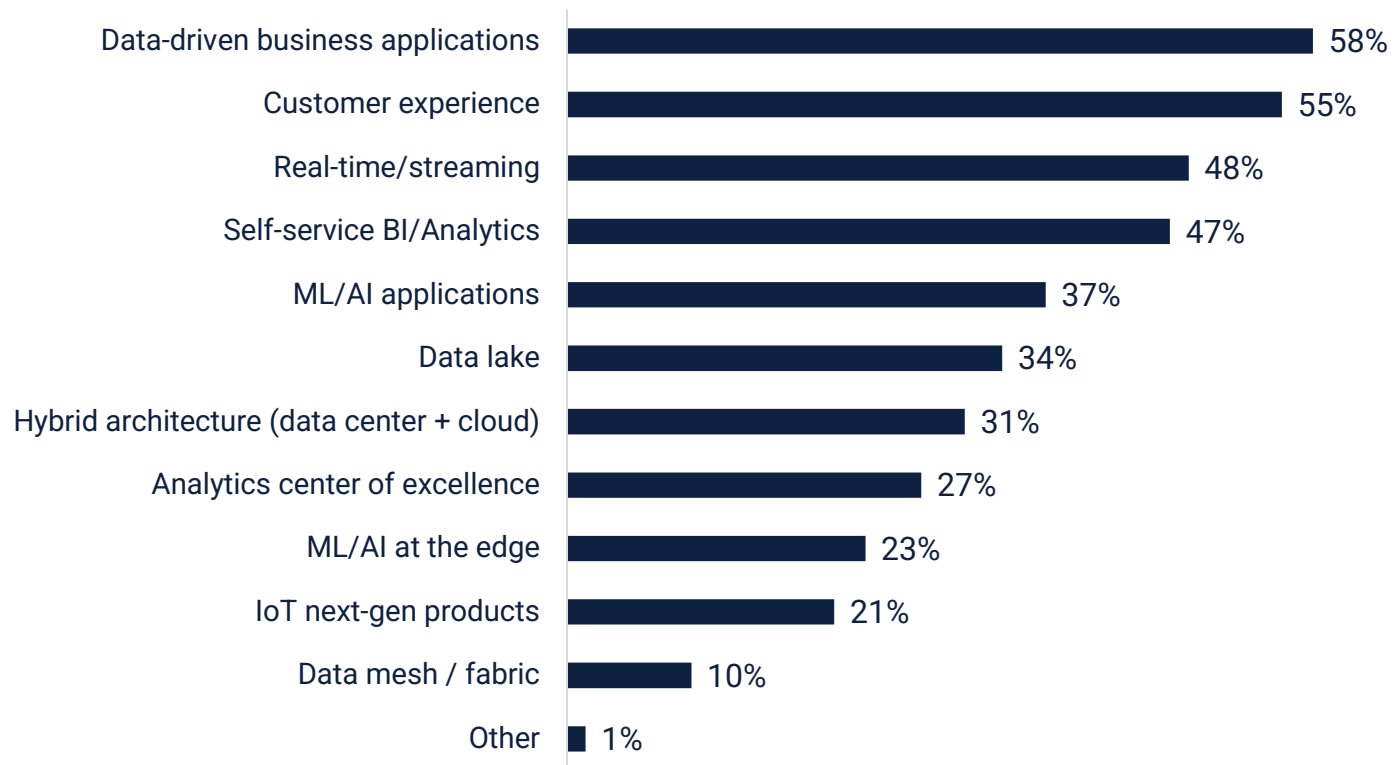
Companies use all of these structures for their data analytics teams. The most commonly represented are data teams within IT (25%) and data/analytics departments (23%).

What type of data do you gather/manage/use today?



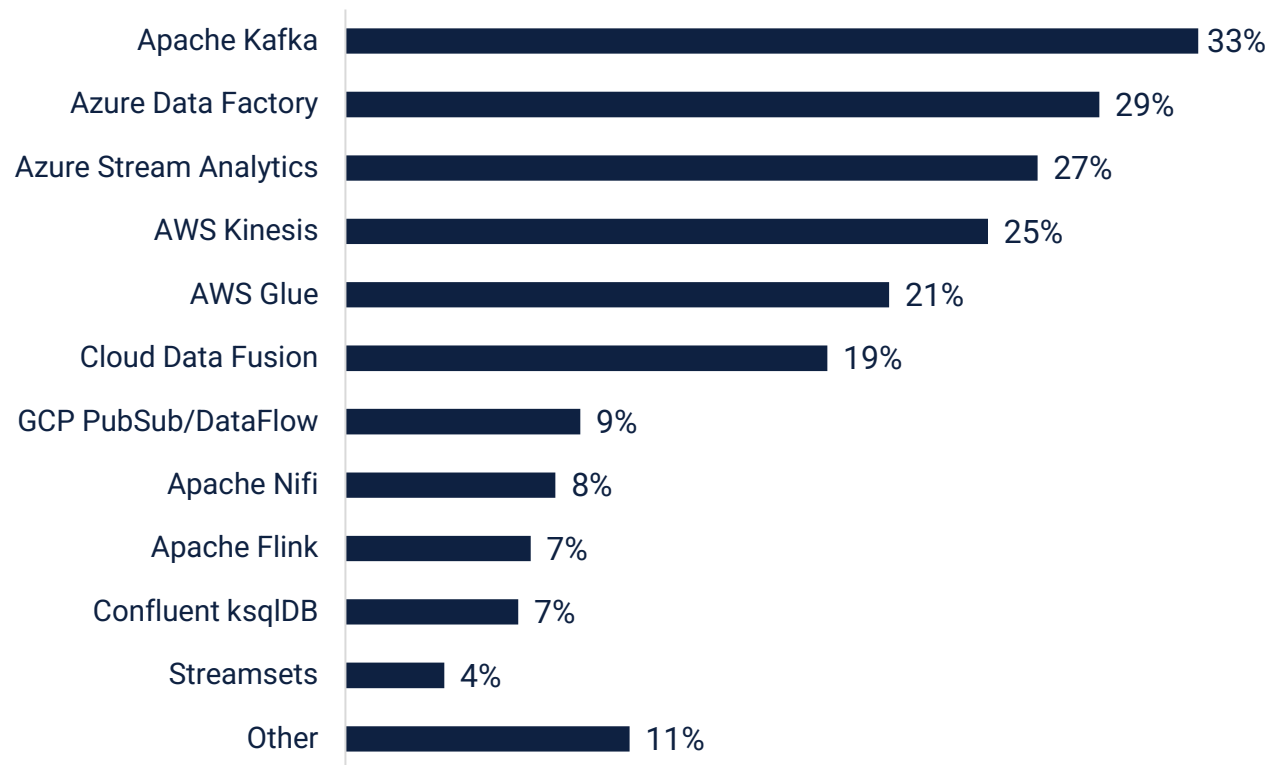
Enterprises are focused on gathering data related to operations, products, and customers, say 74% or more.

What kinds of data-driven projects are in progress or being planned?



55% or more say they are working on data driven business applications or customer experience projects. Real-time/streaming and self-service BI are in the works for 48% and 47% each.

What data flow services do you use currently?

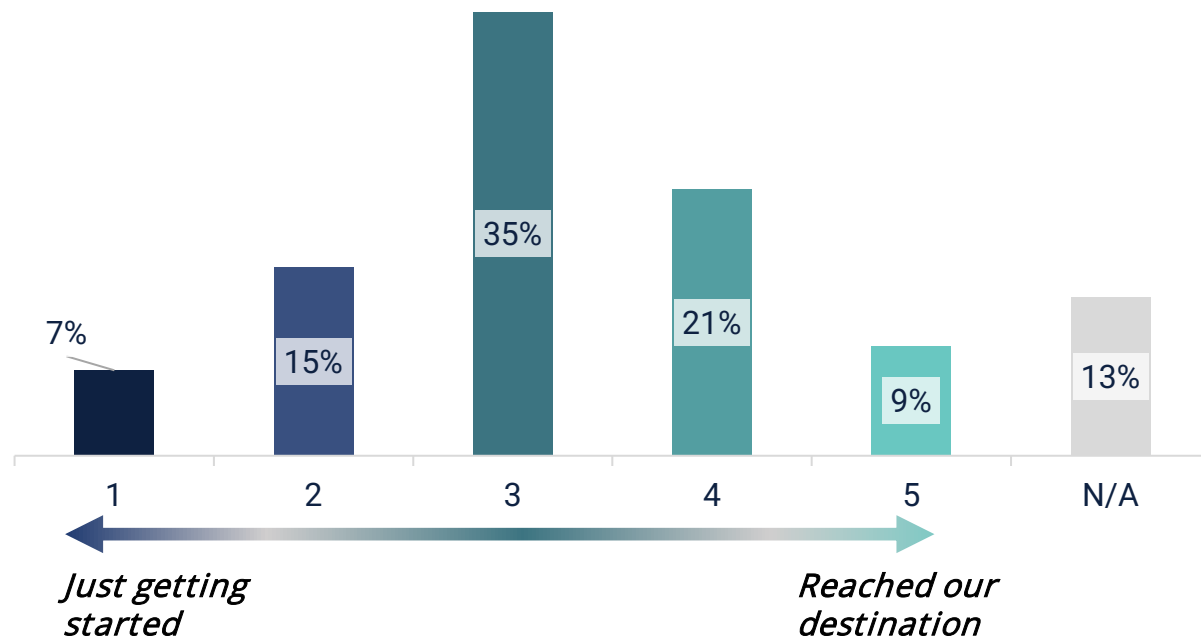


Apache Kafka tops the chart as the data flow most used by respondents (33%). A quarter or more also use Azure Data Factory, Azure Stream Analytics and AWS Kinesis.

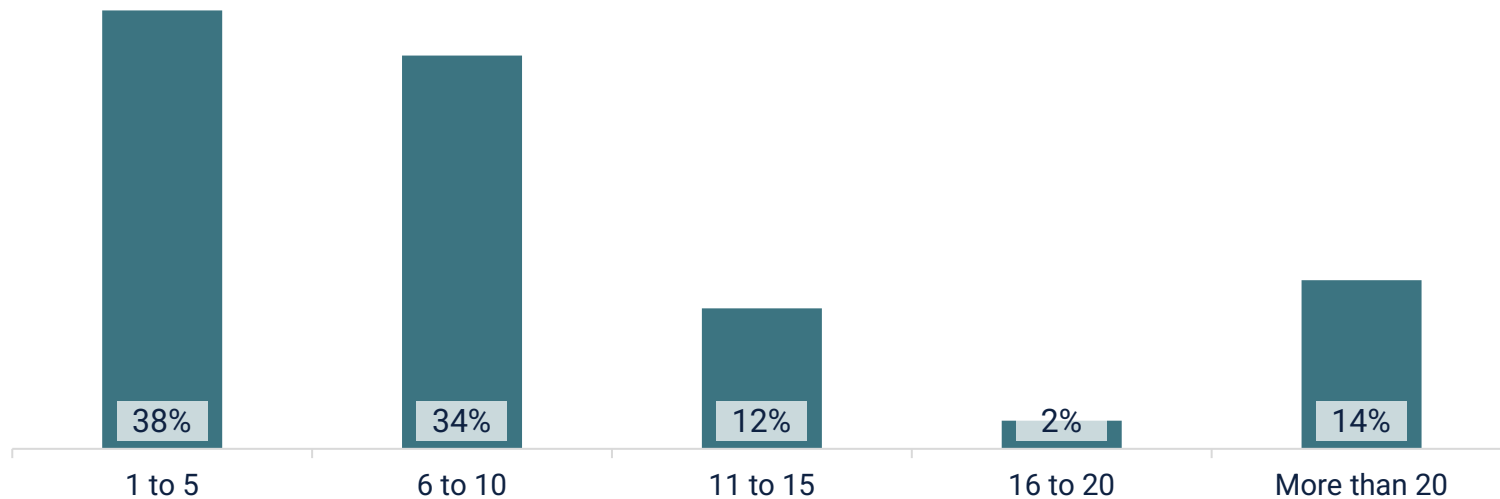
Where are you on your journey to collection and movement of streaming/batch data sources?

(Rate 1 to 5: 1 = Just getting started, 5 = Reached our destination, N/A= We have no plans to do this)

58% are in the beginning to intermediate stage of their journey to collection and movement of streaming/batch data sources.

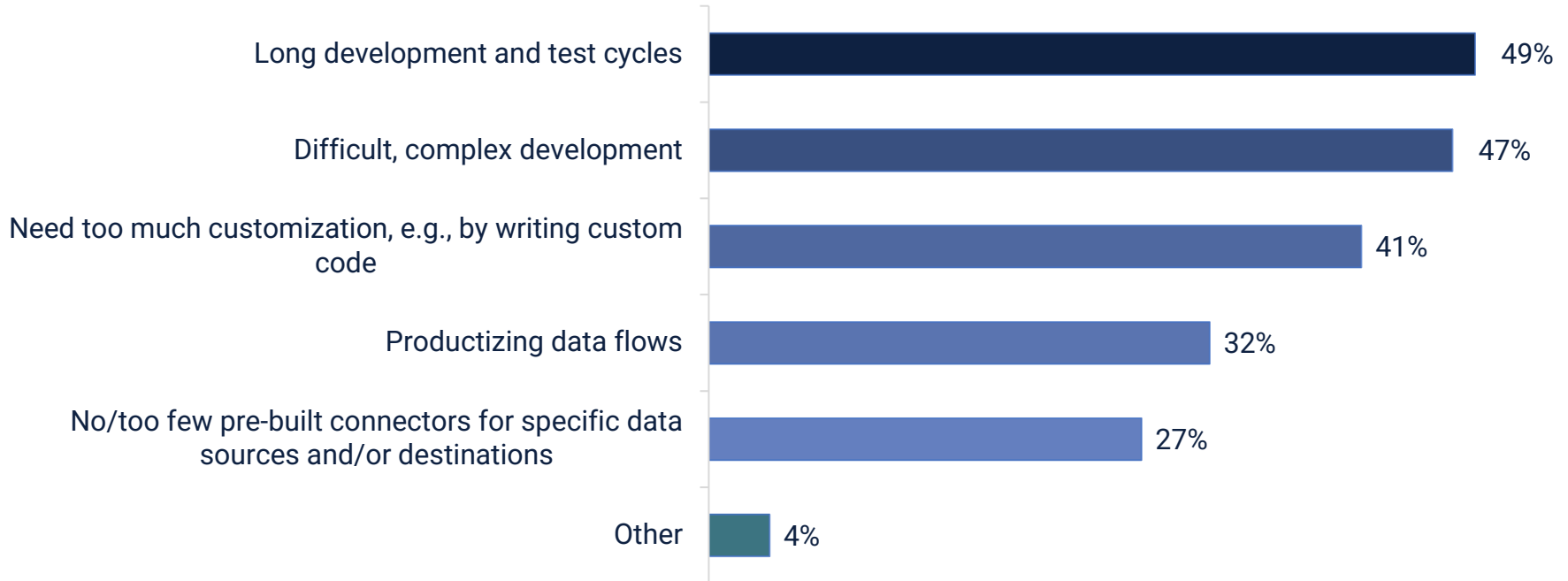


How many technologies (point solutions) do you use to manage data collection and movement?



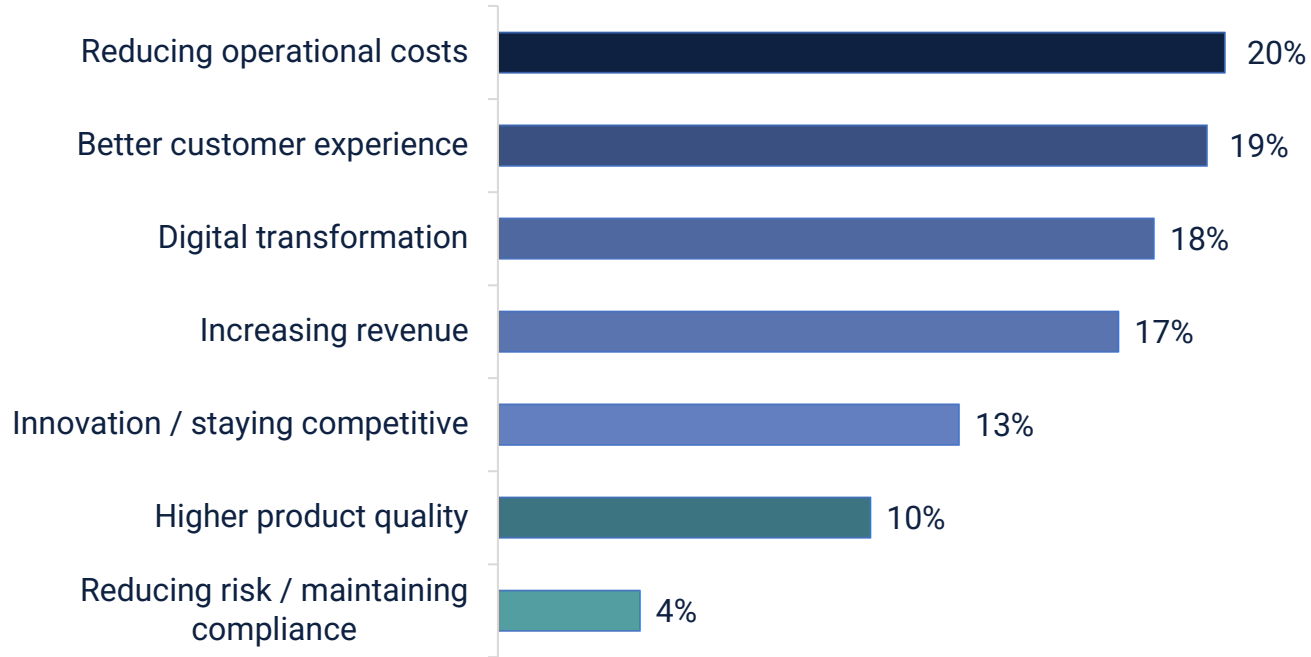
72% report between 1-10 point solutions to manage data collection and movement.

What is challenging about data collection and movement?



Nearly half are struggling with long development and testing timelines. 47% are plagued by difficult, complex development, and 41% are challenged by customization.

What drives your company's investments in streaming data and analytics?

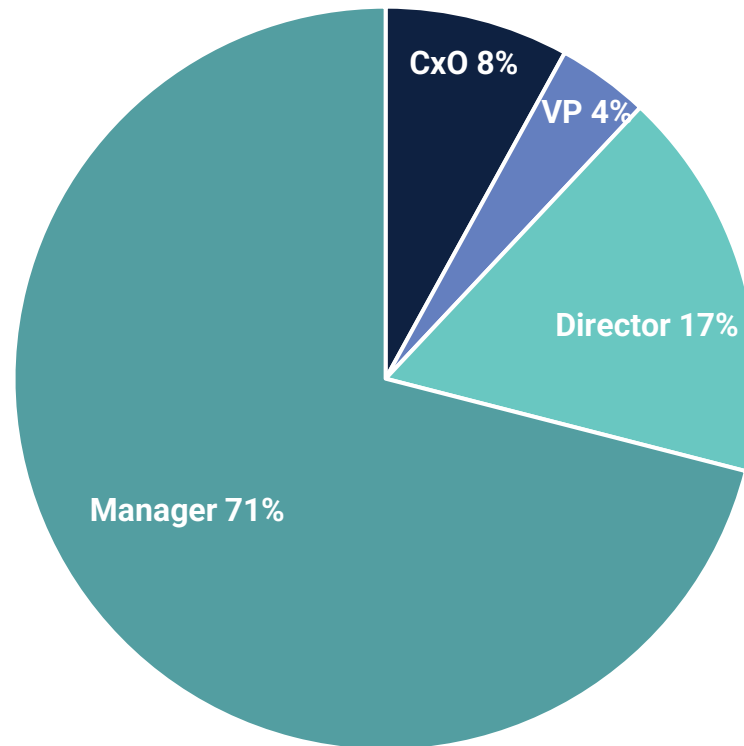


Investments in streaming data and analytics are driven by all of these, with reducing operational costs and better customer experience topping the list.

JOB LEVEL



29% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

Cloudera offers a streaming data and analytics solution for the Public Cloud that allows you to collect data from any source, process it, and deliver it to any destination through a cloud-native service.

[Learn more at cloudera.com](https://cloudera.com)