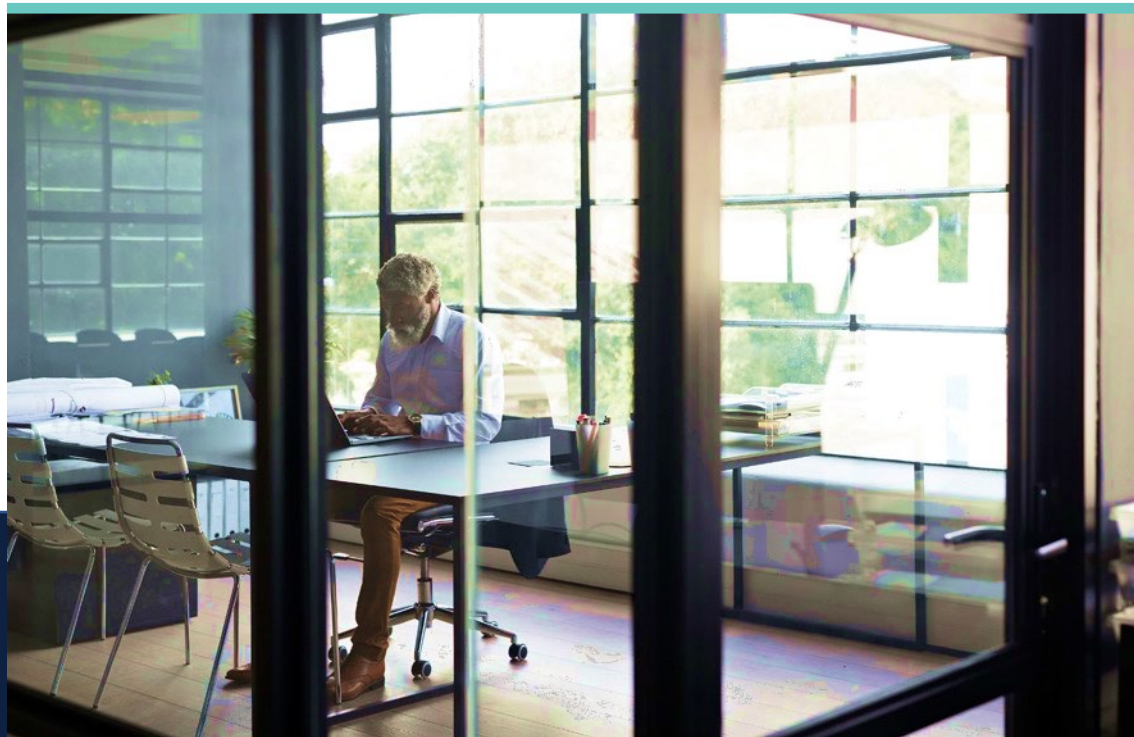


# APPROACHES TO REAL-TIME DATA ANALYSIS

## SUMMARY RESULTS



**FEBRUARY 2023**

# WHO DID WE SURVEY?



Between December 2022 and January 2023, Gatepoint Research invited selected executives to participate in a survey themed *Approaches to Real-Time Data Analysis*.

Candidates from several industries were invited via email and 75 executives have participated to date.

Management levels represented are all senior decision-makers: 20% hold the title CxO or are VPs, 30% are directors and 50% are senior or department managers.

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

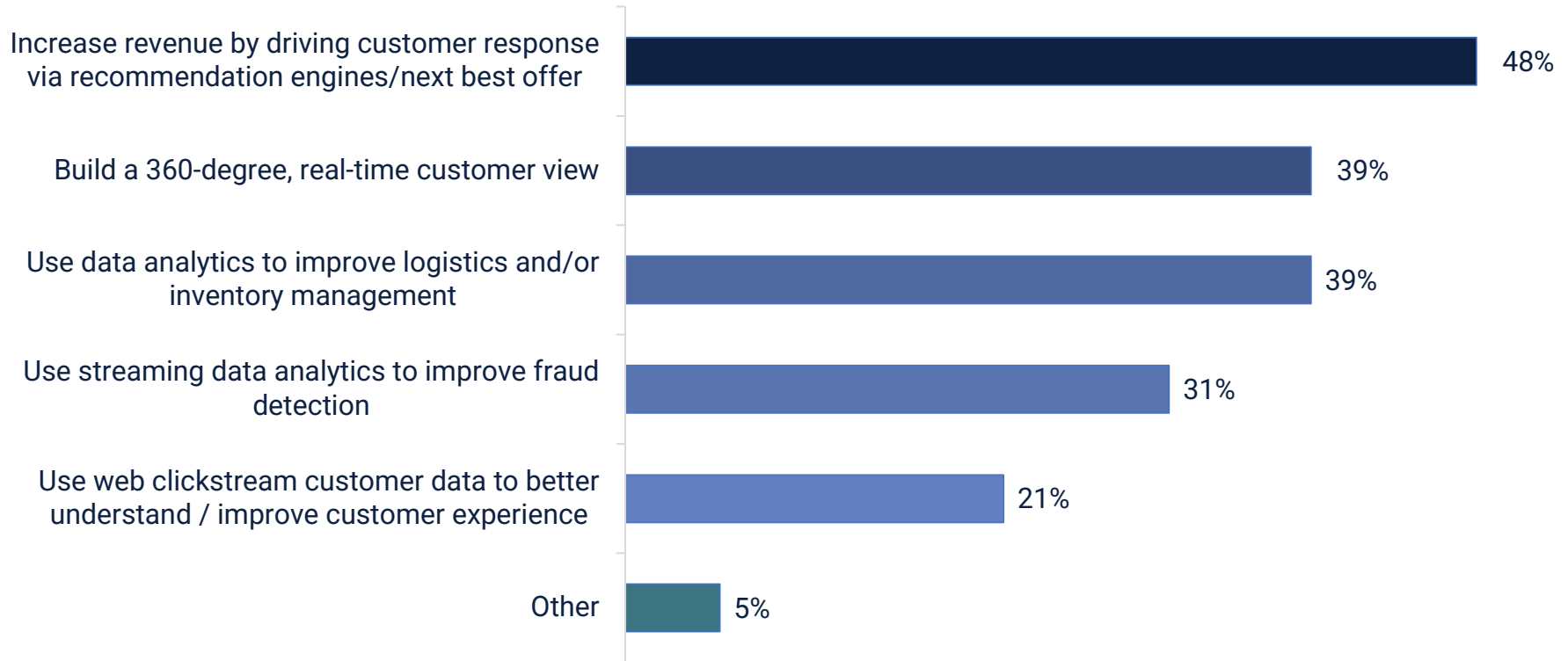
# EXECUTIVE SUMMARY

When it comes to collecting and accurately utilizing real-time data, companies need a solution that is easy to use, scalable, and most importantly, can reduce costs. Whether companies are using a homegrown solution or the services of a third party, half of them report a lack of confidence in making accurate real-time business decisions and are challenged by aggregating data from disparate sources. How are businesses managing their needs with their current solutions?

This survey asks respondents to report:

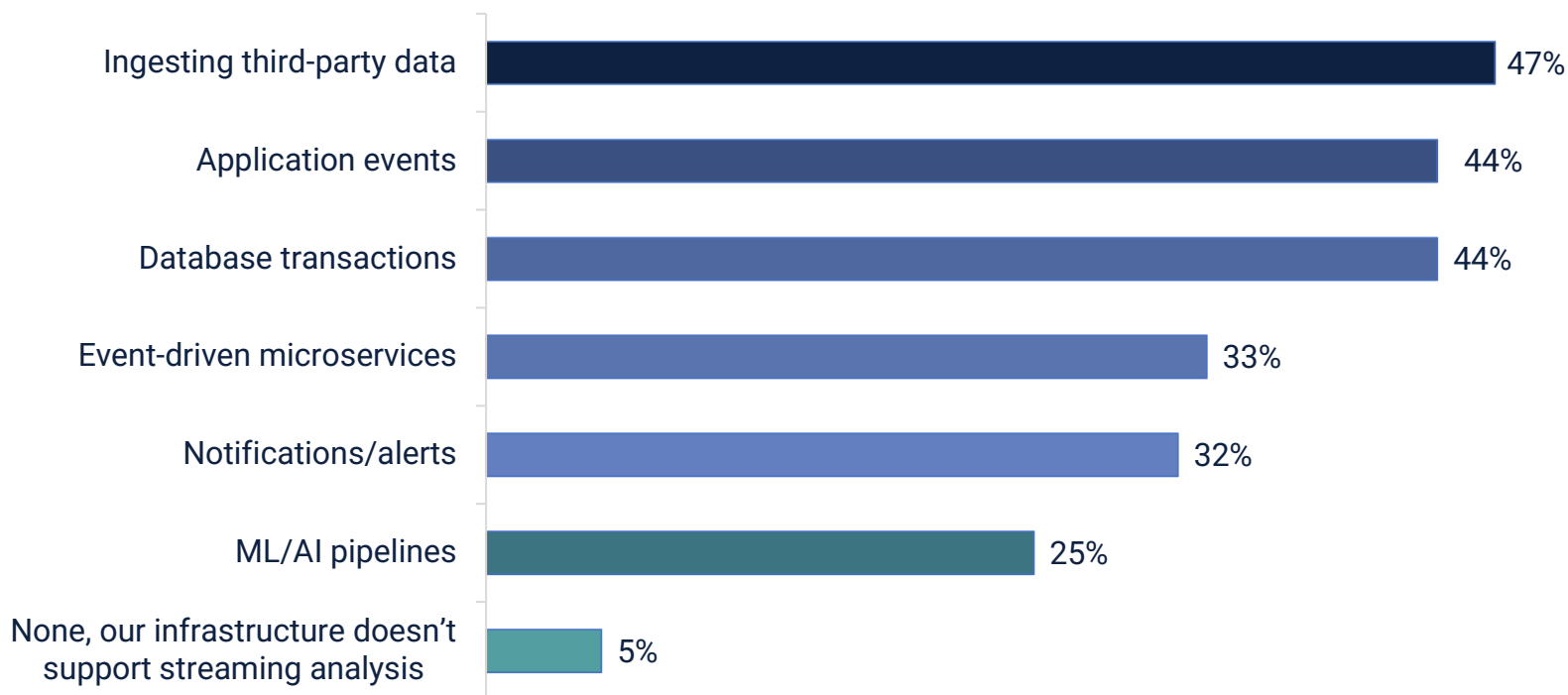
- What are your key real time/streaming data initiatives in the coming year?
- Please describe your company's existing stream processing environment.
- How would you rate your firm's confidence in making accurate, real-time business decisions?
- What features or capabilities do you need to add to ensure your streaming/real-time data initiatives succeed?

# What are your key real time/streaming data initiatives in the coming year?



*All of these initiatives are important to respondents, with increasing revenue by driving customer response topping the list at 48%.*

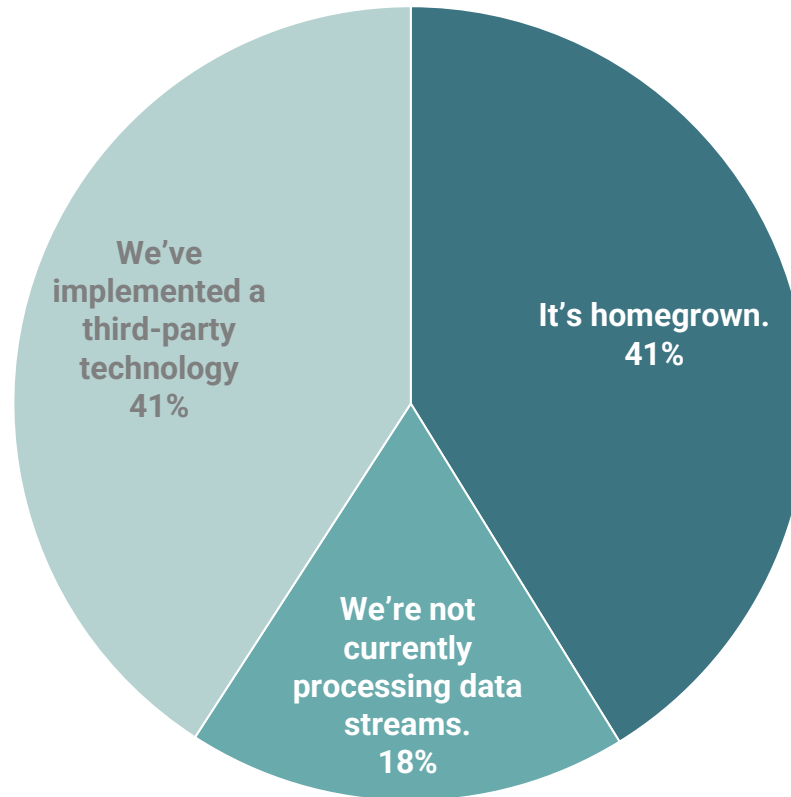
# What kinds of data are you streaming in production?



*Respondents say they are primarily ingesting third-party data, cited by 47%. Companies are also streaming data from application events and database transactions, noted by 44% each.*

# Please describe your company's existing stream processing environment.

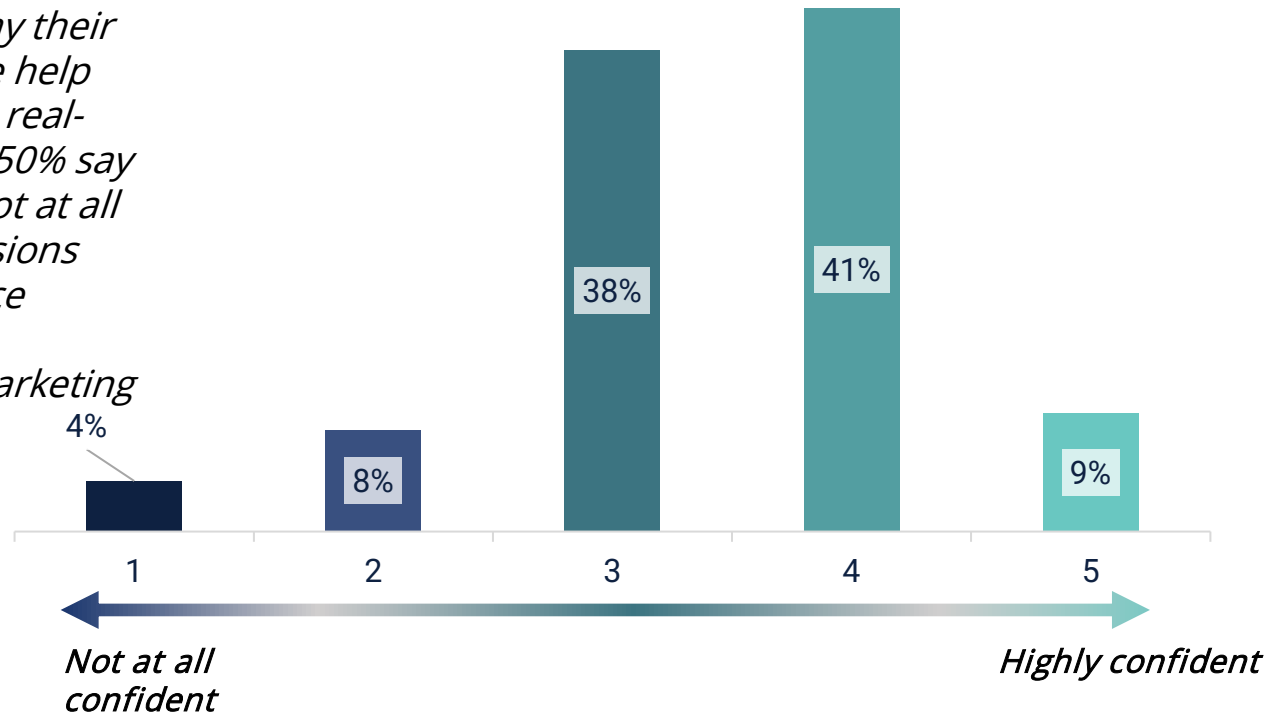
*Respondents who utilize a stream processing environment are evenly split – they are either using a third-party technology or a homegrown solution.*



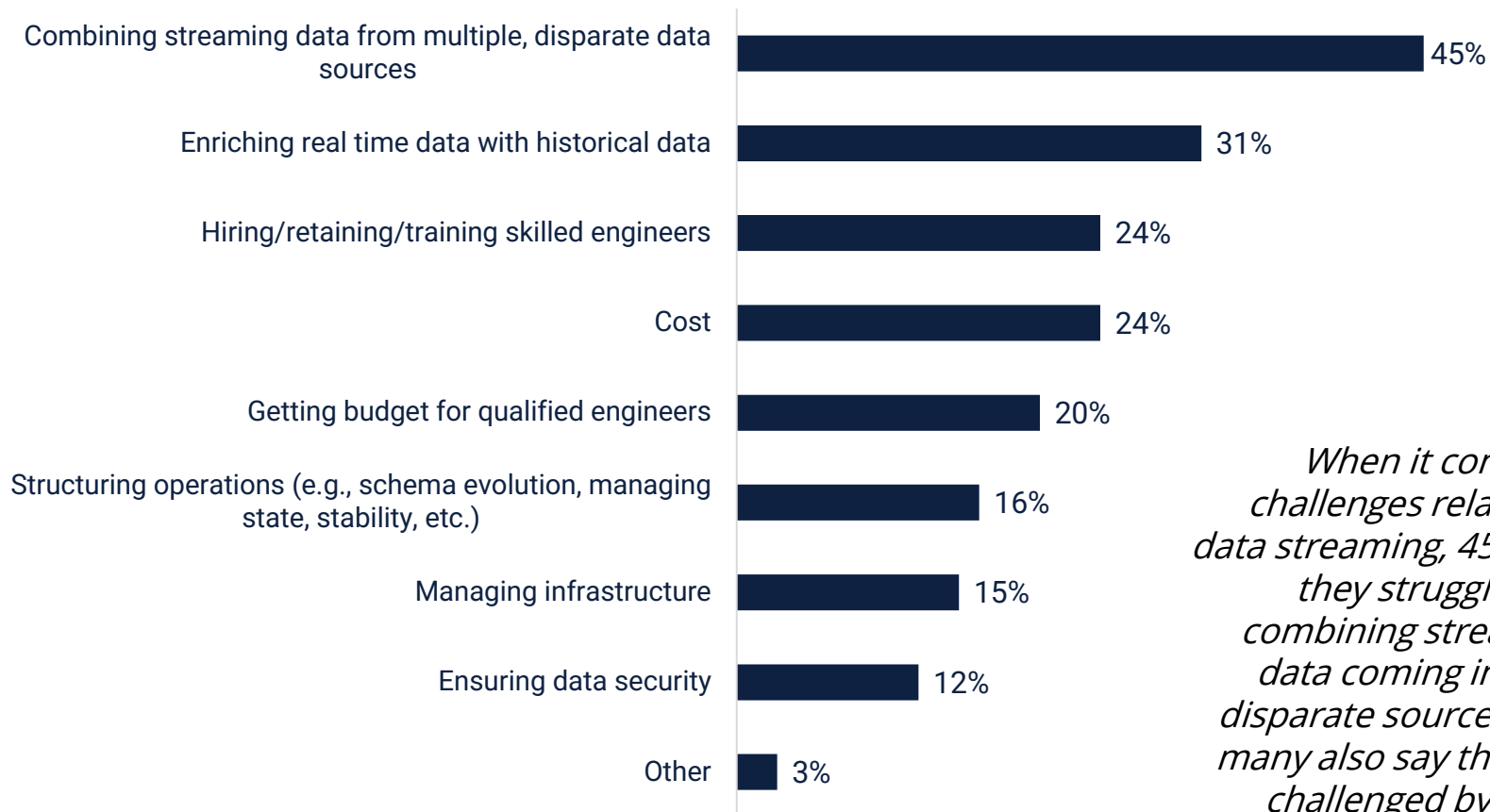
# How would you rate your firm's confidence in making accurate, real-time business decisions?

(Rate 1 to 5: 1 = Not at all confident, 5 = Highly confident)

*Half of all respondents say their company could use some help when it comes to making real-time business decisions; 50% say they are moderately to not at all confident in making decisions such as investing in a price cut/coupon, purchasing inventory, or releasing marketing spend.*



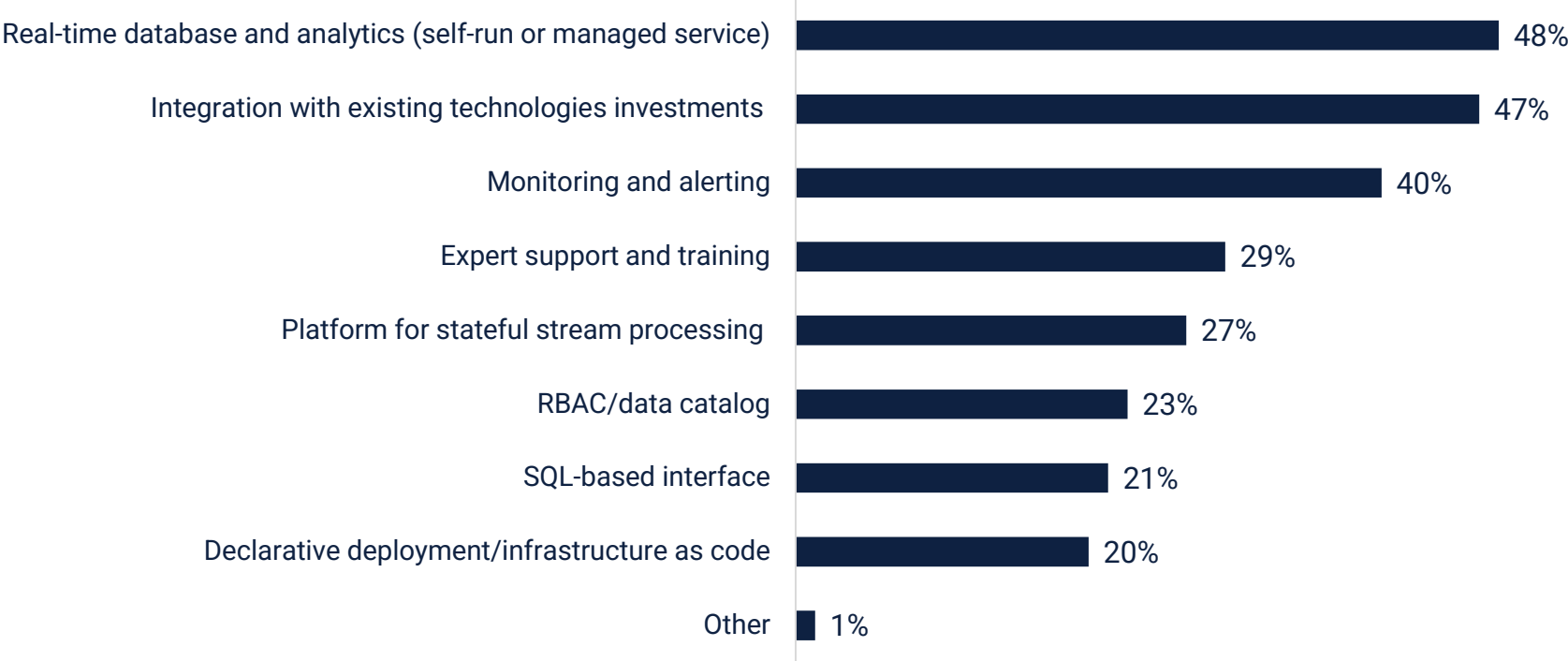
# What do you find most challenging related to data streaming?



*When it comes to challenges related to data streaming, 45% say they struggle with combining streaming data coming in from disparate sources, and many also say they are challenged by using historical data to enrich newly streamed data.*



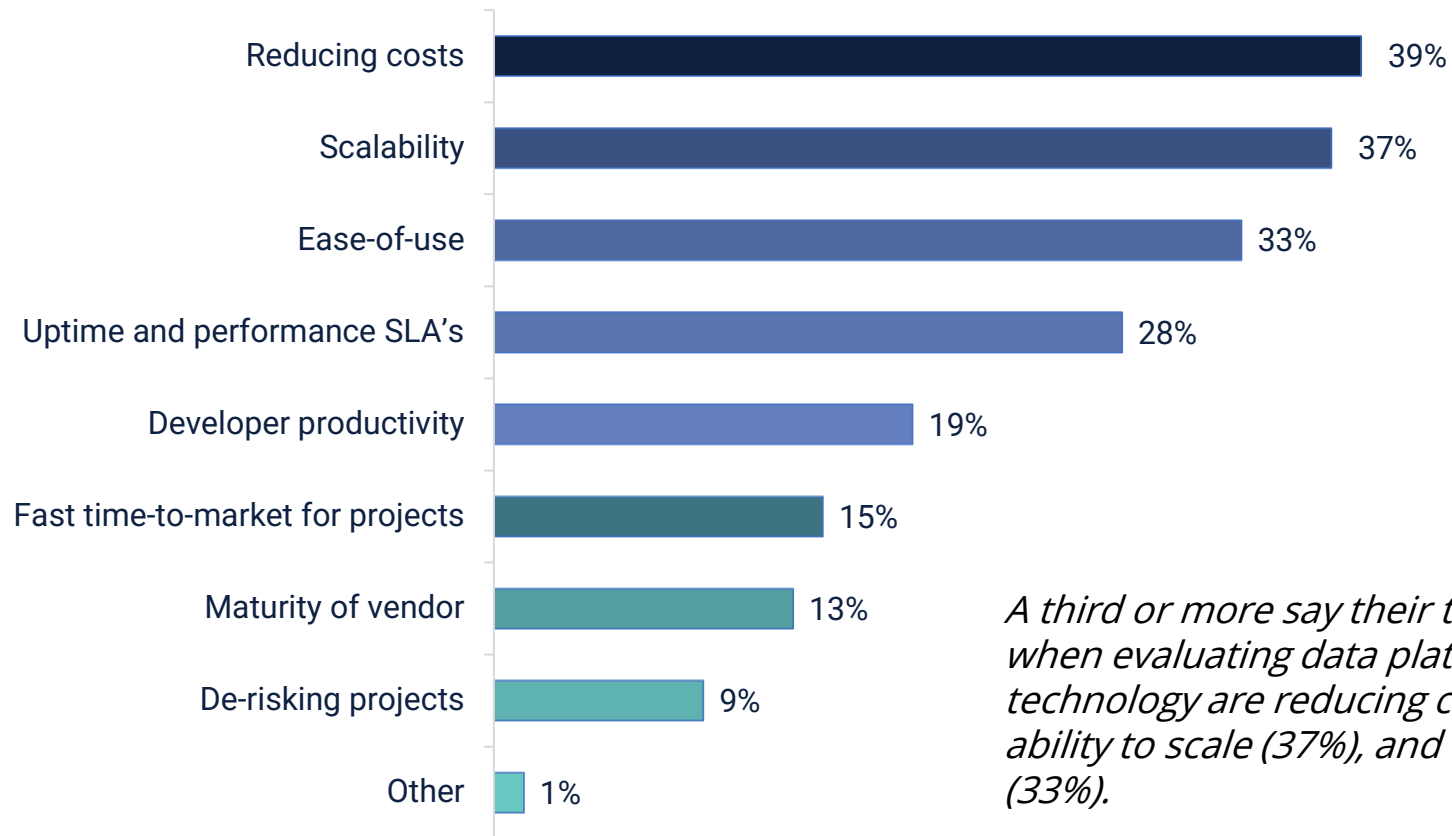
# What features or capabilities do you need to add to ensure your streaming/real-time data initiatives succeed?



*To ensure the success of streaming initiatives, respondents' companies need real-time database and analytics (48%) and the ability to integrate with existing solutions (47%). Monitor and alerting features round out the top three, cited by 40%.*

Summary Results | February 2023

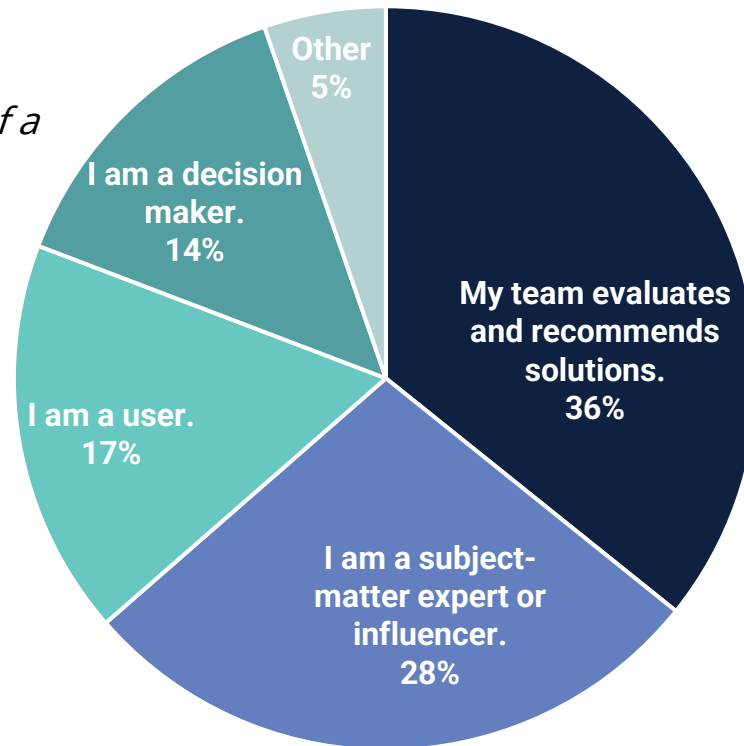
# What is most important to consider when evaluating data platform technology?



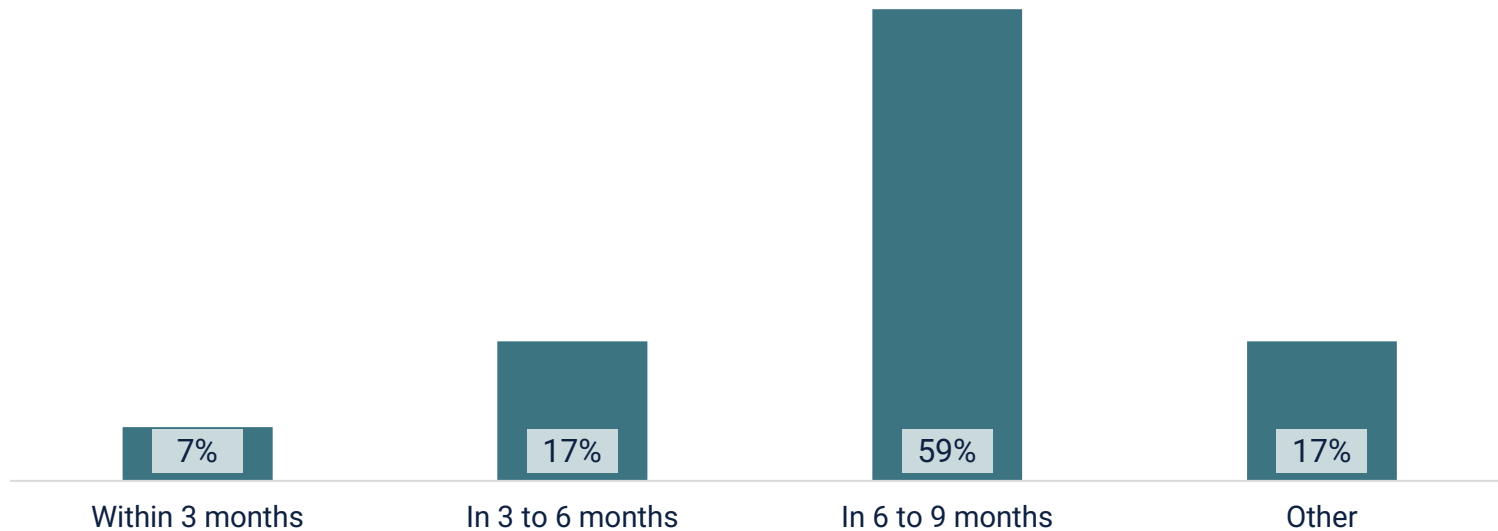
*A third or more say their top concerns when evaluating data platform technology are reducing costs (39%), the ability to scale (37%), and ease of use (33%).*

# How are you involved in technology purchasing decisions?

*64% of respondents are either experts in data streaming or members of a team that influences solutions. 14% are the decision makers.*



# What is the timeframe in which you're looking to implement a stream processing solution?

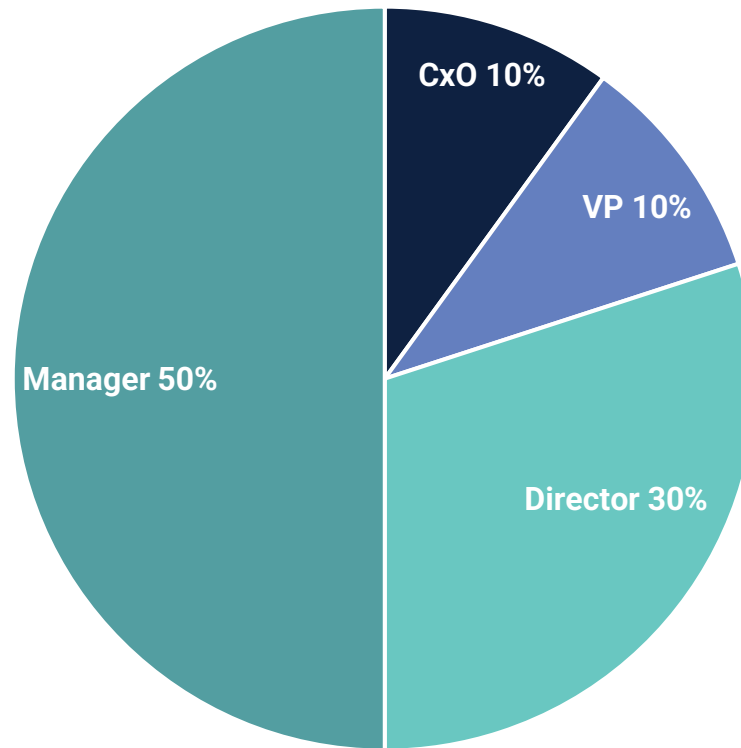


*The majority of those surveyed say their company expects to implement a stream processing solution in a minimum of 6 months.*

# JOB LEVEL



*50% of respondents to this survey hold executive or director-level positions in their organization.*





## About the Company

Decodable is a real-time stream processing platform built on Apache Flink®, providing engineers with a simple, easy-to-use developer experience leveraging SQL, making the power of Flink accessible to everyone and providing the fastest route to success.

[Learn more at decodable.co](https://decodable.co)