

# MODERNIZING ANALYTICS: A NEW ERA OF DATA- DRIVEN EXCELLENCE

Analytic activity — once the purview of only the technically savvy — has evolved into a deeply ingrained cultural phenomenon. This modern analytic environment connects a more diverse set of users to a wider variety of data and empowers them with tools that are both business relevant and technically sophisticated.

**BEST-IN-CLASS** companies are:

<b>10x</b>	more likely to state their data management capabilities <b>integrate extremely well</b> with their company's <b>analytics strategy</b>
<b>1.5x</b>	more likely to use <b>augmented analytics</b> capabilities such as machine learning (i.e., regression modelling, decision trees, multi-layer neural networks)
<b>52%</b>	more likely to have strong <b>data governance</b> policies that are supported by a technology platform or toolset
<b>59%</b>	more likely to see double digit <b>revenue growth</b> annually
<b>22%</b>	more likely to see double digit <b>workforce productivity growth</b> annually