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:

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

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