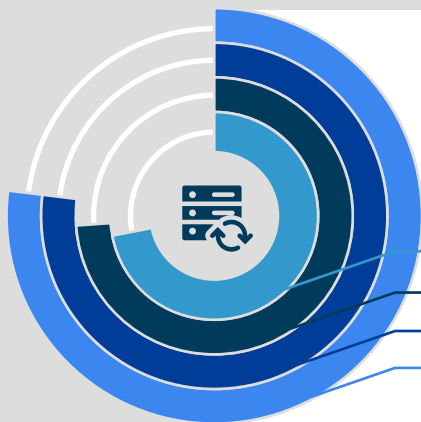


# Obtain Maximum Insights From Data With Integrated Data Platforms

## TREAT DATA AS A STRATEGIC BUSINESS ASSET

**45%** say data and analytics will become the most important factor for business competitiveness in the next 3 years.



Thanks to their data and analytics initiatives, firms have already seen an improvement.

- 72% Revenue growth
- 74% Customer experience
- 77% Business efficiency
- 77% Strategic planning

## FIRMS STRUGGLE WITH TOOL & PLATFORM INITIATIVES

60% of firms struggle with integration and core data management capabilities. Top challenges include:



56% lack of tools/platforms for developing advanced models



54% insufficient infrastructure for scoring advanced models



51% poorly integrated tools

## SEEK PLATFORMS THAT SPAN THE FULL ANALYTICS AND DATA SCIENCE STACK

### Top capabilities in a data platform that would be most useful are:



- 54% a multi-layered/integrated platform
- 49% data visualization
- 46% model development
- 40% model deployment

## AN INTEGRATED PLATFORM ENABLES BUSINESSES TO MAXIMIZE INSIGHTS FROM DATA

A single platform to manage and analyze data offers a wide range of technical and business benefits, like:



Better data management



Faster model deployment



Process efficiency



Better customer experiences



Read the full study

### Methodology

For more information, please visit <https://www.ibm.com/analytics/cloud-pak-for-data>  
 Base: 302 data and analytics decision makers in the US and EMEA at companies with 1,000+ employees  
 Source: A study conducted by Forrester Consulting on behalf of IBM, September 2018