

# How Your Peers Are Experiencing Their Journeys to the Cloud

New research reveals the top expectations, challenges, use cases, and data analytics capabilities for modern organizations.





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By now, every innovative company is either in the cloud or considering migration. In fact, over 70% of companies are mandating that all new data analytics applications must use cloud-based platforms, according to new customer and market research from Inverta, titled "Data Analytics Journey to the Cloud".

Research offers new insights into what today's business and technical leaders are experiencing as they migrate to the cloud. This eBook captures these perspectives to inform stakeholders as they move more data and analytics workloads to the cloud and seek to optimize the cloud's unique benefits.

### Key Takeaways from Cloud Migrations



Research identified the key factors driving organizations' move to the cloud. Survey results found that:

- Data privacy, data security, and compliance are the main reasons organizations move to the cloud.
- Data privacy and regulatory compliance are primary concerns, along with ethical data use.
- Issues with data privacy and integration with applications and legacy systems are top pain points.
- Data security, privacy, and integration are the most used cloud technologies.
- Customer 360 and financial risk management are the top use cases.
- Organizations say they need more cloud computing training for their IT staff.

## Cross-section of Industries and Roles

Research is based on more than 450 survey responses from employees holding positions in the data and analytics, business, and technical areas of their organizations. Respondents' roles varied:

<b>Director</b> 46%	<b>C-Suite</b> 25%	<b>Vice President</b> 20%	<b>Manager</b> 9%
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Respondents represented a wide range of industries—more than 15 verticals total. The top industries include technology, retail, manufacturing, and financial services. The majority of responding organizations had annual revenues at or below \$500 million:

<b>\$251M - \$500M</b> 46%	<b>\$100M - \$250M</b> 25%	<b>\$501M - \$750M</b> 20%	<b>\$751M - \$1B</b> 9%
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Businesses can be more confident in their move to the cloud, improve planning, and better leverage cloud resources by understanding how other organizations approach their migration. Companies already in a cloud, multi-cloud, or hybrid environment can use the insights in this eBook to modernize applications, business processes, and data analytics in the cloud.

### Early Stage of Data Analytics Maturity

Research looked at companies' levels of data analytics maturity. Surprisingly, nearly half of the market is at an early stage of maturity, with 13% still considering cloud data analytics, which is the lowest stage of maturity.

When answering the question "Which of the following best represents your current state of data analytics maturity," organizations responded:

- 13% Considering

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- 18% Planning

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- 14% Starting

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- 26% Full transition

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- 29% Optimizing and expanding

## Top Drivers of Cloud Transitions

More companies are moving their analytics to the cloud from on-premises infrastructure. So, what is driving businesses to the cloud? Data privacy, data security, compliance, and scalability lead the way, followed by application modernization and the need to improve availability, reliability, and analytics capabilities.

Fifty-seven percent of companies view the cloud as a way to make managing data privacy, data security, and compliance easier. Organizations frequently move to modern platforms managed by cloud service providers that are experts in these areas. Their clouds offer the latest in access management, security controls, security monitoring, and automated threat response, and they provide faster mitigation and resilience if an attack occurs. Plus, cloud service providers strengthen compliance because they must follow regulations, frameworks, and laws of the countries where they operate.

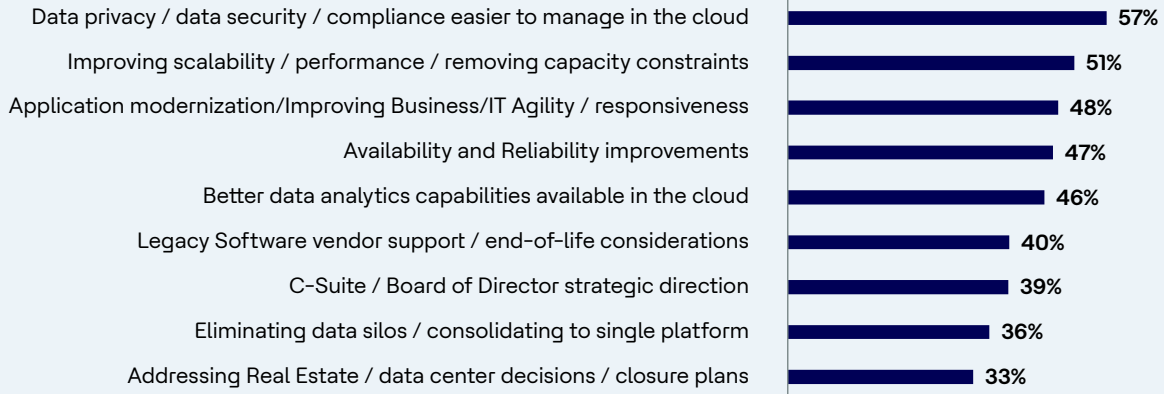
As 48% of companies seek to modernize their applications and strive for greater agility, they are embracing a cloud-first principle. They need the innovation of cloud service providers to execute their digital strategies. Ongoing advancements in analytics, data services, security, and integration are at organizations' immediate disposal when they migrate to a cloud service provider's platform. And, with the help of automation and orchestration in the cloud, provisioning, de-provisioning, and re-deploying resources can be simpler and faster than on-premises.

Yet another reason 47% of companies are turning to the cloud is that they need an effective, flexible, and efficient way to maximize data availability along with the need for reliable delivery of data wherever and whenever users need it. Servers, storage, data servers, or an entire network can easily recover and continue operations in the cloud.

Forty-six percent of businesses also see the opportunity to improve their analytics capabilities in the cloud. The cloud makes it easier to handle larger data sets and provides access to a rich ecosystem of cutting-edge technologies for building advanced analytics such as machine learning and deep learning. Elastic clouds also enable quick experimentation of ideas by supporting rapid model training and retraining.

**Q1: Which of the following factors/objectives are considered when deciding whether to transition your data analytics to the cloud? n=450**

**Drivers of Cloud Transition**




- Data Privacy and Scalability led the way
- Application Modernization, Reliability and Improved Analytics capabilities were also key drivers

**Differences by**

	No	Role	No
Co. Size	Yes	Maturity	Yes
Dept.			

**Why Are Companies Migrating to the Cloud?**



Cloud elasticity provides the ability to grow or shrink CPU, memory, and storage resources to adapt to the changing demands of an organization. This helps explain why the cloud has become so attractive for over half of the organizations in the survey. They want to operate in the cloud to improve their scalability and performance as well as to remove capacity constraints for their dynamic workloads.

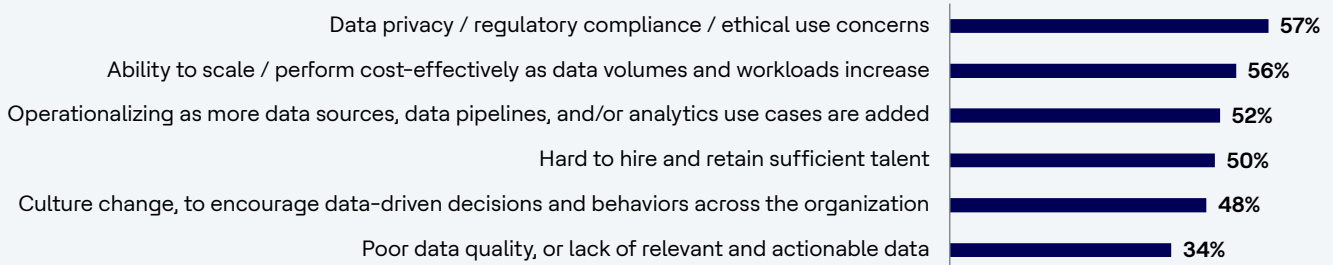
**Several Issues Are Causing Data Analytics Challenges**

Data analysis is becoming a more difficult challenge by the day. Data privacy, regulatory compliance, and ethical use top the list of concerns. The ability to scale cost effectively came in a close second and operationalizing as more data sources, data pipelines, and use cases are added was third.

How do companies democratize data while protecting privacy, complying with regulations, and ensuring ethical use? This is a challenge that 57% of organizations experience. In a fragmented privacy compliance environment, organizations are scrambling to make sure their analytics complies with all the different rules and regulations. Plus, many organizations are tested by the need to protect sensitive data because access requirements can vary greatly by users, geographies, products, business functions, and customer identities.

**Q2: Which of the following data analytics challenges are you facing / have you faced? n=450**

**Data Analytics Challenge**



• Data Privacy and Scalability led the challenges faced

**Differences by**

	No	Role	No
Co. Size	No	Maturity	Yes
Dept.	No		

**Growing Deployments Can Impact Costs**



Companies tend to start small in the cloud and then run into trouble as their deployment grows. Often, organizations choose a simple point solution for their first project, but as they implement additional projects, they are quickly overwhelmed by the sheer volume of data from enterprise, software as a service, Internet of Things, and web data sources. Even if throwing more resources at the scalability problem would help—it usually doesn’t, particularly if the platform isn’t cloud native—organizations are under increasing pressure to align costs with business value and must be mindful of price performance.

Fifty-six percent of companies have trouble scaling their analytics cost effectively. Closely related to scalability challenges is the inability to operationalize increasing data sources, data pipelines, and use cases. Fifty-two percent of companies encounter these issues. This can make it hard for organizations to extend projects and share data with more users, limiting the ability to become a true data-driven business.

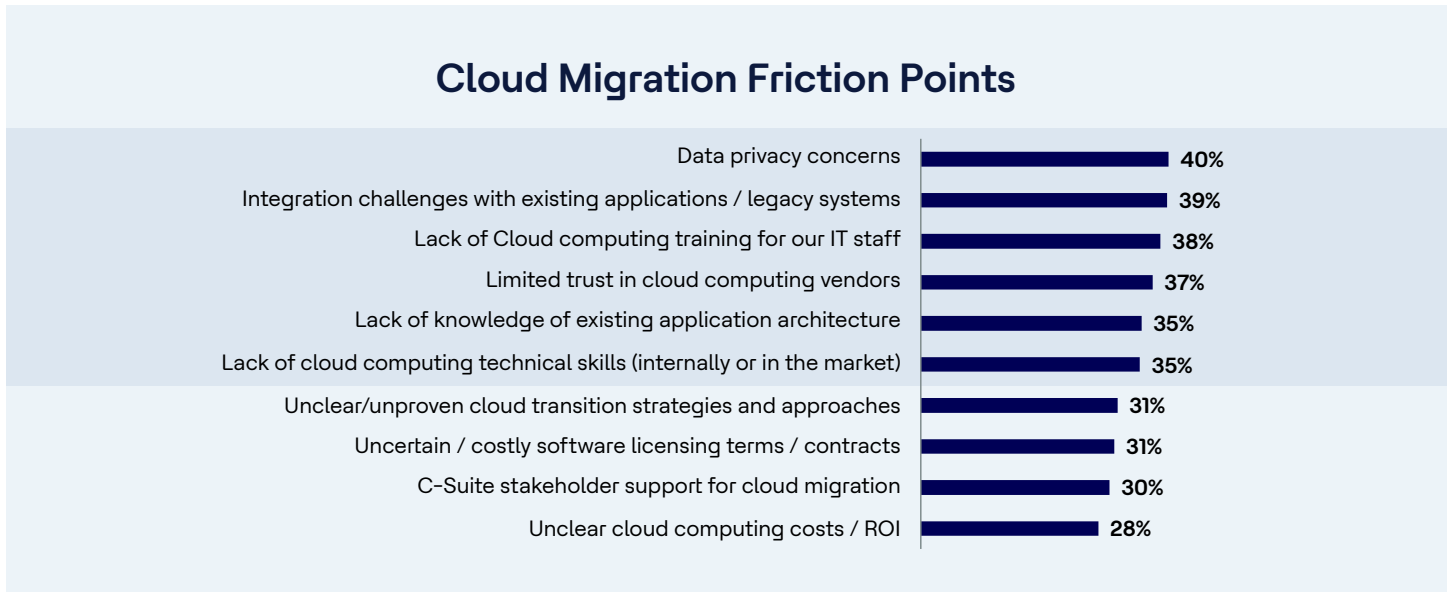
**Cloud Migration Friction Points Can Turn into Roadblocks**

Companies frequently encounter cloud migration friction points during their cloud journey. Data privacy issues and integration with applications and legacy systems are the two most common issues. Lack of cloud training came in third.

Non-compliance with privacy regulations is costly and can cause considerable damage to an organization’s brand reputation. Given these potential issues, it’s no wonder that 40% of organizations have privacy concerns for moving their data to the cloud. For example, companies in highly regulated industries such as finance and healthcare often prefer to store sensitive data on-premises.



**Q3: Which of the following friction points have you encountered during your data analytics transition to the cloud? n=391**



- Data Privacy issues and Integration with legacy systems were the most common
- Lack of Cloud training was #3

**Differences by**

Co. Size	Yes	Role	Yes
Dept.	Yes	Maturity	Yes

Data silos are hard to break down, with 39% of companies having integration challenges when moving their applications and legacy systems to the cloud. Without the right solution, integration can be complex, time consuming, and expensive. Data silos can slow down productivity, hinder business agility, and paint incorrect pictures of business events and customers.

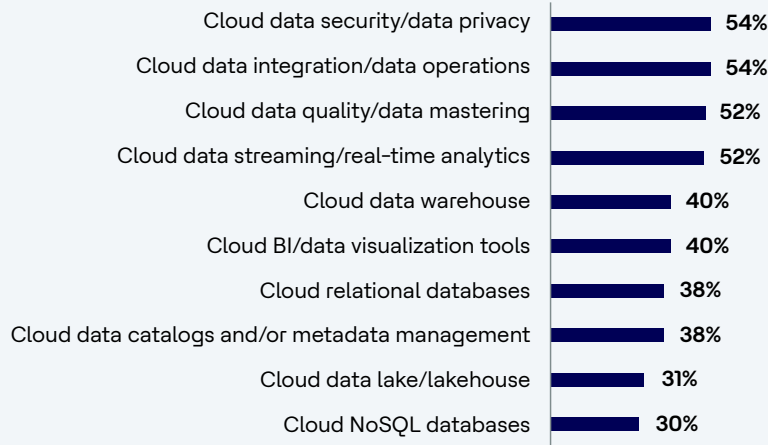
The lack of skilled cloud experts is making the transition to the cloud even more arduous. Thirty-eight percent of organizations said there was a lack of cloud computing training for their IT staff, and 35% indicated there was a lack of cloud computing technical skills, internally or in the market.

Further, the lack of knowledge of existing application architecture challenges 35% of companies trying to migrate to the cloud. This can happen for several reasons. Often staff with expertise have left the company, there's no documentation, and/or third-party applications and libraries are no longer available.

Data silos are hard to break down, with 39% of companies having integration challenges when moving their applications and legacy systems to the cloud.

## Q4: Which of the following cloud-native analytics related technologies does your company currently have in operation?

### Cloud Technologies in Operation



### Cloud-Native Analytics Technologies in Operation

With organizations still recovering from COVID-19 causing an overnight push to the cloud, it's no surprise that respondents gave data security and privacy a first-place rating when asked about their current cloud technologies in operation.

Because companies are moving more applications to the cloud, it's also not surprising to see the strong demand for data integration technology and data quality. As more applications are pushed out to software as a service (SaaS) and platform as a service (PaaS) models, companies must implement plans to bring that data back to a centralized platform for analytics and make it usable for business decisions. To do that, companies have to first ensure that the data is secure and compliant. Then they need to be confident that their data is complete, clean, and timely before they can use it to deliver business value.

There is no denying that there's a strong demand for real-time data in today's business landscape. Fifty-two percent of survey participants already have a cloud-based technology for streaming data and performing real-time analytics.

#### The Growing Need for Real-Time Data



Real-time data allows businesses to stay ahead of the curve, spotting current and emerging trends and opportunities before their competitors do. It also allows for more agile decision making because businesses can quickly pivot their strategies based on the latest insights. In addition, businesses are increasingly analyzing real-time data streams in the cloud to tackle diverse use cases such as IoT sensor data analytics, fraud detection, online advertising, cybersecurity, log analytics, stock trading, and much more.



## Q5: Which of the following use cases for data analytics have you planned or implemented?



### Most Common Real-World Data Analytics Use Cases

Data analytics use cases are evenly distributed across organizations. As the research highlights, many departments are leveraging data for decision making across customer analytics, financial risk management, and supply chain optimization.

Leading the way, 48% of survey participants leveraged the cloud for customer 360 analytics. By collecting and aggregating customer data from multiple sources, such as social media, email campaigns, and website interactions, businesses can gain a comprehensive understanding of their customers’ behaviors, preferences, and needs. For example, businesses can use a cloud data platform to identify trends and patterns in customer behavior, segment their customer base, and personalize marketing campaigns based on individual customer preferences.

Companies are also turning toward data analytics to mitigate financial risks and optimize their supply chain to gain a competitive edge. Forty-eight percent of respondents acknowledged the significance of analytics in managing financial risks, while 46% relied on data to streamline their supply chain operations.

Organizations can use data to identify potential supply chain risks, track inventory levels, and forecast demand. Using data analytics, companies can quickly react to—and even predict—disruptions and make informed decisions. For example, during the COVID-19 pandemic, companies that had access to real-time data were able to adapt to changing market conditions quickly. Companies should also be data driven to identify inefficiencies and bottlenecks in the supply chain and take prompt corrective actions.

### How to Deliver New Capabilities During the Cloud Transition

Managing the transition to the cloud can be a daunting task for many companies. Despite the growth in cloud technologies over the last five years, businesses are still on a journey toward fully embracing the cloud. While the benefits are clear—improved flexibility, scalability, and cost savings—companies must still carefully manage their cloud transition to ensure a smooth journey.

With the increasing adoption of cloud technology, the demand for cloud talent has skyrocketed. Companies are looking for professionals with expertise in cloud computing to manage their data and infrastructure. However, with the fast-paced nature of the industry, technology is constantly changing and advancing. Fifty percent of respondents seek more vendor training to hone their skills. Forty-nine percent also turn to vendors and trusted advisors to help during the cloud migration planning process.

Rounding out the top three new capabilities needed during the cloud migration is the desire for improved licensing and contracts. Companies are moving away from perpetual licenses that have hefty support fees in favor of more flexible SaaS and consumption-based pricing. Consumption bills can be unpredictable, and companies must monitor usage to prevent runaway expenses.

## Ensure a Successful Outcome on Your Data Analytics Journey to the Cloud

Following a proven path and understanding common pain points help organizations successfully migrate to the cloud. Once the migration is complete, the right strategy enables companies to reach their goals and realize desired outcomes, such as modernizing in the cloud, scaling to meet growing data volumes, and benefitting from cloud computing.

Implementing a modern cloud data platform allows organizations to use advanced data analytics capabilities in the cloud. For example, the Avalanche Cloud Data Platform from Actian simplifies how people connect, manage, and analyze their data. The platform solves a frequent problem companies face in the cloud and on-premises—making data easy to access and use for everyone across the business who needs it.

Working with a company that has experience with cloud migrations helps organizations avoid friction points. This is another area where Actian can help. Whether companies want to migrate to the cloud with a lift and shift, refactoring, replatforming, or another approach, Actian has proven solutions and experience to accelerate the move.

Actian also offers flexible deployment options, including Actian also offers flexible deployment options, including multi-cloud and hybrid cloud environments as well as on-premises. This allows organizations to choose where they run their workloads. The Actian platform is available on Google Cloud, Amazon Web Services (AWS), and Microsoft Azure.

As highlighted in this eBook, taking a strategic approach to cloud migration allows organizations to optimize the value of their data and analytics, achieve scalable growth, perform new use cases, and achieve other benefits. Working with the right partner can make the cloud journey fast and hassle-free while setting up success.



### About Actian

Actian makes data easy. We deliver cloud, hybrid cloud, and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: [www.actian.com](http://www.actian.com).