

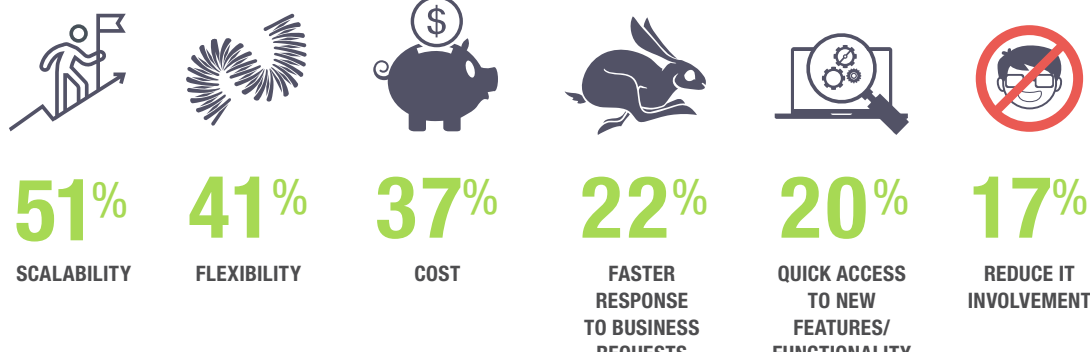
## Q4 2016 TDWI BEST PRACTICES REPORT: BI, ANALYTICS, AND THE CLOUD

The cloud is becoming a mature platform for data management, integration, business intelligence (BI), and analytics. Business leaders understand that the cloud can provide flexibility, scalability, and agility for their BI and analytics projects. Instances of the cloud can quickly spin up (or down) without the cost and delays of installing on-premises applications. In the recent *TDWI Best Practices Report: BI, Analytics, and the Cloud*, we take a look at organizations' experiences with and plans for cloud BI and analytics, including how satisfied organizations are with the cloud and why, overcoming cloud adoption challenges, and what your organization should consider when moving to the cloud. Here are several of the key survey results.

### SCALABILITY, FLEXIBILITY, COST, AND SPEED ARE DRIVING CLOUD ADOPTION

ORGANIZATIONS LIKE THE CLOUD'S ON-DEMAND SCALABILITY AND FLEXIBILITY, WITH FASTER TIME TO IMPLEMENTATION VIEWED AS COST-EFFECTIVE.

What are your organization's top three drivers for cloud analytics? (Based on 240 responses; limited to three answers per respondent)

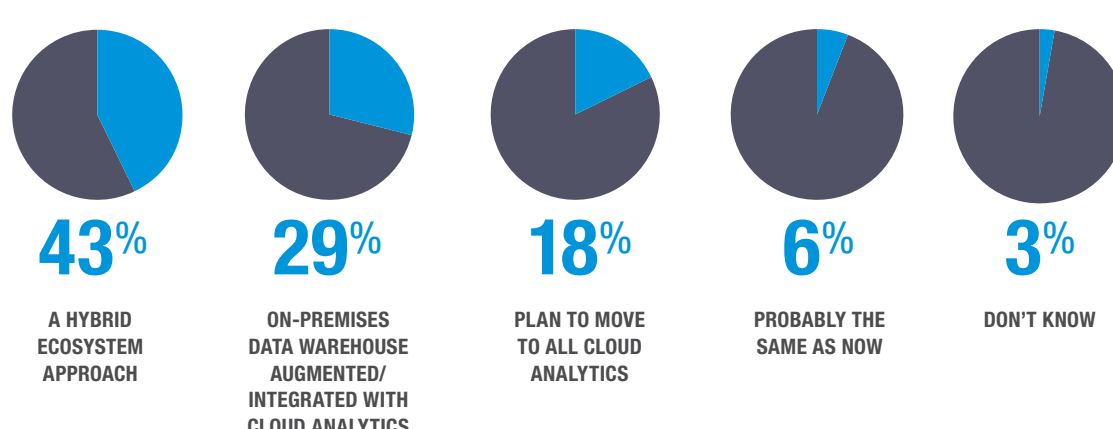


Source: Figure 1, page 7

### CLOUD AND ON-PREMISES CAN COEXIST

OVER 40% OF RESPONDENTS BELIEVE THAT THEIR ANALYTICS ARCHITECTURE WILL UTILIZE A HYBRID APPROACH IN THE NEAR FUTURE.

Where do you see your analytics architecture in the next three to five years?

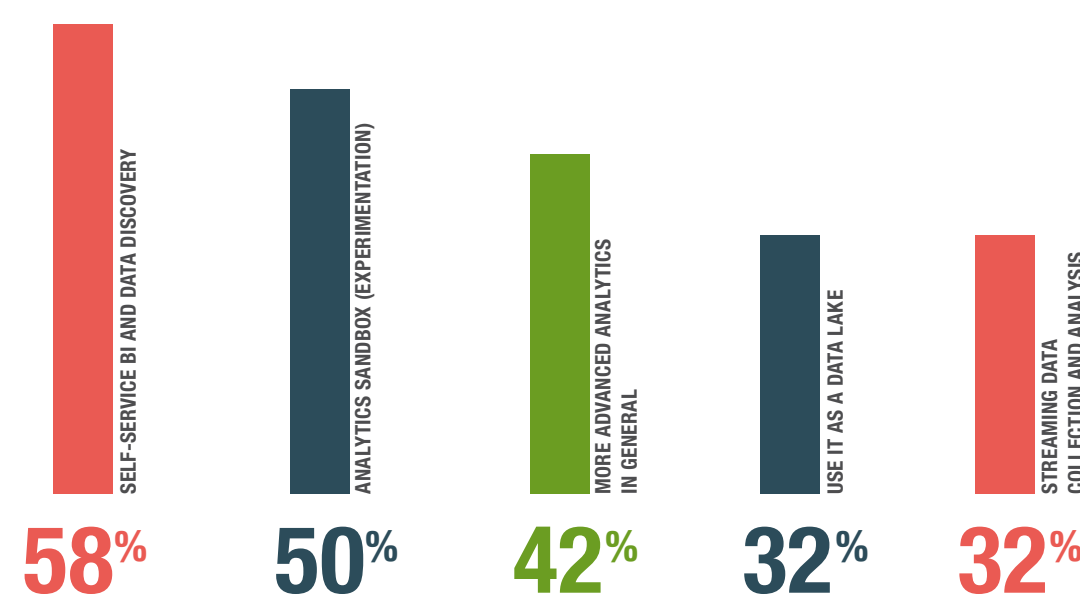


Source: Figure 3, page 12

### USE CASES FOR CLOUD ANALYTICS ARE NUMEROUS

HALF OF RESPONDENTS CITED USING THE CLOUD FOR ANALYTICS EXPERIMENTATION AND MORE ADVANCED ANALYTICS IN GENERAL.

Which of the following are possible cloud analytics use cases for your organization today or in the near future? (Based on 231 responses; could select as many that applied)

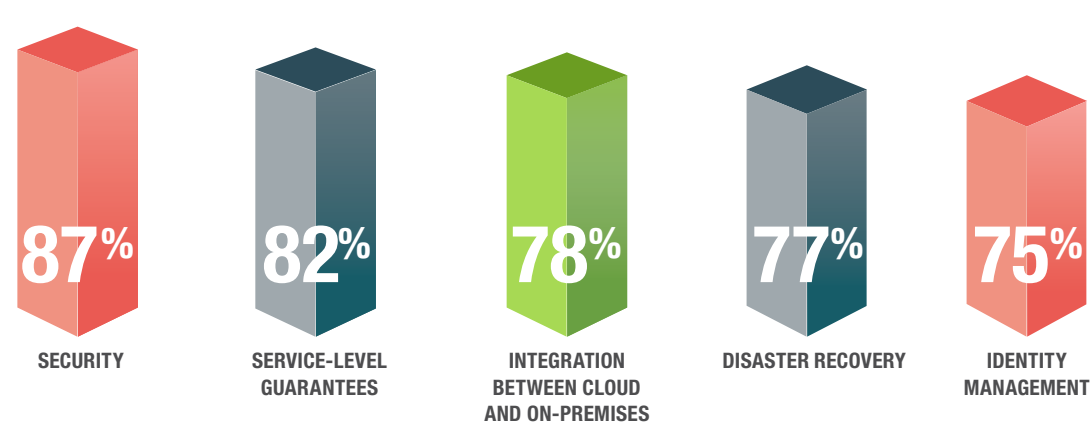


Source: Figure 4, page 14

### TOP CONSIDERATIONS FOR CHOOSING A PUBLIC CLOUD PROVIDER

ALTHOUGH SECURITY IS MOST IMPORTANT, INTEGRATION BETWEEN CLOUD AND ON-PREMISES ASSETS IS ALSO ON USERS' MINDS.

How important are the following factors in your selection of a public cloud provider for your data warehousing or analytics? (Percent reporting "very important" or "important")

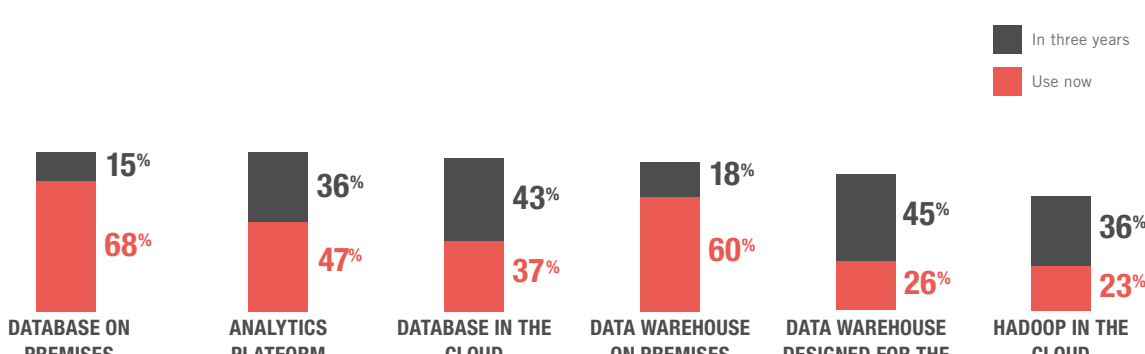


Source: Figure 6, page 20

### CLOUD-BASED DATA MANAGEMENT INFRASTRUCTURE IS BECOMING MORE POPULAR

NEARLY HALF OF RESPONDENTS PLAN TO USE A DATABASE OR DATA WAREHOUSE DESIGNED FOR THE CLOUD WITHIN THREE YEARS, WITH USE OF HADOOP EXPECTED TO GROW.

What kind of data management infrastructure do you utilize for analytics in the cloud?

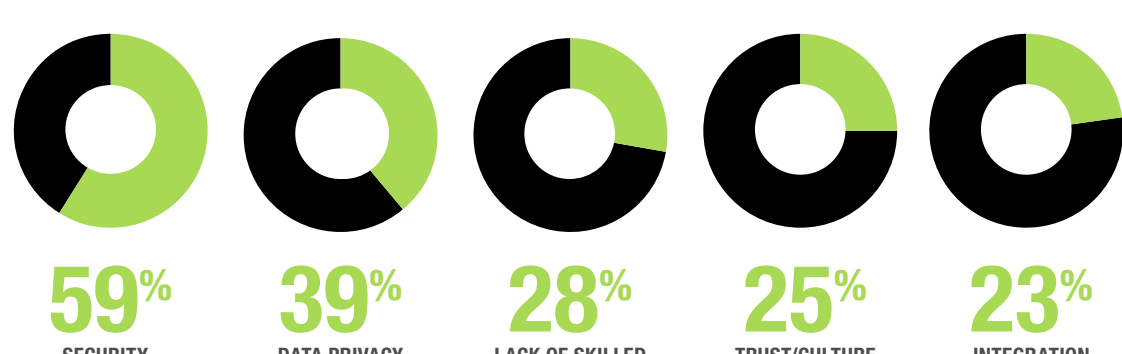


Source: Figure 9, page 26

### BARRIERS TO CLOUD ADOPTION

SECURITY AND DATA PRIVACY ARE TOP OBSTACLES.

What are/were the biggest barriers to adoption of cloud in your organization? (Based on 239 responses; limited to three selections each)

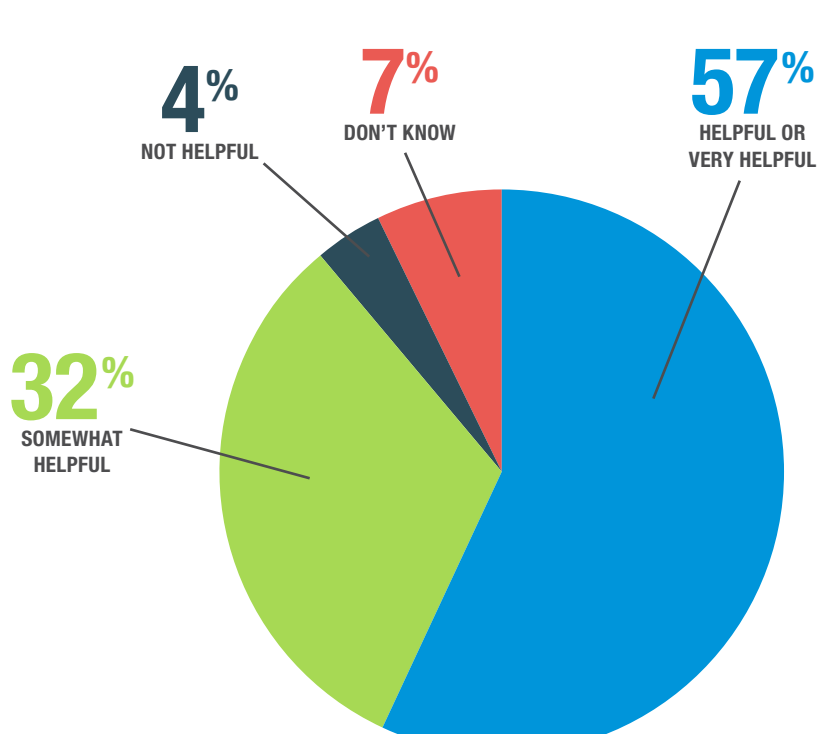


Source: Figure 5, page 17

### PUTTING THE FOCUS ON THE BUSINESS

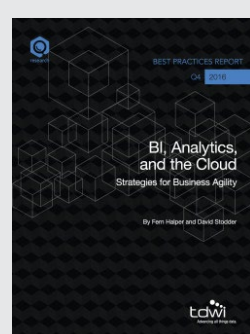
MOST PARTICIPANTS VIEW CLOUD COMPUTING AS ENABLING MORE FOCUS ON BUSINESS-ENHANCING ACTIVITIES AND LESS ON IT ISSUES.

How helpful is cloud computing to your business?



Source: First paragraph, page 31

DATA FROM



TDWI'S BEST PRACTICES REPORT:  
**BI, ANALYTICS, AND THE CLOUD**  
*Strategies for Business Agility*

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