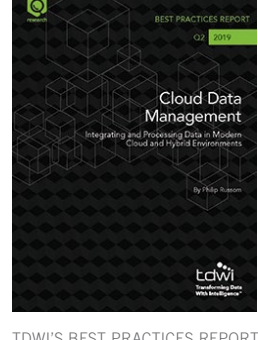


## Q2 2019 TDWI BEST PRACTICES REPORT CLOUD DATA MANAGEMENT



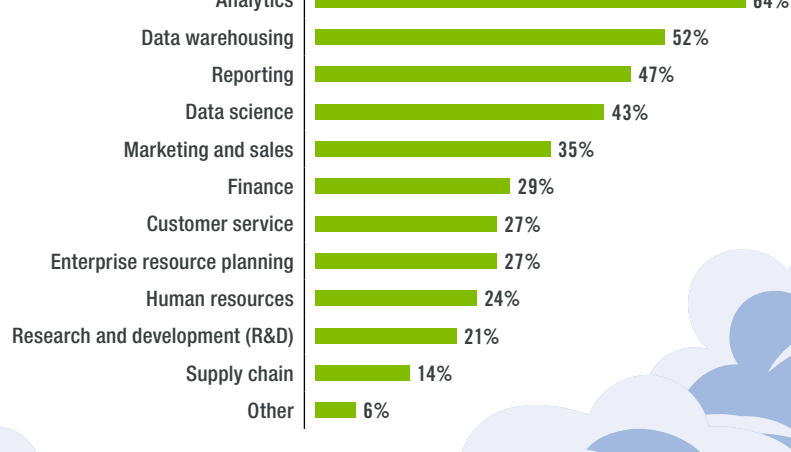
Cloud data management (CDM) is about managing old and new data in hybrid data architectures that span on-premises and cloud systems. CDM involves database management systems, data integration tools, related platforms, and the numerous best practices users perform with them. The primary goal of CDM is to unify heterogeneous, distributed, and hybrid data so businesses have complete data they can trust, govern, and leverage for business value. This is a challenge because clouds are making data more heavily distributed than it has ever been.

TDWI'S BEST PRACTICES REPORT:  
*CLOUD DATA MANAGEMENT*

### CLOUD DATA MANAGEMENT TOUCHES ALMOST ALL BUSINESS PROCESSES TODAY, BOTH ANALYTIC AND OPERATIONAL.

For what enterprise functions or use cases is your organization applying cloud data management?

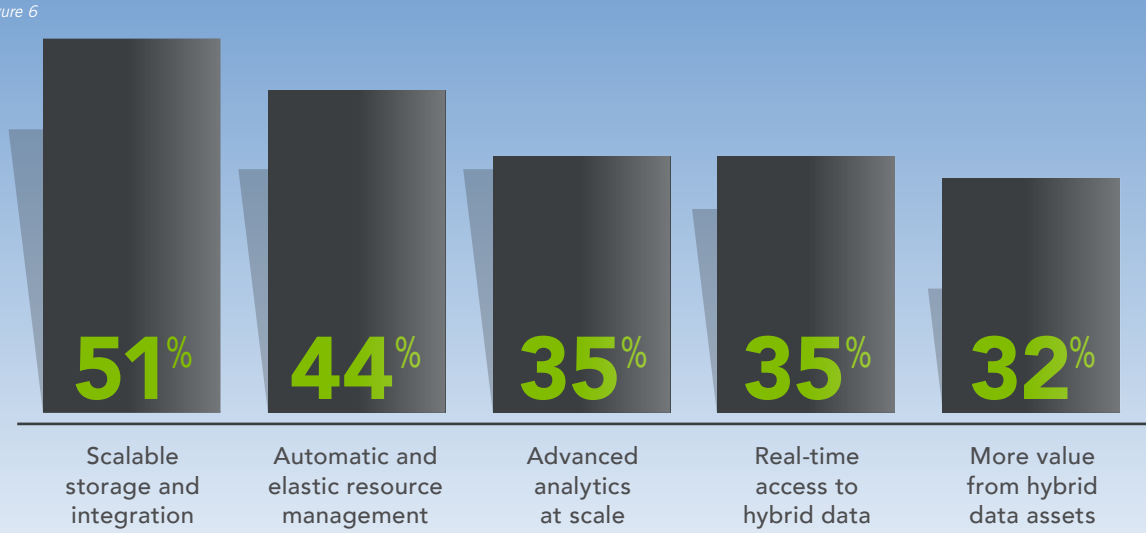
Source: Page 8, Figure 3



### BENEFITS OF CLOUD DATA MANAGEMENT

If your organization were to implement cloud data management, what would its leading benefits be?

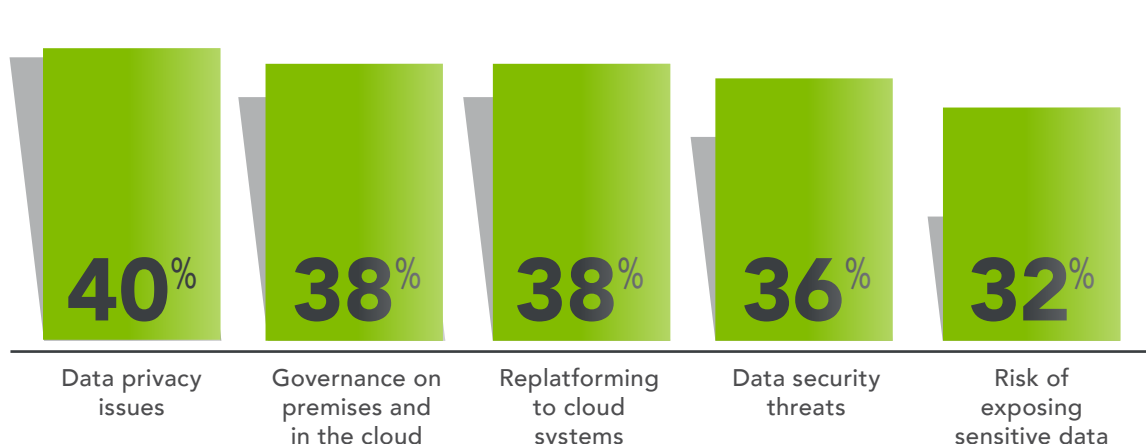
Source: Page 12, Figure 6



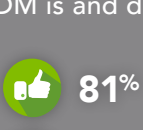
### BARRIERS TO CLOUD DATA MANAGEMENT

If your organization were to attempt cloud data management, what would its leading BARRIERS be?

Source: Page 14, Figure 7

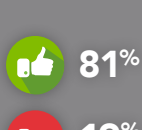


Do you know what CDM is and does?



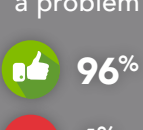
Source: Page 6, Figure 1

Have you personally used CDM?



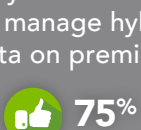
Source: Page 17, Figure 10

Is CDM an opportunity or a problem?



Source: Page 11, Figure 5

Do you find it hard to manage hybrid data on premises?



Source: Page 34, Figure 18



### HYBRID DATA FOR ANALYTICS AND DECISION MAKING IS LOCATED MOSTLY ON PREMISES, BUT FIRMLY ESTABLISHED IN THE CLOUD, TOO.

Source: Page 28, Figure 16

#### DATA WAREHOUSE



#### DATA INTEGRATION PLATFORMS



#### ANALYTICS TOOLS



#### DATA LAKE



### RELATIONAL DATABASES STILL DOMINATE IN HYBRID DATA ARCHITECTURES, BUT OTHER DATABASE TYPES ARE FIRMLY ESTABLISHED, ESPECIALLY TO HANDLE NON-RELATIONAL HYBRID DATA.

Source: Page 28, Figure 16

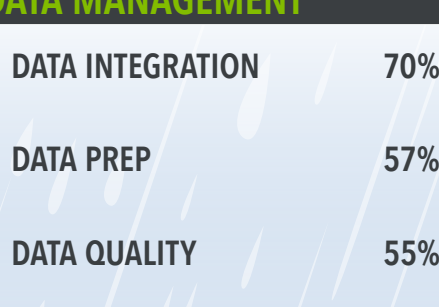


### DATA MANAGERS HAVE A GOOD IDEA OF WHAT THEY'RE LOOKING FOR IN A CDM PLATFORM.

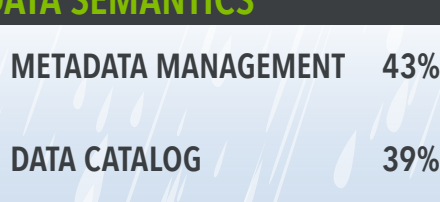
What data management capabilities do you need for successful CDM today?

Source: Page 30, Figure 17

#### DATA MANAGEMENT

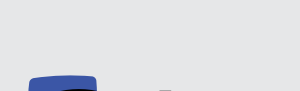


#### DATA SEMANTICS



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