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 applications that work together to manage data assets across both environments. CDM involves data on premises, in the cloud, or both.

**TDWI’s Best Practices Report**

Q2 2019 TDWI Best Practices Report: Cloud Data Management

For more information, visit [http://www.actian.com](http://www.actian.com).

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

- 72% (on premises)
- 53% (in the cloud)
- 40% (both)
- 37% (on premises and in the cloud)

**DIFFERENT DATA MANAGEMENT Capabilities ARE IN DEMAND BASED ON BRAINS’ NEEDS:**

- Data privacy and security
- Scalable infrastructure
- Governance
- Advanced analytics
- Reporting
- Replatforming
- Data warehousing
- Data science
- Marketing and sales
- Human resources
- Supply chain
- Finance
- R&D
- Customer service
- Enterprise resource planning

**RELATIONAL DATABASES STILL DOMINATE IN HYBRID DATA ARCHITECTURES, BUT NON-RELATIONAL DATA IS FAST ESTABLISHING, ESPECIALLY FOR MORE NON-RELATIONAL HYBRID DATA.**

- 75% (on premises)
- 81% (in the cloud)
- 37% (both)
- 32% (on premises and in the cloud)

**DATA LAKE**

- 60% (on premises)
- 40% (in the cloud)
- 40% (both)
- 38% (on premises and in the cloud)

**ANALYTICS TOOLS**

- 57% (on premises)
- 51% (in the cloud)
- 51% (both)
- 44% (on premises and in the cloud)

**DATA INTEGRATION PLATFORMS**

- 55% (on premises)
- 43% (in the cloud)
- 43% (both)
- 35% (on premises and in the cloud)

**DATA INTEGRATION PLATFORMS**

- 40% (on premises)
- 38% (in the cloud)
- 38% (both)
- 36% (on premises and in the cloud)

**DATA VIRTUALIZATION**

- 57% (on premises)
- 43% (in the cloud)
- 43% (both)
- 37% (on premises and in the cloud)

**DATA QUALITY**

- 55% (on premises)
- 43% (in the cloud)
- 43% (both)
- 37% (on premises and in the cloud)

**DATA PREP**

- 57% (on premises)
- 43% (in the cloud)
- 43% (both)
- 37% (on premises and in the cloud)

**DATA WAREHOUSE**

- 60% (on premises)
- 40% (in the cloud)
- 40% (both)
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