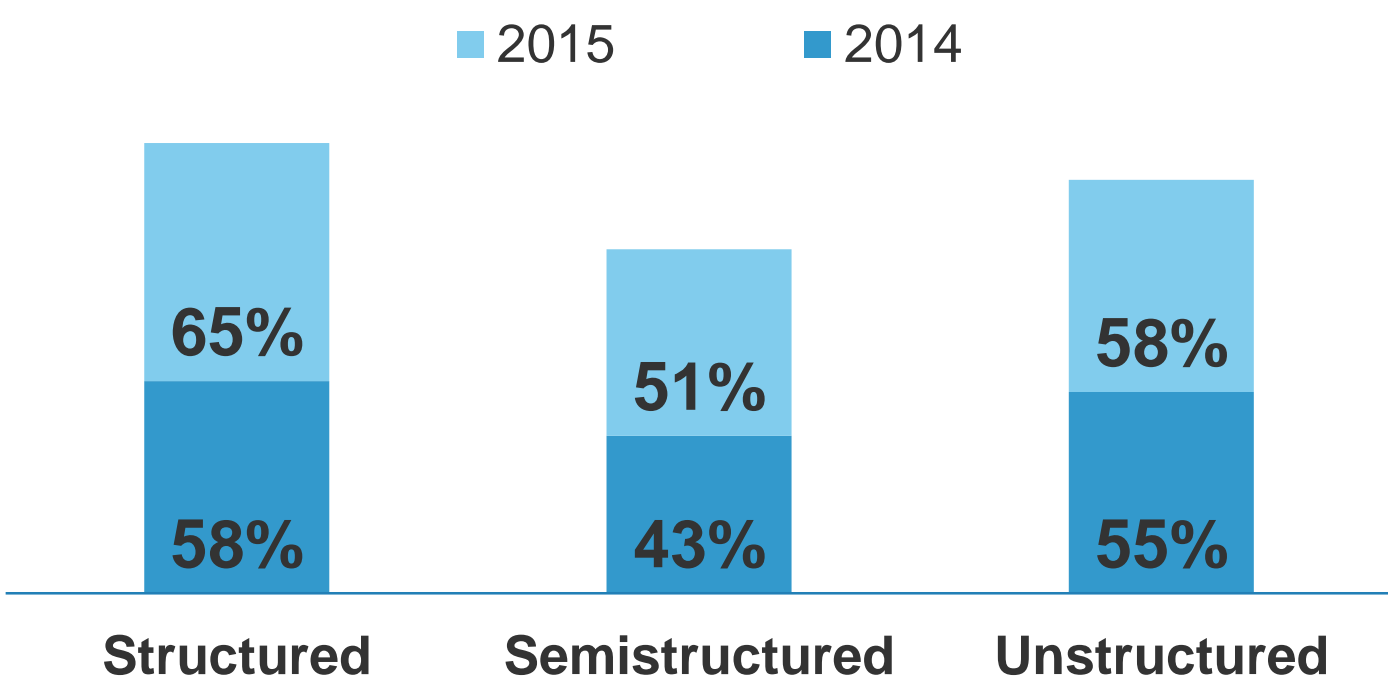


The Data Management And Analytics Dilemma

Organizations are challenged with managing and gaining insights into constantly growing stores of data across multiple platforms.

Every Organization Struggles With Analyzing Increasing Data Volumes

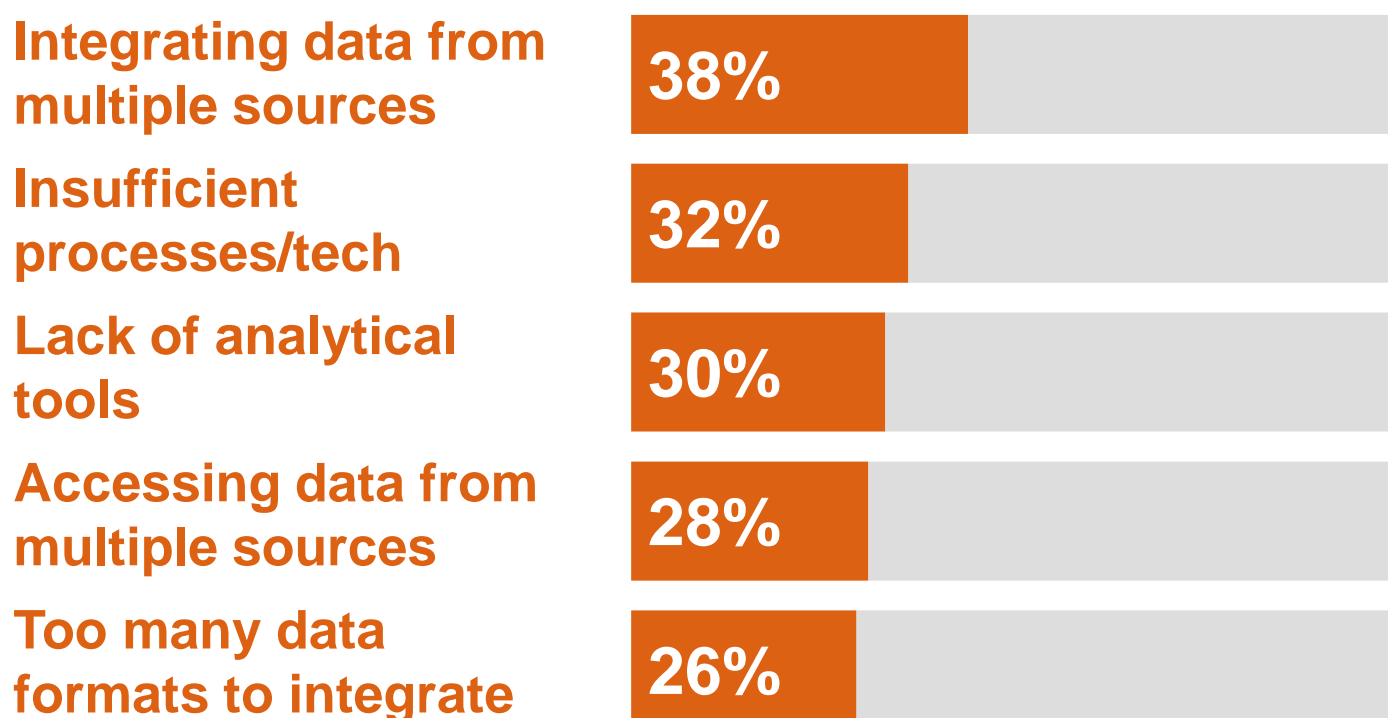
Percentage of organizations storing 10TB or more of data*



On average, organizations are only analyzing **37%** of structured data, **22%** of semistructured data, and **22%** of unstructured data — leaving some insights undiscovered.†

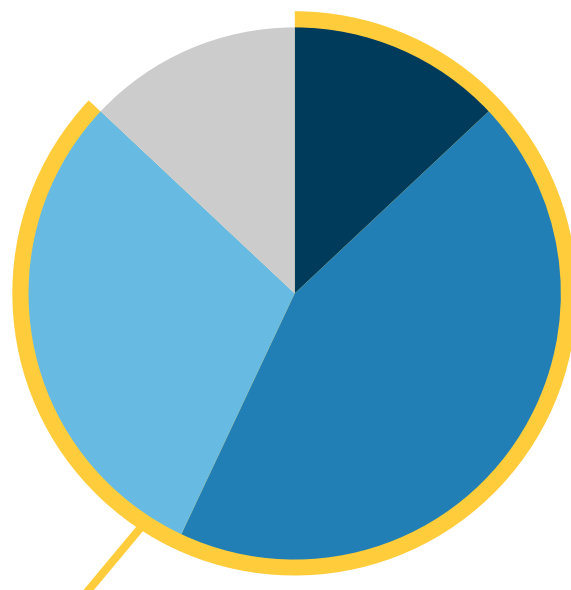
Multiple Environments And Data Formats Limit The Ability To Get Data From Disparate Sources To The Target Analytics Platform

Top challenges in executing a data analytics strategy‡



Organizations Recognize The Value Of Measuring Data Usage

- 13%** Comprehensive view of data usage
- 44%** Measuring most data usage
- 30%** Measuring some data usage
- 13%** Do not measure data usage



87% of organizations measure data usage‡

But Manual Processes Hinder Effective Data Usage Measurement

Information on data usage gathered via manual processes‡

Custom scripts to query logs

49%

Manual data collection based on user surveys

39%

Other custom software

37%



Graphical software that analyzes data, data warehouse and Hadoop usage, as well as related performance and business activity, enables data professionals to automatically monitor queries to provide data usage analytics that can help rebalance and optimize a data warehousing environment.

Methodology

For this study, Forrester conducted an online survey of 50 data management and analytics executives at US organizations with 1,000 or more employees.

*Source: Forrester's Global Business Technographics Data And Analytics Survey, 2014 and 2015

†Source: Forrester's Global Business Technographics Data And Analytics Survey, 2014

‡Source: A study conducted by Forrester Consulting on behalf of Attunity, November 2015



Access the full study: ["Why Firms Struggle To Analyze More Data"](#)