



For the Complete Technology & Database Professional

MOVING DATA AT THE SPEED OF BUSINESS

2016 IOUG SURVEY ON DATA DELIVERY STRATEGIES

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EXECUTIVE SUMMARY

IS IT POSSIBLE TO MOVE DATA any faster than it now moves? There's no question that the pace of data movement has quickened dramatically in recent years. This calls for new strategies for integrating data at the speed of business. This is the challenge as companies increasingly rely on data analytics in their decision making. A majority of managers and professionals in a new survey, 57%, state their business leaders now rely heavily on analytics in their day-to-day decision making. However, about the same number complain about a lack of complete information. Plus, most organizations are not where they want to be in terms of data delivery.

The survey, covering 303 data managers and professionals and conducted by Unisphere Research, a division of Information Today, Inc., finds that organizations are employing a range of new strategies and approaches to improve the speed of data delivery and integration. The survey, among members of the Independent Oracle Users Group (IOUG), represents respondents from organizations of all sizes and across various industries. (See Figures 30–32 at the end of this report.)

The survey also uncovered new modes of data integration delivery emerging in enterprises, opting for new approaches that will reframe the data delivery discussion. Organizations are gradually moving off the extract, transform, and load model of data integration, and exploring new ways of doing business with data that will move them closer to real-time delivery—particularly cloud computing and in-memory technology.

The survey uncovered the following trends:

- In a business world that increasingly demands real-time insights, decision making continues to be inhibited by incomplete and slow-moving information. Enterprises are weighed down by inadequate performance, siloed data, and slow response times. A new data architecture and new approaches to data integration are needed.
- With the rise of cloud and big data—along with the need to deliver information at real-time speeds—organizations are looking at a range of newer options to support analytics for their enterprises. Cloud and in-memory databases—often used simultaneously—promise to bring enterprises closer to the real-time vision they seek.
- Data warehouses themselves are also undergoing dramatic changes in today's enterprises. One-third of enterprises either have data warehouse appliances employed or are using cloud-based data warehouse services. They are also taking on ever-growing volumes of data, as well as greater varieties—in line with today's big data demands.

On the following pages are more details exploring the findings of this survey.