



For the Complete Technology & Database Professional

CONSOLIDATE, VIRTUALIZE, AUTOMATE, AND STANDARDIZE: 2016 IOUG IT RESOURCES SURVEY

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EXECUTIVE SUMMARY

This survey of 300 data managers and professionals, conducted by Unisphere Research, a division of Information Today, Inc., finds that data managers and their organizations are hampered by routine database management activities, which soak up a great deal of time and budgets. The survey, conducted in partnership with EMC among members of the Independent Oracle Users Group (IOUG), represents respondents from organizations of all sizes and across various industries.

Managing rapid data growth, along with being bogged down in maintenance-level tasks and obligations—maintaining uptime and availability, applying upgrades, fixes and patches, ensuring security—means limited time and resources for pursuing higher-level activities, such as working on business problems, or moving to digital platforms. Data managers may be consumed with maintenance, but the business is looking for data to help it sense and respond to who its next customers may be, what customers may be thinking about in terms of its product, and what customers' next moves may be. The business is looking to its data management teams to help it be able to track and predict events and trends as they are happening or before they occur and, lately, to be connected to an Internet of Things, including cameras and documents that can help provide the raw data fed into analytics systems.

Organizations are looking to their data management departments to show them the way—to lead the effort to deliver competitive advantages from big data analytics, to help identify what the important data sources may be, and to figure out how to capture and make use of the data. Decision makers seek information from a growing array of connected systems, devices, and data sources. Managing the integration of myriad networks, data systems, and applications to deliver reliable information is a bigger challenge than ever before.

Data managers themselves would much rather be engaged in high-level activities that boost value to their businesses—as well as elevate their own roles and careers. But when it comes to the things that need attention, it's a challenge to manage the constant firefighting low-level tasks demand. Data management departments need to significantly increase their output and productivity. But mere efficiency is not enough—IT and data managers need to make innovation a larger part of their jobs.

Survey respondents hold a variety of job roles and represent a wide range of organization types and sizes and industry verticals. At least 37% have the title of DBA, but we also have a healthy mix of managers and data architects.

Highlights of the survey include the following findings:

- IT budgets tend to be tight, and resources are being absorbed into traditional database maintenance activities. Security and compliance are getting the lion's share of database budgets.
- Just as key as money spent on budget expenditures, data managers indicate an inordinate amount of their time goes into routine maintenance activities. The amount of time being spent on security and performance issues is on the rise.
- The amount of organizational resources needed for standard maintenance of databases and data centers is depriving organizations of resources for more forward-looking initiatives. A majority agree there are impacts on their overall competitiveness, as well as department productivity.
- While most organizations are still attempting to address database and data center inefficiencies with hardware, a growing number are turning to approaches that increase efficiency and competitiveness—consolidation, automation, virtualization, and standardization. In addition, close to half indicate they consider cloud, in all its forms, to be key to addressing these challenges. Wanted: more funding for enterprise architecture, database upgrades.
- Data stores are growing, with a majority of enterprises experiencing expansion over the past 12 months. The era of operating separate silos based on database platforms is coming to an end. Organizations are increasingly embracing universal approaches to managing across their entire asset base. However, the tooling to accomplish this has yet to catch up.

On the following pages are the results of the study.