



*For the Complete Technology & Database Professional*

# THE NEW DATA MANAGEMENT LANDSCAPE : 2018 IOUG SPECIAL REPORT ON DATA MANAGEMENT TRENDS

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## TABLE OF CONTENTS

<i>Executive Summary</i> .....	<b>3</b>
<i>Changing Roles</i> .....	<b>4</b>
<i>Cloud is the Future</i> .....	<b>9</b>
<i>Applications in the Cloud</i> .....	<b>15</b>
<i>Cloud Challenges</i> .....	<b>21</b>
<i>Demographics</i> .....	<b>26</b>

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## EXECUTIVE SUMMARY

It's well known that many enterprises are turning to cloud for a range of functions and capabilities, not to mention potential cost savings. But the impact on data management itself is profound, and is already starting to be felt. Data managers and professionals indicate they are taking on more advisory and business-centric roles as more administrative functions are handled by cloud providers. At the same time, enterprises need to be proactive in monitoring and understanding how their information is being managed in the cloud.

In December 2017, Unisphere Research fielded a study among the members of the Independent Oracle Users Group to examine the key challenges, priorities, and solutions associated with cloud computing. This study, sponsored by Oracle, includes the views and experiences of 229 IT decision makers, representing a broad sample of company types and sizes.

More than half are from enterprises with at least 5,000 employees. Industries heavily represented in our survey include technology, financial services, government and healthcare. A demographic overview is available at the end of the report.

The survey found that cloud computing is changing the mission and purpose of data management. Within a few years, most data management functions will be in the cloud, in one way or another.

### The key findings of the study include the following:

- Cloud is creating an important shift in data managers' responsibilities and career prospects. A majority expect to spend a significant amount of time in the cloud in the near future. Cloud adoption also means managers will be relieved of many of the more heads-down technical tasks associated with database management—freeing them to work more closely with the business, assuming the role of advisor, teacher and evangelist. At the same time, the onus remains on enterprises to assure the security and availability of their data assets.
- The cloud is now the new normal for managing and analyzing data. Starting with dev/test databases, data managers expect to see most of their activity taking place in the cloud within a few years. Most Oracle Database environments are connected, in one way or another, to the cloud.
- The “killer app” for cloud is providing administrative support, as well as a place to back up data and assure business continuity. Data managers appreciate the almost unlimited scalability cloud services offer. Still, there are certain applications that may never make it to the cloud.
- What keeps data managers awake at night about their cloud arrangements? Security, privacy and potentially runaway costs are the most top of mind. Public cloud arrangements are fluid, and two in five have already terminated or scaled back services from a provider, for a myriad of reasons.

On the following pages are the detailed results and analysis of this effort.