

Research report: Evolution of Business Intelligence to Business Analytics



The most important reason cited for **project failure** was security and privacy (29%), impacted by the introduction of new governance practices and uncertainty over the EU's **GDPR** coming into force.

Better data (quality, availability and validity) was cited as the main catalyst driving adoption of data analytics within departments, with 62% already realising some of the business value they hoped for.

Despite this, businesses are struggling to aggregate and reconcile sources to build the rich datasets that analytics activities require in order to add value beyond BI.

- Only 11% are seeing their efforts fully pay off.
- More than half (55%) agree fragmentation of data across multiple databases is slowing that progress.

Findings show that **82%** of organisations do not know where their critical data is located.

Not having visibility of critical data – let alone backup and archive data (86%) as well as miscellaneous data (92%) – is a significant and urgent concern.



For this research we interviewed 500 IT and business decision makers from a range of public and private sectors in Germany and the UK