

Research report: The State of Analytics in the Cloud

Most organisations want to run all of their analytics in the cloud, but 91% say that analytics should be moving to the public cloud at a faster rate.

Seventy percent agree that analytics are moving to the cloud slower than other business applications.

Companies are already using or planning to use, within the next 12 months, analytics for marketing (77%) and sales (76%).



Some of the biggest barriers to moving analytics to the cloud are security (50%), immature and low-performing available technology (49%), regulatory compliance (35%) and lack of trust (32%).

Other concerns center on technology integration and talent: 30% are struggling to connect legacy systems with cloud applications, while 29% of respondents cited lack of in-house skill as a barrier.

63% of companies with revenues more than \$10 billion view immature and low-performing available technology as a major barrier, compared to 41% of companies with revenues of \$250-500 million.

Who did we interview?

700 CIOs and other senior IT decision makers from organisations in China, France, Germany, Japan, the UK and the US

83%
agree that
public cloud
is the best
place to run
analytics