

TRENDS IN SOFTWARE ACQUISITION IN DATA AND ANALYTICS

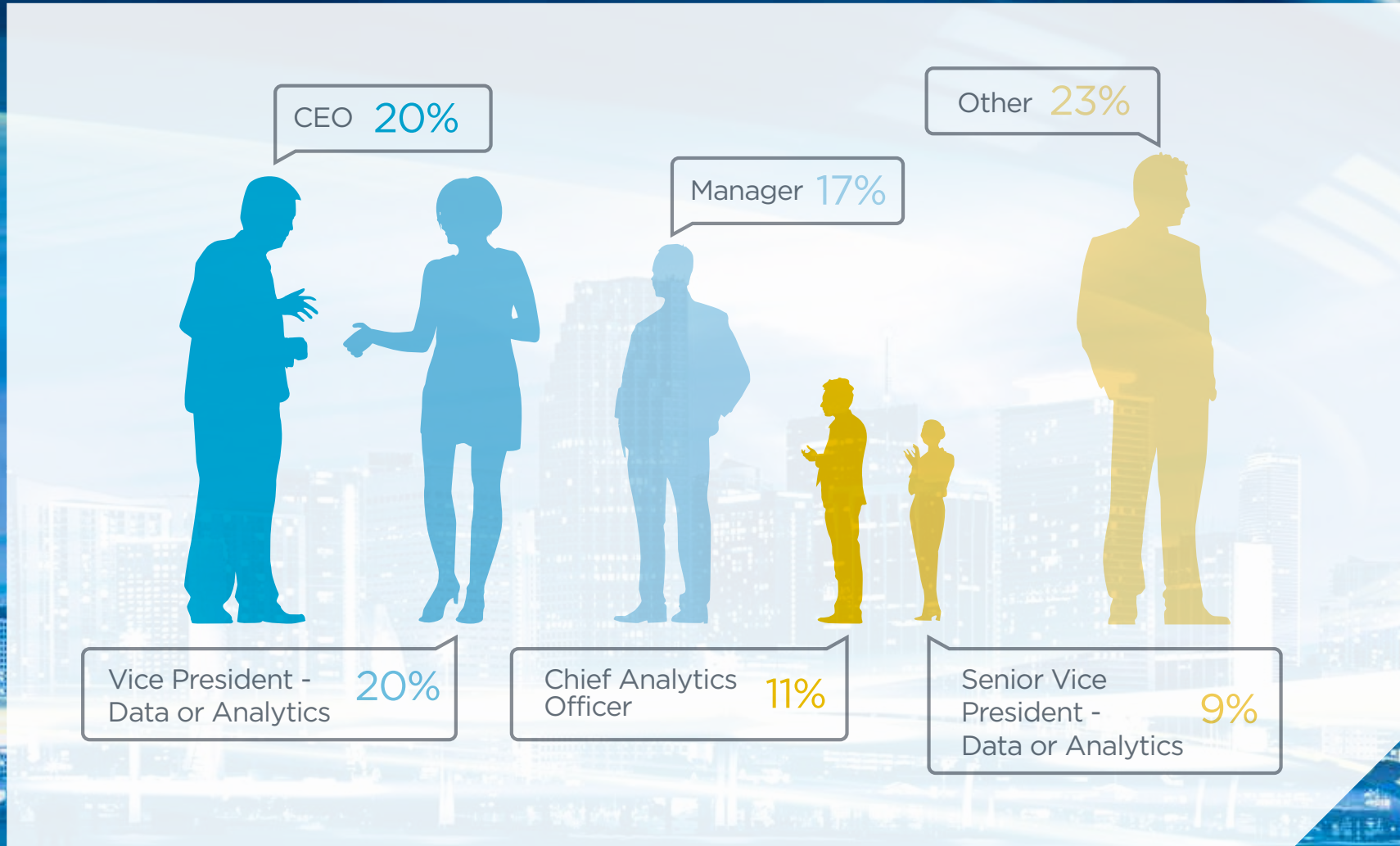
Insights into how the data and analytics industry acquires relevant software to enable the C-suite to undertake their roles more effectively.

METHODOLOGY

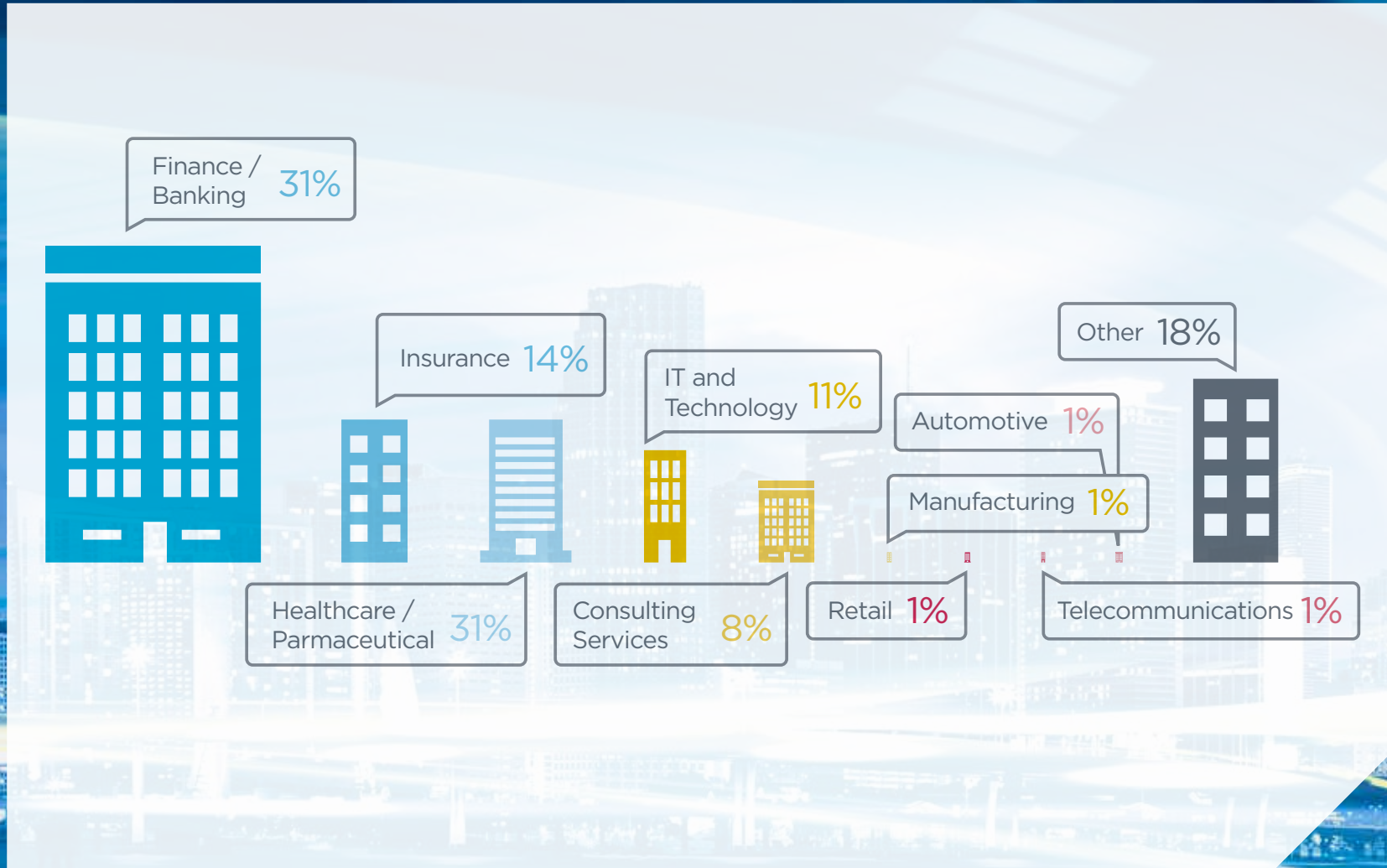
At our recent Chief Analytics Officer Fall event, we surveyed over 2000 people to find out the key trends driving software acquisition in data and analytics. Those responding came from a variety of different backgrounds and industries but with one thing in common - all respondents are involved in data and analytics in some way.

We were interested in finding out the biggest barriers to software acquisition and implementation in data and analytics, and what investment analytics departments are planning to make in software acquisition over the next 12-24 months. **The results are surprising!**

YOUR JOB TITLE

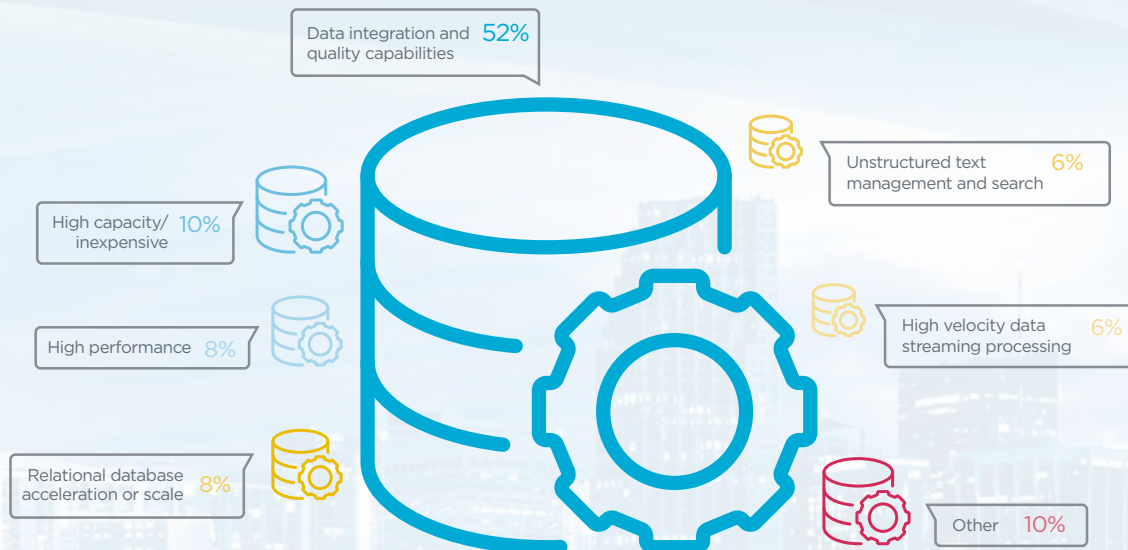


YOUR INDUSTRY



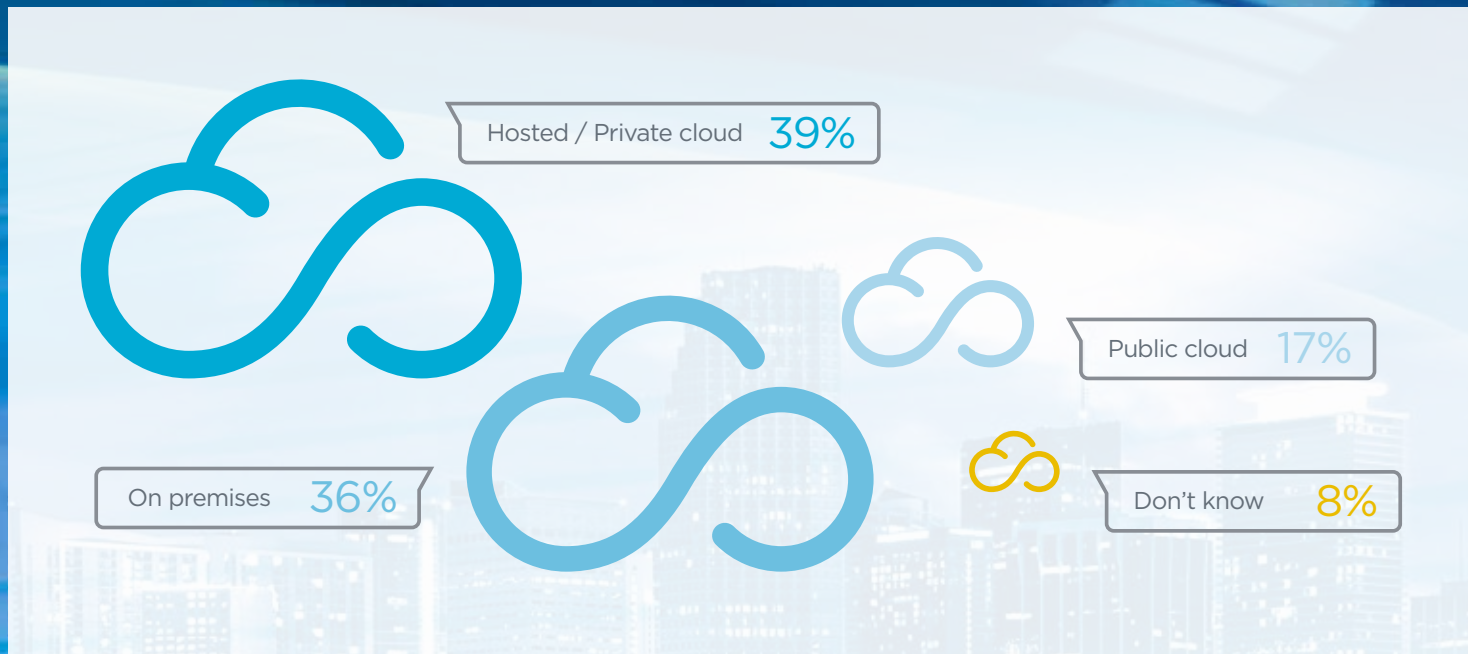
MOST IMPORTANT DATA AND ANALYTICS SOFTWARE FUNCTIONS

When it comes to which software function/features are most important, 52% cited the ability to integrate data and quality capabilities as being the most important to them.



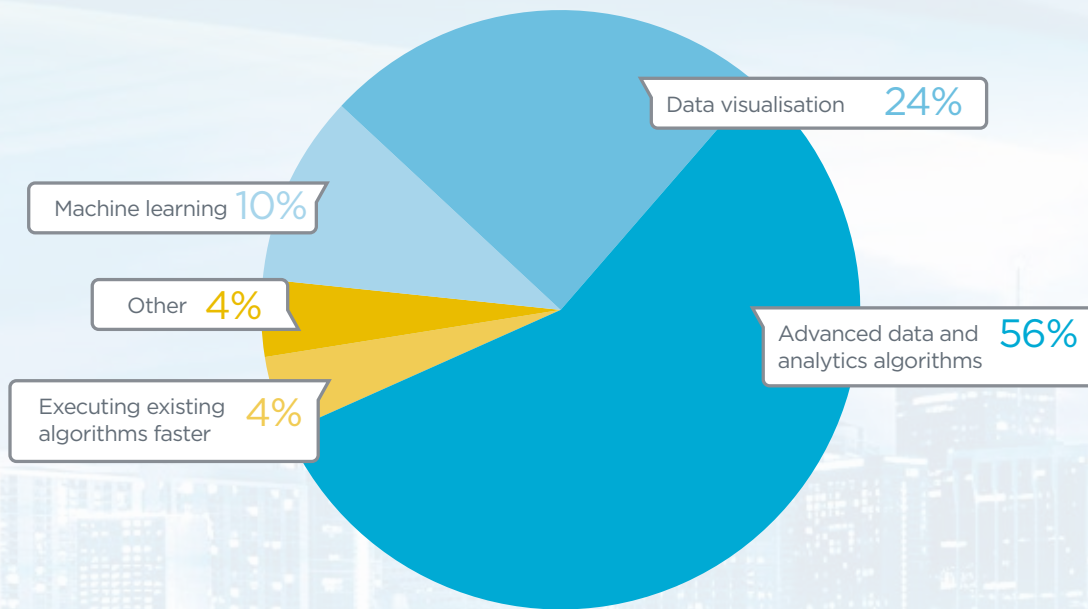
When it comes to which software functions/features are most important, just over half of respondents at 52% cited the ability to integrate data and quality capabilities as being the most important function/feature to them.. High capacity/inexpensive and relational database acceleration or scale was also important, along with high performance and high velocity data streaming processing.

DO YOU RUN OR PLAN TO RUN YOUR DATA AND ANALYTICS APPLICATIONS ON PREMISES OR IN THE CLOUD?



There has been a huge rise in the use of cloud hosting solutions in recent years, and it seems that cloud hosting is becoming just as popular as on-premises hosting for data and analytics applications. 17% of respondents run their data and analytics applications on public cloud systems, showing that such cloud systems are starting to be trusted more from a security point of view and we may see a rise in the use of these in the coming months.

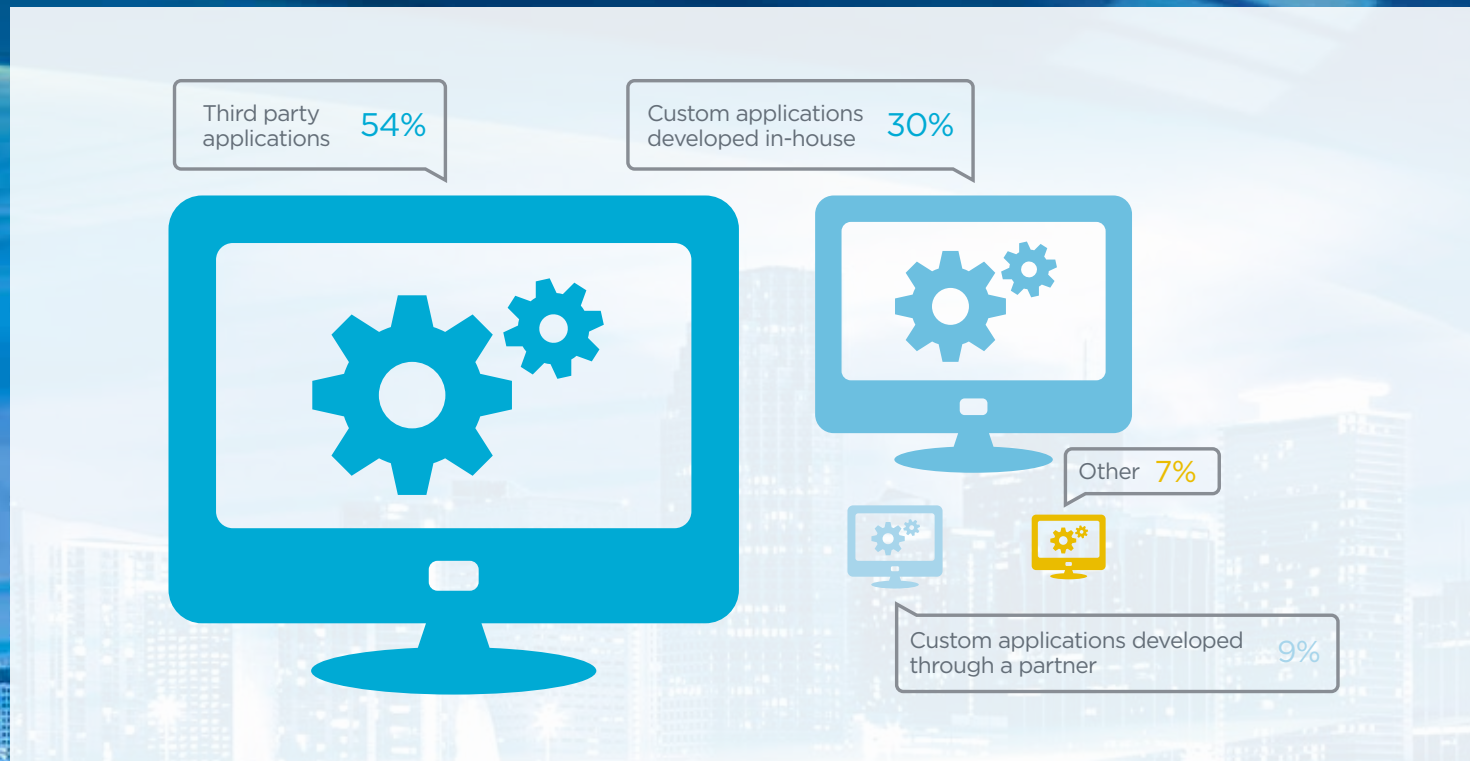
MOST IMPORTANT DATA AND ANALYTICS FUNCTIONS AND FEATURES



56% of our respondents said that advanced data and analytics algorithms is the most important function/feature to them

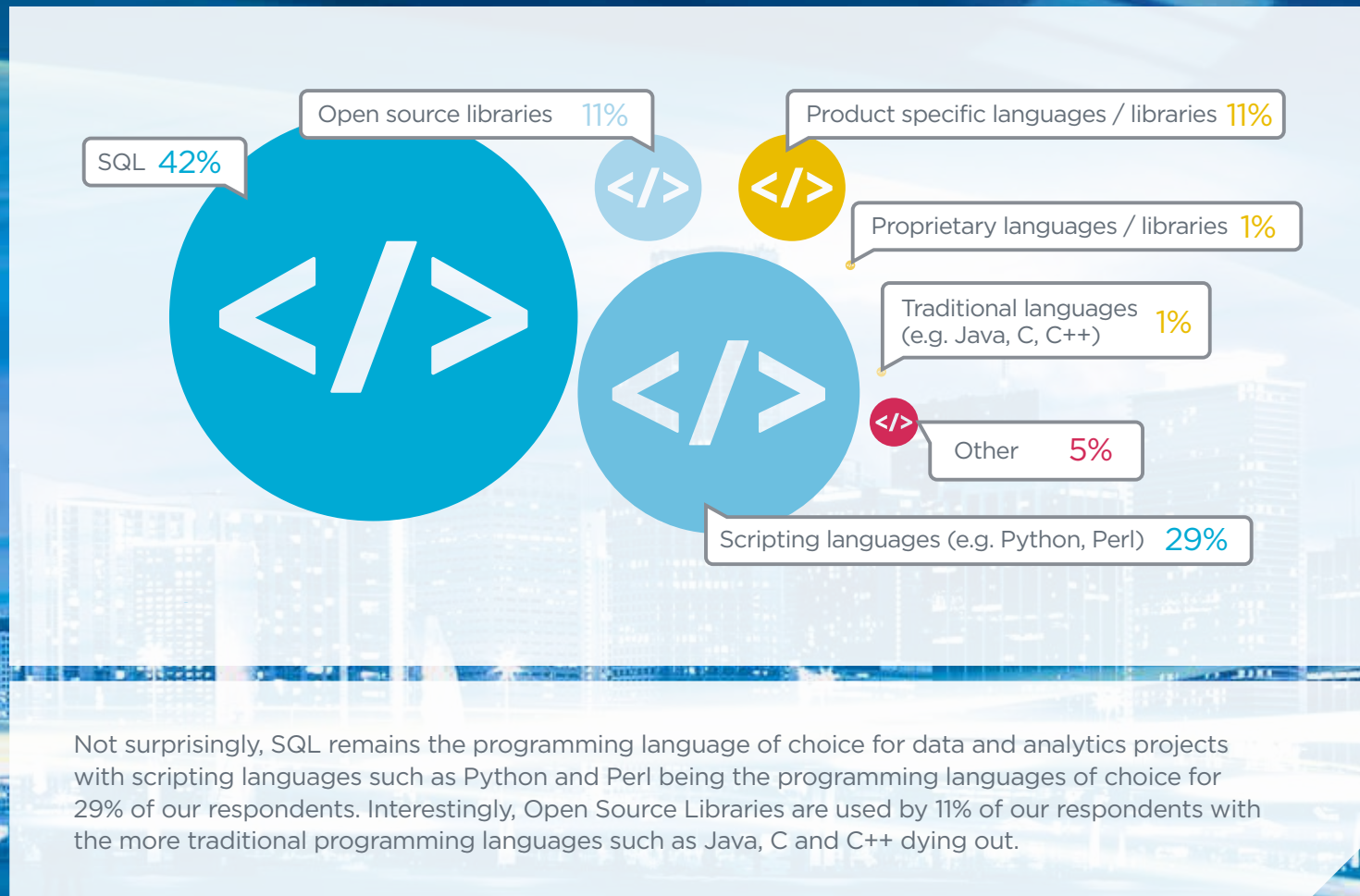
In terms of which data and analytics functions/features are most important to our respondents, 56% said that advanced data and analytics algorithms is the most important function/feature, with data visualisation coming in second at 24%. Surprisingly, machine learning is one of the least important function/features to our respondents.

DO YOU PLAN TO USE THIRD PARTY APPLICATIONS OR DEVELOP YOUR OWN?



A huge 54% of respondents use third party applications for their data and analytics projects, with 30% developing their own custom applications in-house. A small percentage of respondents develop custom applications through a partner.

WHAT PROGRAMMING LANGUAGES TOOLS DO YOU USE FOR DATA AND ANALYTICS DEVELOPMENT?



Not surprisingly, SQL remains the programming language of choice for data and analytics projects with scripting languages such as Python and Perl being the programming languages of choice for 29% of our respondents. Interestingly, Open Source Libraries are used by 11% of our respondents with the more traditional programming languages such as Java, C and C++ dying out.

DOES YOUR COMPANY UTILISE DATA AS A SERVICE (DAAS)?

47% of respondents do not utilize Data as a Service (DaaS in their organization or have any plans to do so in the future, but 41% of respondents do utilize it in their organization.



Yes 41%

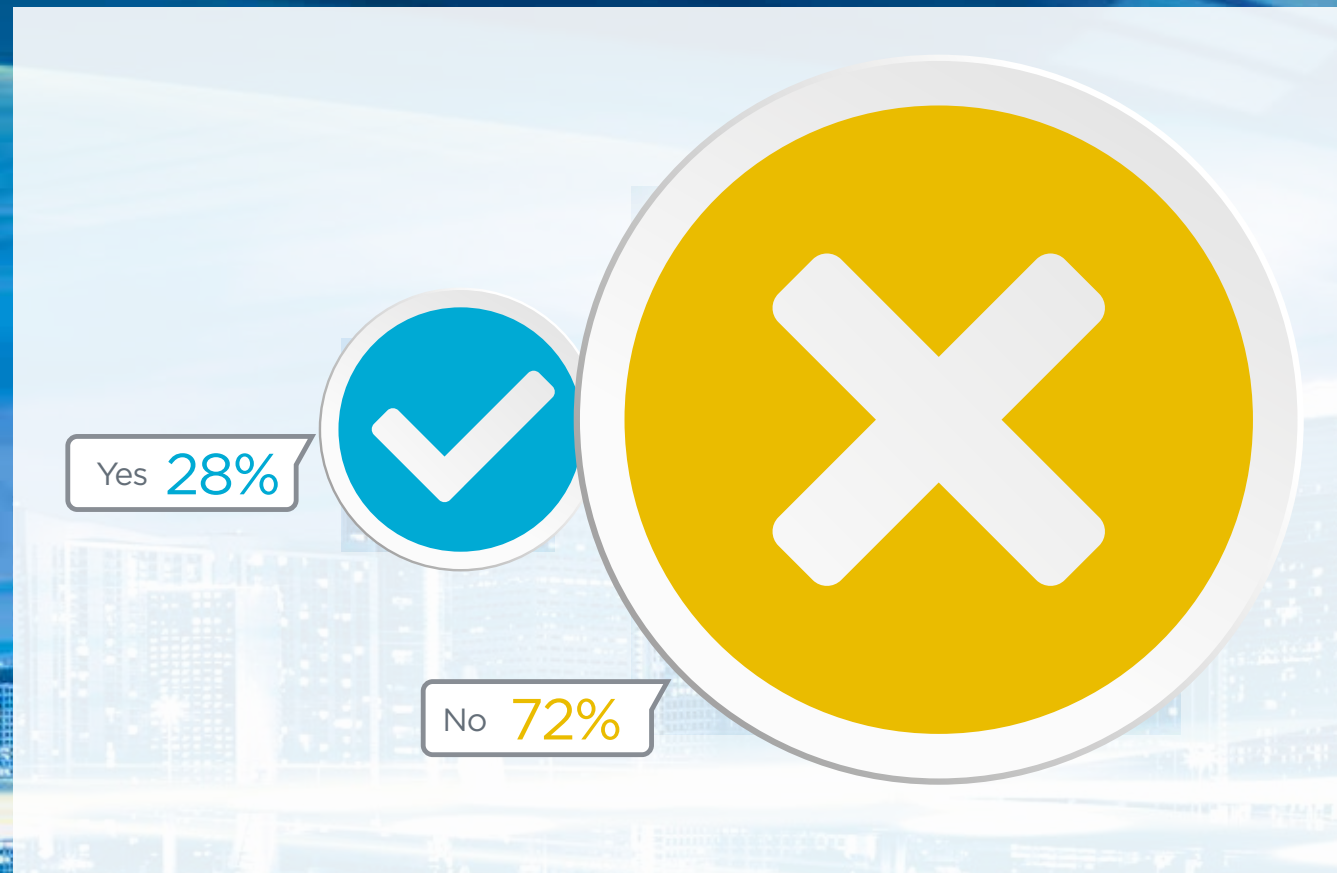


No 48%



Don't know 11%

DO YOU OUTSOURCE YOUR DATA OR ANALYTICS PROJECTS TO THIRD PARTY COMPANIES OR ORGANIZATIONS?



28% of respondents outsource their data and analytics projects to third parties and organizations rather than keep them in-house, which 72% of our respondents do.

CONCLUSION

One of the most surprising results that came out of our survey was that 17% of respondents run their data and analytics applications on a public cloud service. With security breaches and cyber security being a huge concern for many companies, hosting data and analytics applications on a public cloud can come with various security challenges and issues.

Software functions and features such as the ability to integrate data and quality capabilities is also very important, with 52% of our respondents citing this as the software function and feature that is most important to their organization. Companies are still looking to improve their customer experience and utilising the right data and analytics software and tools to help them gain first hand insights into their behaviour, buying habits and how the customer experience can be optimized.

Innovations in storage and hosted/managed services are more popular, with demand growing

for analytical software and tools that can connect seamlessly to a wide variety of sources such as the cloud and hosted solutions. These tools will enable businesses to visualize and explore any data types stored anywhere, and new data and analytics systems will be by far better integrated than their predecessors, allowing critical analysis and ready to replace hosting that is only on the cloud with mixed deployment.

It is clear that companies are looking for bigger and better software solutions to help them manage their data and analytics projects more efficiently, with advanced data and analytics algorithms being the most important function and feature to those who responded in our survey. Software vendors will need to be constantly innovating their products in a fast-changing environment to keep up with the demand for data and analytics professionals who need clear, concise and in many cases real time data information.



About Corinium Digital:

Corinium Digital offers digital marketing solutions made possible by our global network of emerging CXO roles.

Our specialty is audience acquisition from cross- sector industries & a range of seniority from junior staff all the way to the decision-making C-suite (500,000+ global contacts)

We provide multiple platforms to build relationships all year with our truly digital CXO communities. We will improve your lead generation, branding & content/ thought leadership

Advising on industry insights with dedicated editorial staff, online content specialists, digital marketing advisors & UX/ CJM manager, we can help create an integrated, digital strategy to increase your online presence.

Find out more at: www.corinium-digital.com

Chamatkar Sandhu

Digital Sales Director

UK: +44 (0) 20 7193 8161

USA: + 1 (347) 983 5023

Skype: chatkar1983