

The State of Cloud Analytics

IDG Research Services surveyed IT and business leaders from more than 400 companies in North America and EMEA to derive their best practices for cloud analytics. Here are the most important findings and key innovations that your company can leverage for better competitive advantage and business success.

[Get the IDG white paper here](#) ▶

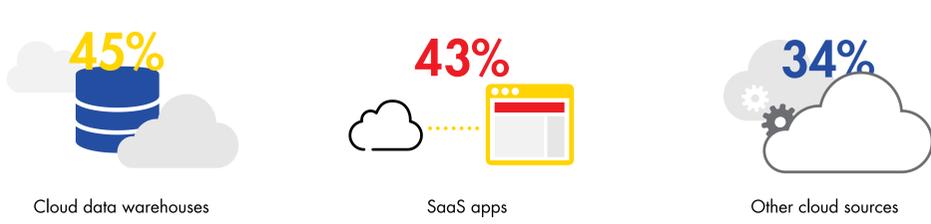
A total of 71% of businesses expect to adopt cloud analytics over the next 3 years.



Businesses are adopting cloud analytics to satisfy user demand for better data quality, better integration, and better visualization. More than 70% of organizations say their users want these improvements.



Businesses are demanding better solutions and integration of on-premise data with key cloud sources:

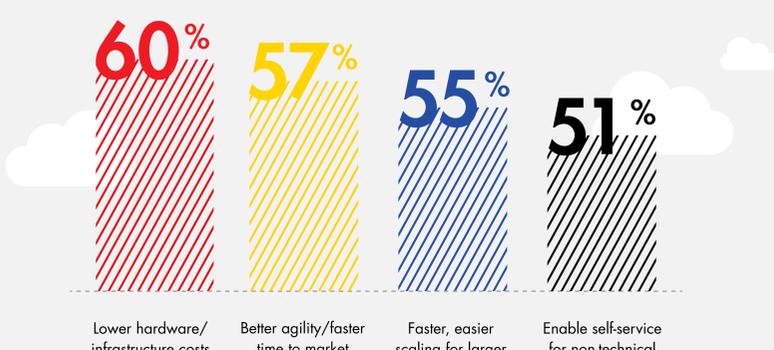


Businesses that are adopting or are planning to launch cloud analytics initiatives in the next 12 months say these are the essential analytics technologies they will use.

Cloud analytics spending is growing 4.5x faster than on-premise.

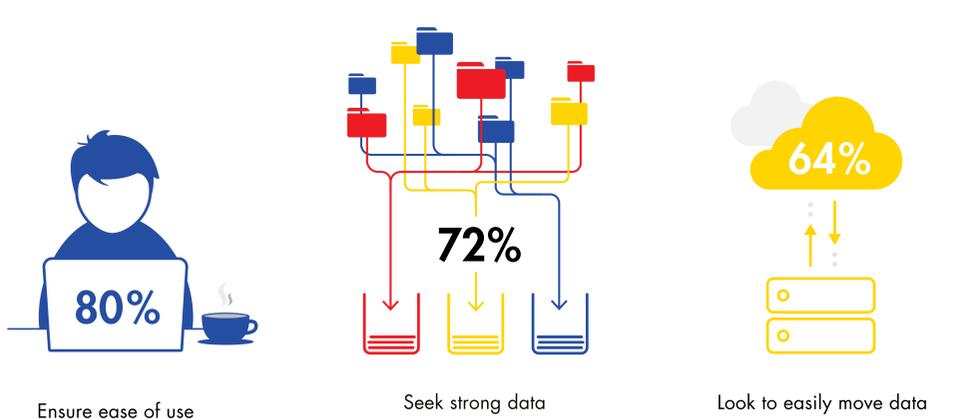
Learning from the early adopters

Early adopters are using the cloud to deliver a suite of capabilities to create insight. And they are citing the benefits:



How to do cloud analytics right

Alongside security, early adopters cite three key factors:



The case for cloud analytics

Cloud analytics help create data-driven organizations that make faster, smarter decisions in a marketplace where hesitation or error can be costly.



“With most business analytics solutions today, iterative development, experimentation, and incremental roll-outs have become the norm. This agility and adaptability of the solutions is one of the biggest selling points of cloud analytics services, which allow the customer to try and buy, scale up (or down), and rapidly address unexpected new requirements.”

Dan Vessel, Program VP, Business Analytics and Information Management, IDC Research

For a detailed look at how organizations are leveraging cloud analytics and which technologies they're adopting: [download IDG's white paper "The State of Cloud Analytics" here.](#)