



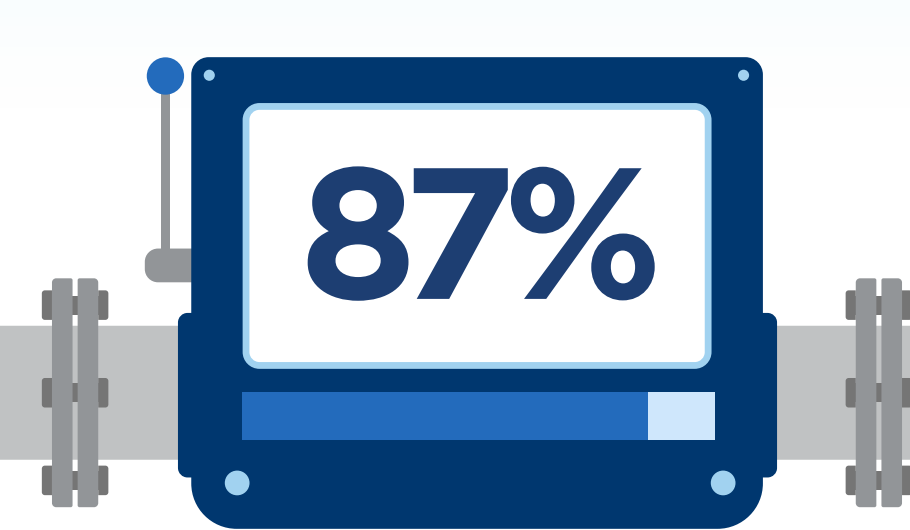
# 5 STEPS

## For Improving Enterprise Intelligence

Close the gaps between data, insights, and action by transforming data into active intelligence

### Data and Analytics Provide Resiliency in Uncertain Times

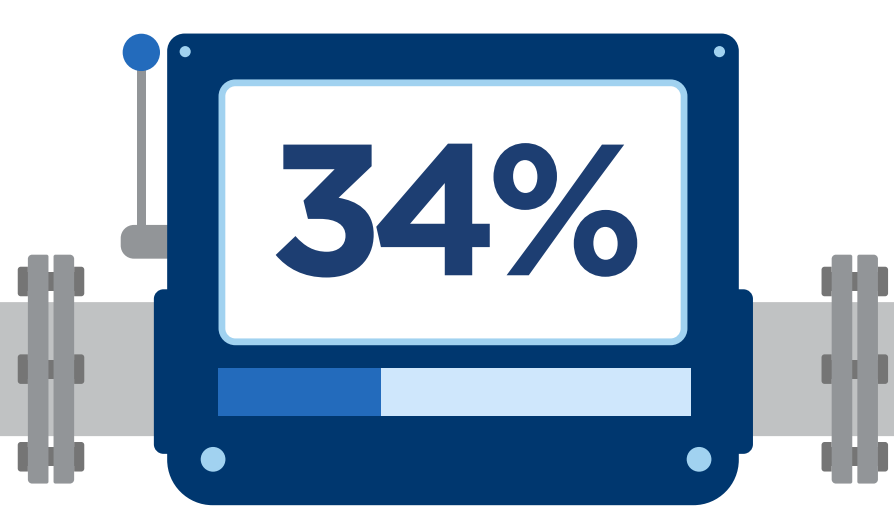
During disruptions, data and analytics take on increased importance, enabling better decision making and business actions.



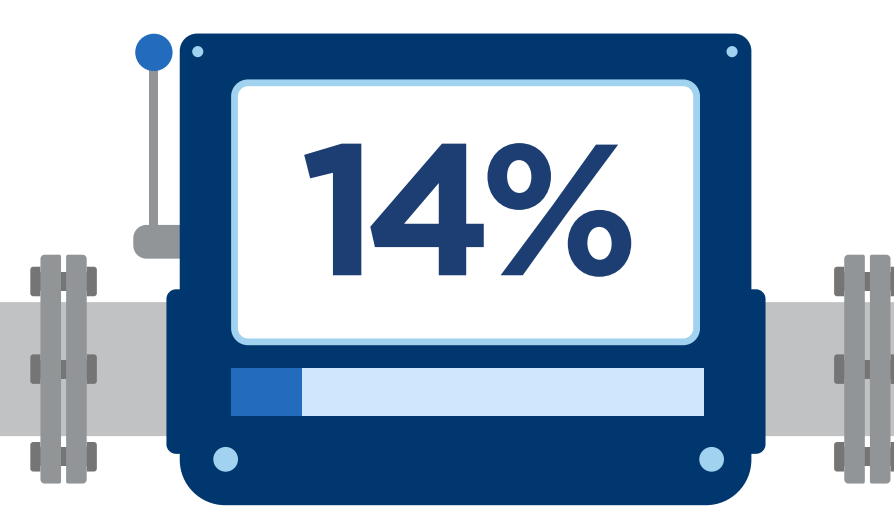
of CXOs said that becoming a more intelligent enterprise is their priority for the next five years

Source: IDC CXO Survey, Q1 2020

Yet despite the mid-2020 economic downturn:



of respondents to a May 21-28 IDC poll expected an increase in 2020 spending on solutions to manage and analyze data



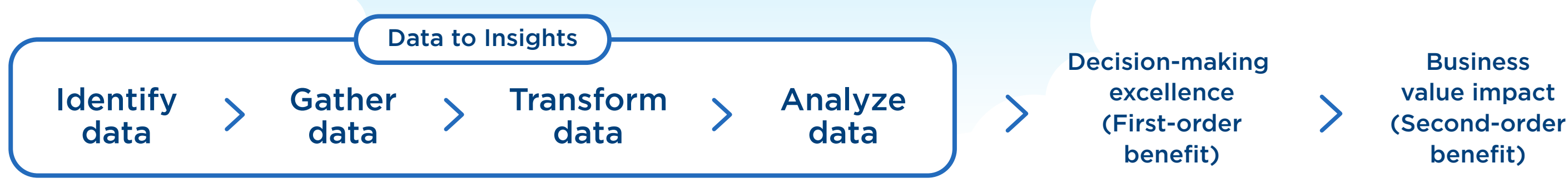
said the same spending would stay unchanged compared to their budget; the rest (52%) expect a decline

Source: IDC's COVID-19 Impact on IT Spending Survey, May 2 -28, 2020

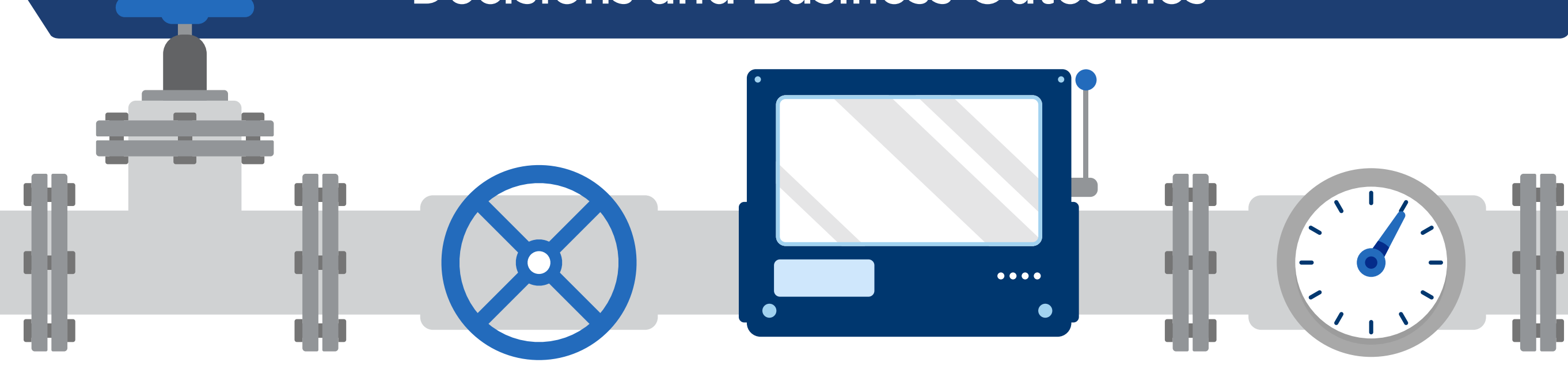
### Organizations See Data as the “New Water”

Like water, data must be accessible and clean. Organizations need it to survive... and to thrive.

Data also comes from different sources, just like water. A pipeline is needed to capture and package the data to glean insights to influence better decisions and business outcomes by humans and machines.



### A Pipeline Helps Process Data, Yielding Better Decisions and Business Outcomes



IDC conducted a global study of 1,200 organizations\* and found that:

**57%**

of organizations with the best data-analytics pipelines also get the highest decision-making scores

**38%**

of those with the highest decision-making scores had the highest business-outcomes scores

IDC's survey validates that an interconnected data-to-insights capability, available and viewed as a whole, results in greater improvement in decision making and drives better business outcomes.

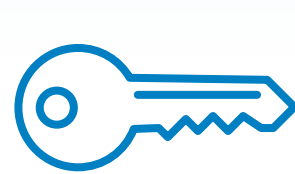
\*Source: Transformative Data Thought Leadership Survey, IDC, February-March 2020, Sponsored by Qlik

### The Challenges Posed by Data “Leaks”

**60%** of organizations experience significant challenges in:



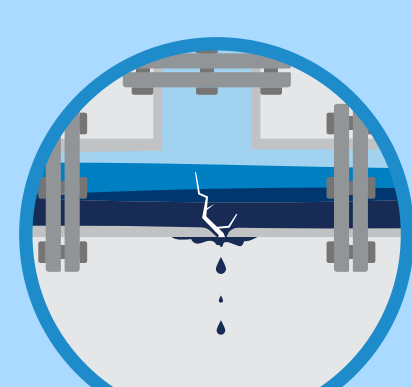
Investing in technology to create data



Assessing the value of data



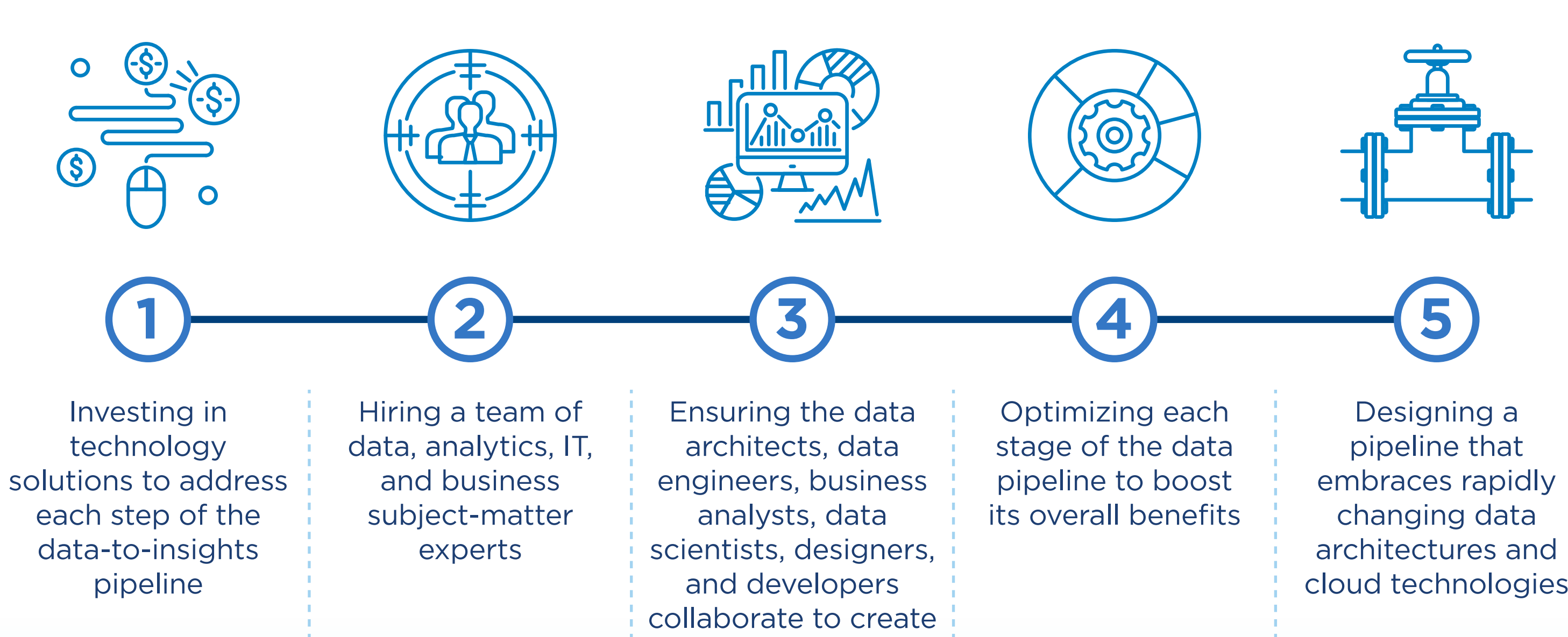
Identifying valuable data sources – often due to a lack of a data catalog



“Leakage” along any part of the data pipeline results in the inability to raise enterprise intelligence.

### Five Steps for Improving Enterprise Intelligence

To minimize leakage and maximize the data pipeline's yield, IDC recommends:



#### MESSAGE FROM SPONSOR

Data is the foundation of the new economy. But data alone can't drive outcomes. It's data and analytics together that close the gaps between data, insights, and action by transforming data into active intelligence that businesses can use to drive better decisions and bottom-line impact – to reinvent everything from customer experiences and business processes to revenue streams and competitive strategy.

Qlik delivers solutions to integrate and manage data, analyze and explore information, discover and share insights, and make informed decisions. Providing an end-to-end, real-time data integration and analytics platform, Qlik is helping over 50,000 customers in more than 100 countries around the world. For more information, visit [qlik.com](http://qlik.com).

