Global Data Insights Survey

Executive Summary

DIGITAL REALTY®

The Global Data Insights Survey is an annual report designed to provide insights on how data is becoming the critical agenda topic for all businesses, identify implications driving the need to rethink data strategies and establish the importance of addressing Data Gravity. The report shares responses collected by a third-party from 7,295 C-level executives, business and technology leaders from 23 countries and nine industries globally. They responded to 13 questions designed to facilitate industry dialogue around the business needs of data .

This report provides insights into how business and technology leaders can rethink how they integrate their business platforms, identify hidden opportunities and unforecast cost, and unlock their data's trapped value in a digitized world.

Purpose

This survey was designed to:

1. Provide insights on how data is becoming the critical agenda topic for all businesses

2. Identify implications driving the need to rethink data strategies on a global, regional, local and industry level

3. Establish the importance of addressing Data Gravity[1]

[1]Data Gravity can create bottlenecks that impede the efficient exchange of data

13 Questions   **23** Countries

7,295 Participants   **9** Industries

Company Size by Revenue **$100M - $1B+**

Highlights

1 | Data is pervasive.

2 | Data is becoming the business agenda.

3 | Data requires aggregation and control.

4 | Data is localizing.

5 | Data-first strategies win.

1. Data is Pervasive.

Data creation is multiplying at all points of business presence and nearly half of companies have decentralized their data architecture. Data and insights are trapped across business and data silos, which creates both hidden opportunities and unforecast costs for businesses.

44% of companies with $1B+ revenues now keep **data decentralized**, citing

- Faster processing
- Proximity of data to users & devices
- Reduced budgets for processing

Implication

Data sprawl is happening at the edge. Businesses are implementing hybrid IT models [physical-digital] to address data performance, cost and security as data sovereignty & regulations exacerbate the requirements for data localization. Understanding the data is required to meet the business goals.

2. Data is Becoming The Business Agenda.

Strategy and value outcomes rely on data-driven insights to attract and retain customers, as well as to drive business growth and develop new digital products. Business leaders are either starting to increase or expecting to slightly increase IT budgets to grapple with the growing need to address data challenges and strategy.

IT budgets **will slightly increase** to address...

- Analyzing data
- Using data to improve customer experience (CX)
- Expanding IT investment at new business points of presence

Implication

To improve customer experience, geographic expansion placing Hybrid IT infrastructure closest to the customers is required. IT budgets only increasing slightly may not be sufficient to address growing demand for data location and customer experience needs.

3. Data Requires Aggregation & Control.

Regulations, privacy constraints, reluctant customers & lack of investment in data systems are impeding the data-driven business agenda. While current company locations support connectivity, integration & performance, only some support secure data exchange.

The **top 3 obstacles for data-driven insights** cited by companies with $1B+ revenues are:

- Data privacy & regulation
- Customer reluctance to share data
- Lack of investment in data/systems

Implication

Gaining insight from localized data in a compliant and time effective manner requires investment and a distributed data architecture. Users and data are growing exponentially, and integration of the data to garner insights requires a secure ecosystem of providers and business partners.

4. Data is Localizing.

Data Gravity emerges as an ever-growing number of locations, users, and devices create more data and exchange with other users, devices, and locations. It creates physics barriers that impede the efficient exchange of data and must be addressed in the design of a business strategy that drives successful outcomes.

62% 62% of companies with $1B+ revenues have **50+ locations** and/or **colocation sites**

Implication

Data creation is multiplying at all business points of presence, and the way it drives value is through secure data exchange in the most efficient manner.

5. Data-first Strategies Win.

Leading firms will integrate data, security, and controls in multi-tenant datacenters, and unlock new intelligent workflows at the centers of data exchange between employees, customers, partners, and ecosystems.

75% 75% of companies with **$1B+ revenues** have a formal data strategy, compared to **63**% of companies globally

Implication

Strategies to move and store data are not enough. Companies must plan to action and garner insights with analytics. Leading organizations treat data instead as a strategic lever instead of a cost to be managed, and are pursuing ways to unlock their data's value.

Access The Full Global Data Insights Survey

DIGITAL REALTY®