

5 WAYS DATA IS CHANGING THE WAY BUSINESSES OPERATE

How business intelligence can help you get the most from your data

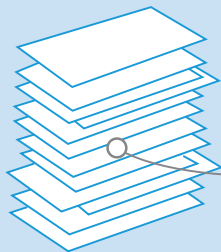
All organizations are under increased pressure to get more out of their mountains of data and in turn, make more informed business decisions. Many emerging trends require middle market companies to evaluate their data processes and become more data driven. Ultimately, a comprehensive business intelligence (BI) platform is a valuable tool to turn raw data into actionable information.

MIDDLE MARKET DATA TRENDS

BI SOLUTIONS

1 Treating data as an asset

Companies now **collect volumes of data**, but may not fully utilize it.



BI can support more informed decision-making, helping you identify trends and act more definitively on opportunities.

2 Evolving role of the CIO > CTO > CDO

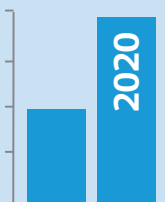
93%

Data responsibility has extended beyond information technology (IT), with a **93 percent increase in demand for data scientists outside of IT.**¹

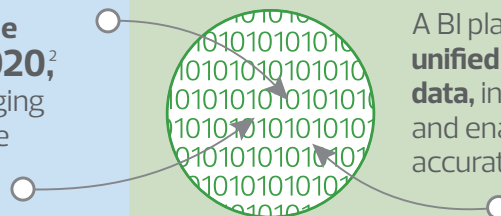


BI solutions provide more agile and robust reporting and analytics capabilities to meet the evolving needs of executives responsible for increased data demands.

3 Enterprise information management as a part of enterprise data strategy



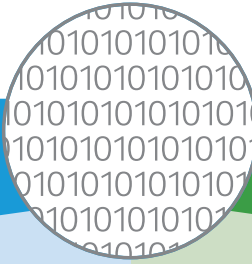
The amount of high-value data will double by 2020,² and companies are changing data strategies to prepare for this shift.



A BI platform can create a **unified and central source of data**, increasing data efficiency and enabling access to timely, accurate information.

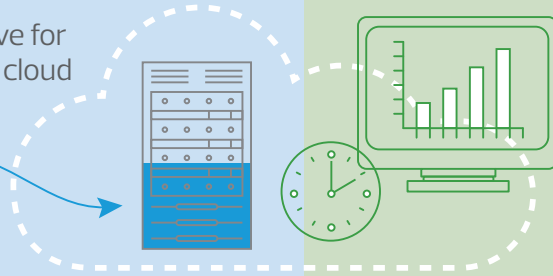
MIDDLE MARKET DATA TRENDS

BI SOLUTIONS



4 Shifting cloud data strategies

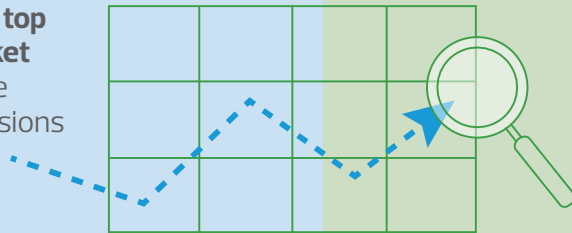
The cloud is transformative for many organizations, with cloud initiatives comprising **45 percent** of IT budgets.³



Cloud BI tools can provide real-time access to accurate data, enhancing strategic decision-making, connectivity to data and data access controls.

5 Advanced analytics for the middle market

BI and analytics are the top priority for middle market CIOs⁴, aiming to leverage raw data and make decisions on hard numbers.



BI platforms establish enhanced, timely data mining and analysis to identify client behavior and future trends without custom reports from IT.

¹Gartner IT Quarterly: Second Quarter 2018 ²Modern Microsoft Partner Series
³"Five ways to turn business data into insight," Microsoft ⁴2017 Gartner CIO Agenda Survey

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