

ASG DATA INTELLIGENCE SURVEY:

DATA MANAGEMENT PRIORITIES 2019

The Impact of Digital Transformation on the IT
Organization and Data Professionals





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Organization and Data Professionals

Digital Transformation is one of the buzziest tech terms of 2019. And with good reason. IDC forecasts global digital transformation spending to reach \$1.18 trillion in 2019, an increase of 17.9% over 2018. This investment is booming as companies reformulate their business models to meet the demand and expectations of a world that operates online, on mobile devices and across virtual environments.

Data, many organizations' most strategic asset, is a critical component of any digital transformation effort. In order to derive value from it, however, organizations must first find, understand and make use of these assets. That is, they must have a solid level of data intelligence—a task that becomes increasingly complex as the volume and diversity of data explodes and the ever-changing regulatory environment demands compliance.

How are IT leaders and data professionals working through the conflicting needs to support the business goals for speed and agility while at the same time making sure data is properly secured, governed and compliant?

The complexity of data management was explored by ASG Technologies in a recent survey of more than 200 IT managers, directors and VPs in organizations of 500+ employees and \$10M+ in revenue. The results point to a juggling act as IT balances the need to make the right data available to the right people at the right time, while ensuring the same data is managed in compliance with regulations. Read on to learn more about the challenges, opportunities and priorities that are emerging as a result.



DATA INTELLIGENCE, DEFINED

The knowledge established by analyzing data and metadata from information and applications to identify their source, purpose, use, and reliability.

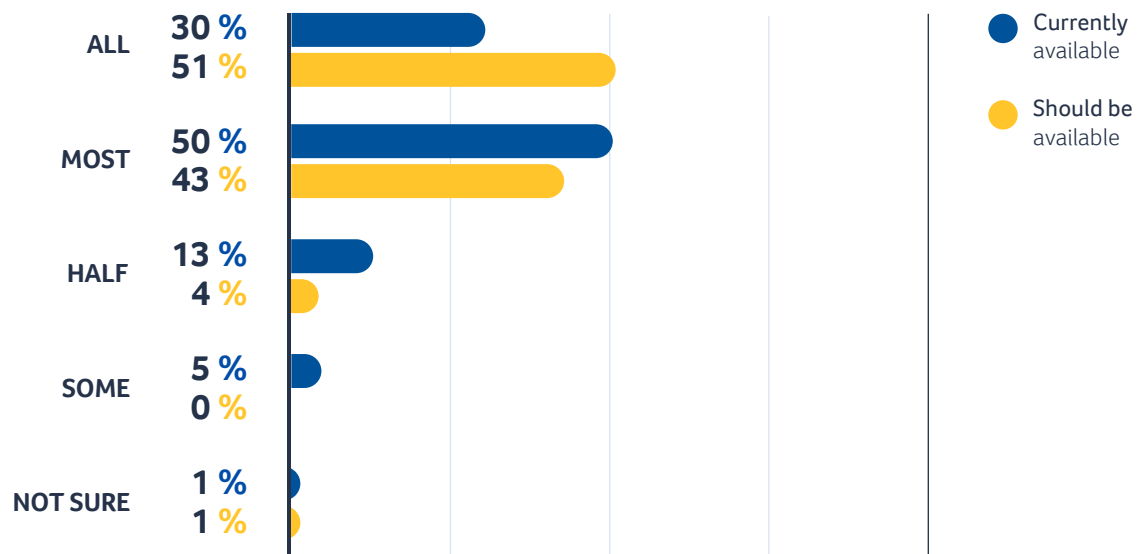
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SECTION I:

DIGITAL TRANSFORMATION IS NOW TABLE STAKES

Images of employees drowning in stacks of papers on their desks may soon be a thing of the past. Organizations worldwide now run on information that is created, stored and accessed in digital form. In fact, ASG found that 93% of IT leaders surveyed have half or more of their organizational information assets and data available in digital form—with a surprising majority having most, if not all, available digitally. That may seem like an impressive advancement from the offline days, though opportunities for digitization remain: while about half (51%) of respondents believe all information assets and data should be available in digital format, only 30% have realized that desire. Those who are not yet filling the gap will soon need to, before they fall behind.

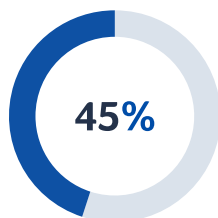
**THE EXTENT OF INFORMATION ASSETS AND DATA AVAILABLE
TO THE ORGANIZATION IN DIGITAL FORM**


As data increasingly moves from paper into accessible servers, apps and other tools, digitization projects are no longer aspirations. They have now become reality—making digital transformation table stakes for businesses worldwide. Almost half (45%) of organizations have completed one or more projects related to digitization, which includes 29% that have completed enough projects that they are now adding new business processes and evolving work as a result. An additional 26% have begun implementing projects that are still in progress.

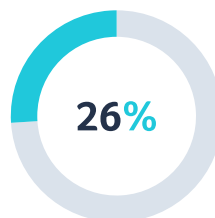


STATUS OF DIGITIZATION PROJECTS

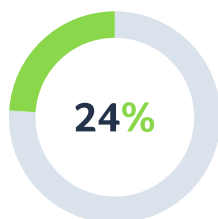
Have completed one or more digitization projects



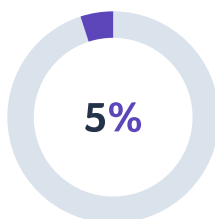
Have begun implementing digitization projects



Have defined them but not yet implemented



Have a vision for digitization, but have yet to act

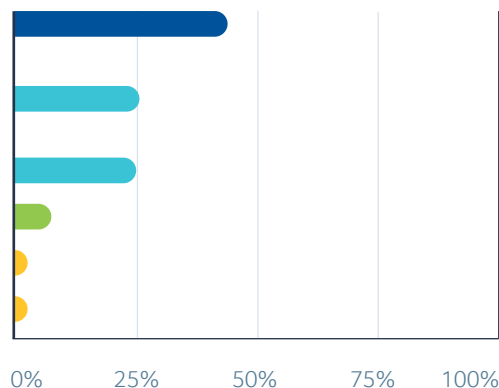


While projects are underway and increasing, it is IT who remains in the driver's seat with these initiatives. IT organizations, with varying levels of business user involvement, are the ones responsible for driving digitization in 91% of surveyed organizations—including nearly a quarter (24%) that have IT and/or application managers being solely responsible. These figures are concerning because digitalization cannot take a tech-first approach, but instead must be a business directive—with executive sponsorship and cooperation among IT and the line of business.

IT analyst is the top role driving the exploration of data for insights (81%)—more than business analysts (60%), data scientists (51%) and skilled business users/citizen data scientists (24%). Regardless of the job titles, it is clear that digital transformation is not becoming as collaborative an effort as is needed, with only 7% of organizations have business users taking responsibility for digitization projects.

RESPONSIBILITY FOR DRIVING DIGITIZATION PROJECTS

- 43 %** ● IT and/or application managers, with significant business user involvement
- 24 %** ● IT and/or application managers, with limited business user involvement
- 24 %** ● IT and/or application managers only
- 6 %** ● Business users, with significant IT involvement
- 1 %** ● Business users, with limited IT involvement
- 1 %** ● No one is responsible for digitization projects

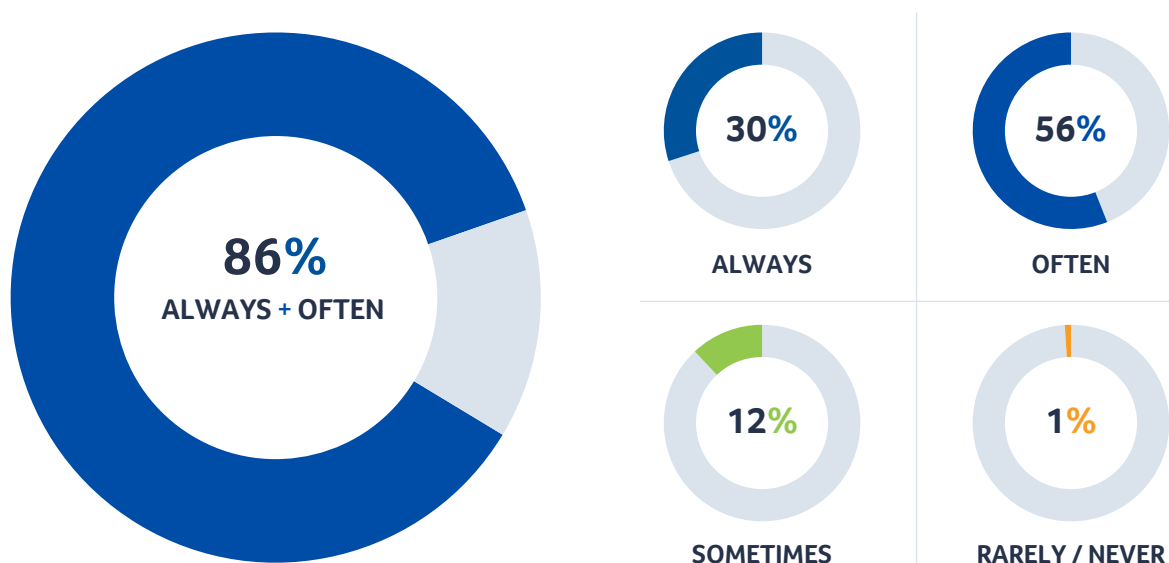


SECTION II:

ANSWERING THE CALL TO “INNOVATE OR DIE!”

While IT remains the internal organization pushing digital transformation and data intelligence efforts forward, it is for the greater good—and evolution—of the business. More specifically: a whopping 94% of organizations are using data to gain insight into the business and guide decisions, and nearly three-quarters of respondents (73%) believe data is a major asset to their business.

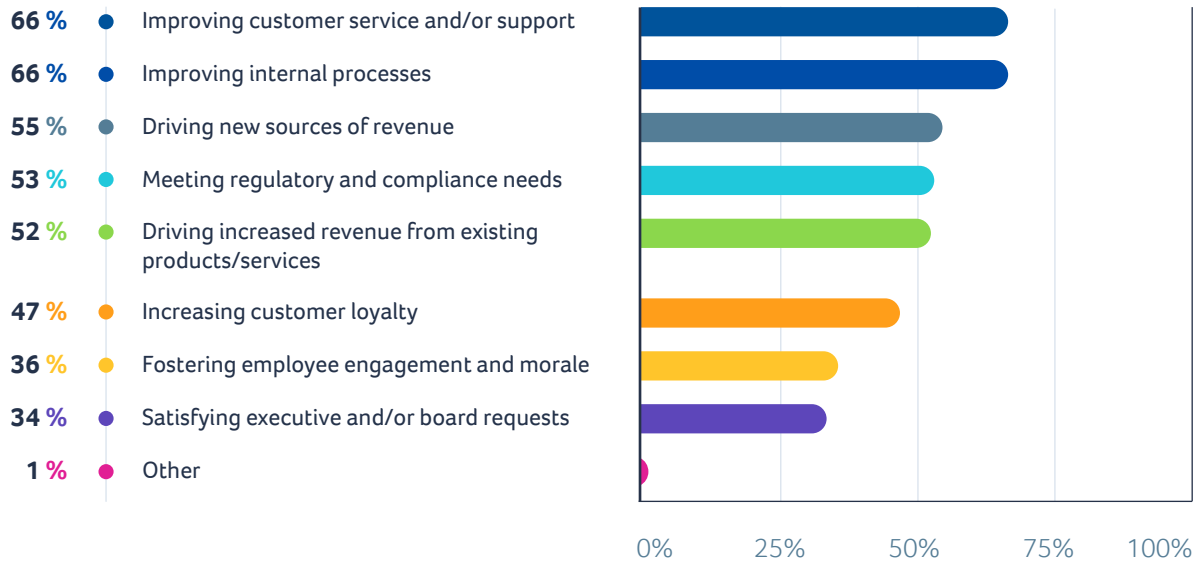
The ability for data intelligence to drive this value starts with ensuring IT teams can get data in the right hands to make use of it. Since this is a very challenging task, it was surprising to see many IT leaders surveyed are finding success: 30% believe the right people in their organization always get access to the information they need to make business decisions in a timely manner. A majority of respondents (70%) still have work to do – with the right people in their organizations receiving timely information they need only sometimes, often or rarely. This gap in information access will surely not be tolerated for long, as important business decisions increasingly hinge on supporting data.

**PUTTING DATA IN THE HANDS THAT MATTER: HOW OFTEN THE RIGHT PEOPLE HAVE
TIMELY ACCESS TO THE INFORMATION THEY NEED TO MAKE BUSINESS DECISIONS**


Only once data is in those hands can the real business value start to be realized. Today, most organizations recognize multiple drivers for digitization, but the majority of their focus is on improving internal processes (66%) and improving customer service and/or support (both selected by 66% of respondents). To truly innovate, they must also be directed toward areas that will help with customer acquisition and retention and, related, revenue opportunities. There is momentum, that is likely to grow, on that front, with more than half of respondents citing that the focus of their digitization efforts includes driving new sources of revenue (55%) and driving increased revenue from existing product lines (52%).

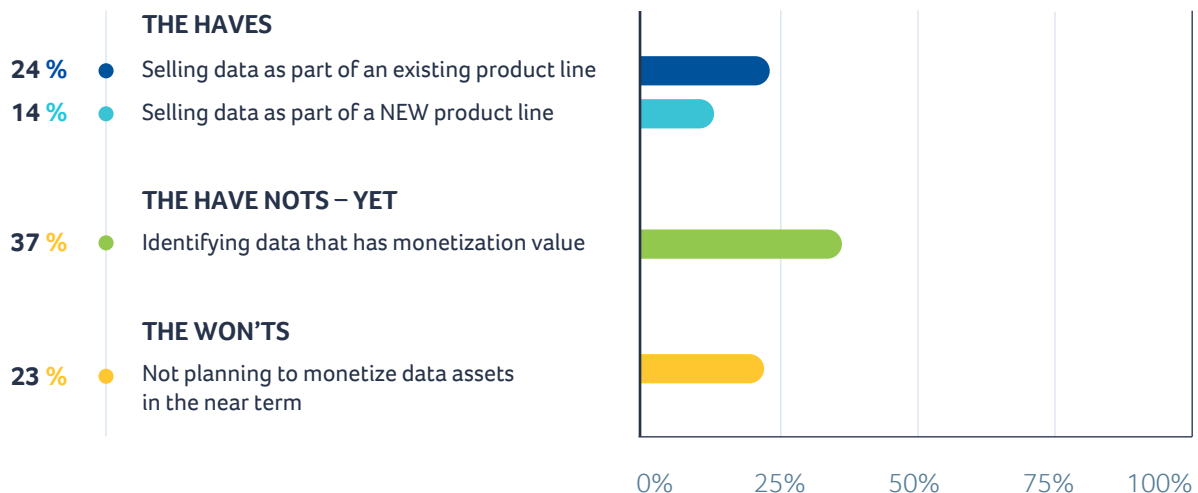


THE FOCUS OF DIGITIZATION PROJECTS



Better yet, actual bottom-line benefits from these efforts are coming to fruition. More than a third (38%) of organizations have already monetized their data assets by providing some portions of data to external customers—both as part of existing product lines and new ones. These are numbers that we anticipate will grow in the year ahead, as an additional 37% are in the process of identifying the data that has value to be monetized.

MONETIZING DATA ASSETS

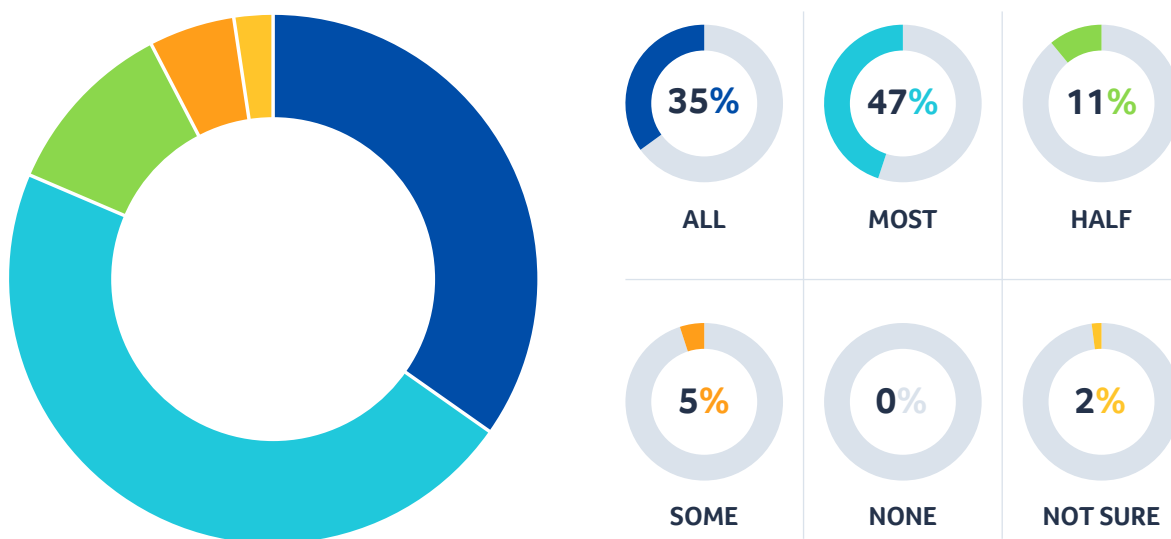


SECTION III:

BALANCING OPPORTUNITY WITH REALITY

While digital transformation projects—and overall progress—are happening, there is still a challenge for IT and data professionals: they must balance fulfilling broader business innovation needs with managing the critical needs of their core functions. Security, governance and compliance, for example, cannot be overlooked when it comes to leveraging data intelligence.

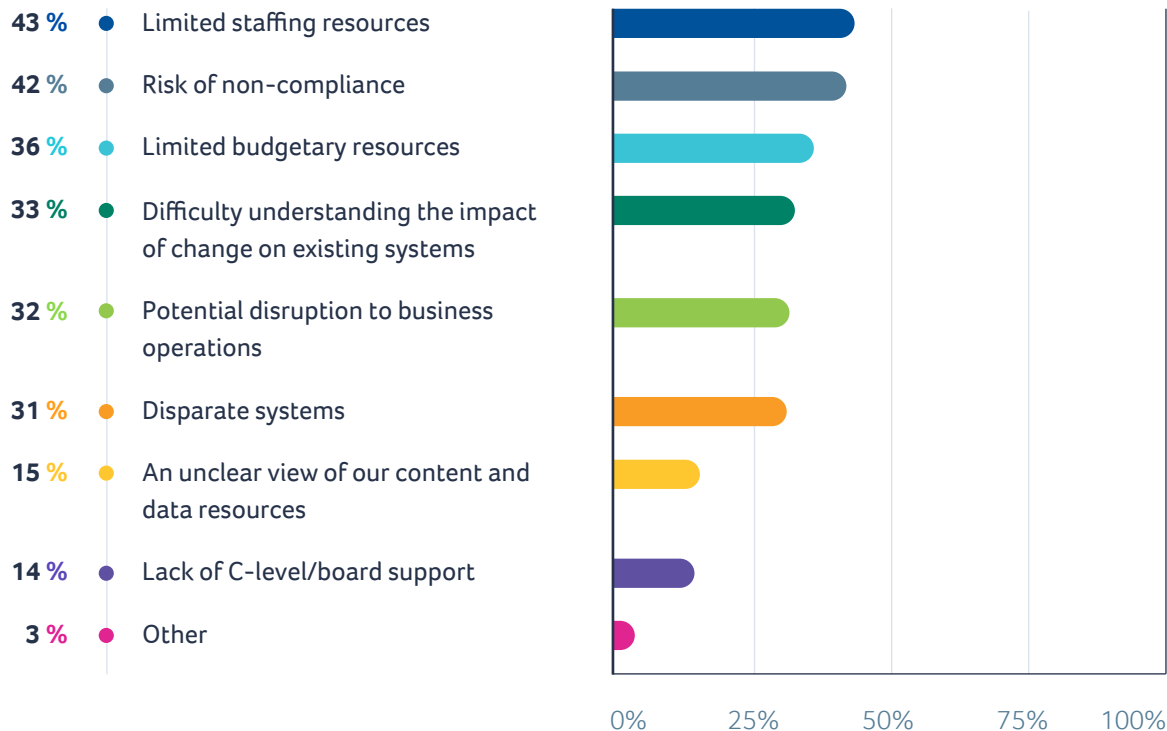
And the findings suggest significant work still needs to be done to meet the basics of modern-day data intelligence and ensure compliance. Having a 360-degree view of the data landscape, for example, remains elusive: 65% of organizations do not have complete visibility into their information supply chain—which includes nearly 20% of organizations that only have visibility into half or less of their information supply chains.

DATA VISIBILITY

These findings raise concerns. It is not clear how effective organizations can be at digital transformation if they do not have a baseline understanding of the complete data landscape. The areas where there is the most need to understand the data supply chain are big data/data lakes/cloud (39%), business intelligence/reporting environments (31%) and database environments (23%).

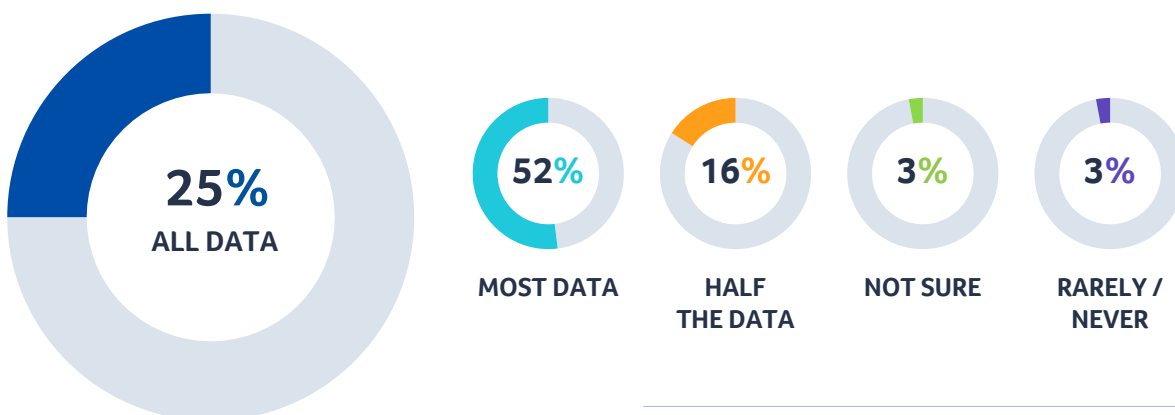
These blind spots, however, do not seem to concern IT leaders in the manner they should: an unclear view of content and data resources was among the least cited barrier to digitization efforts, mentioned after six more pressing challenges and by only 15% of respondents.

BARRIERS TO DIGITIZATION EFFORTS



Risk of non-compliance, not surprisingly, is among the top concerns. However, the findings seem to point to another disconnect in that 75% of IT leaders don't know the path all data follows to establish truth for attestation-related regulatory compliance—including more than 5% who have little, no or an unknown level of knowledge.

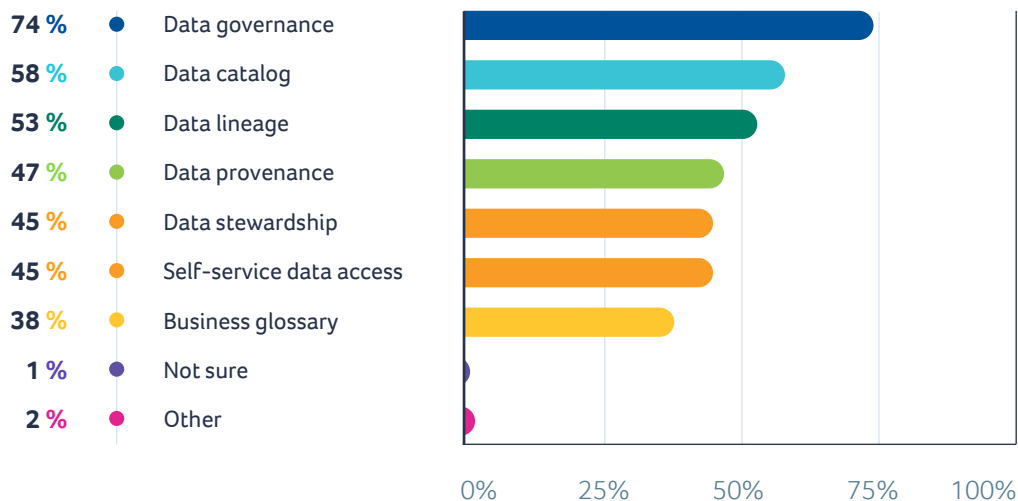
THE PATH DATA FOLLOWS: THE EXTENT TO WHICH ORGANIZATIONS CAN ESTABLISH TRUTH FOR ATTESTATION - RELATED REGULATORY COMPLIANCE



Sample Size: 204 (97% of Respondents)

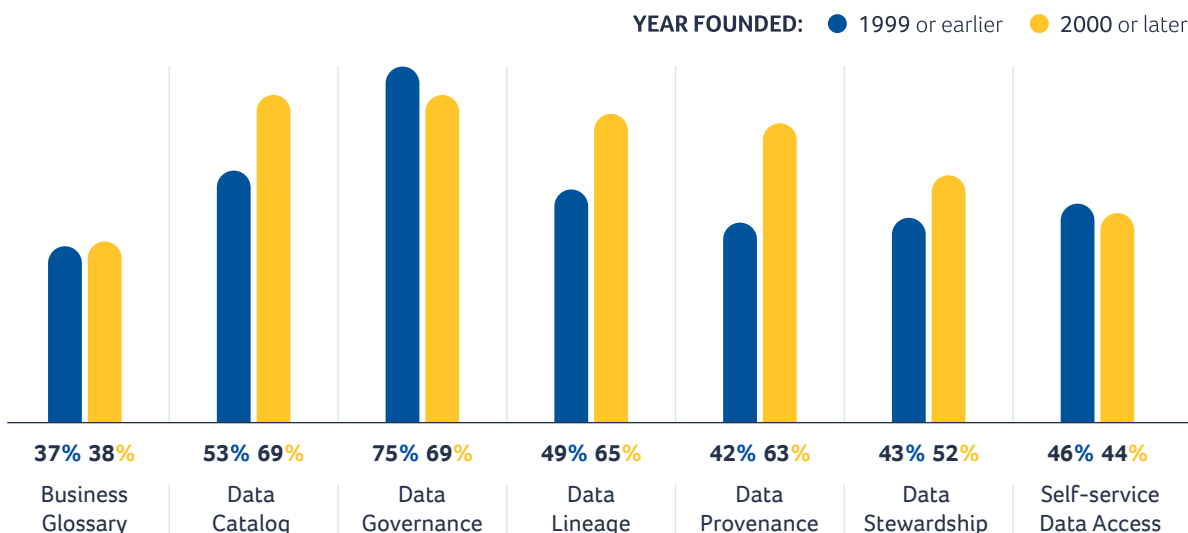
Many of these barriers can be resolved by starting data intelligence efforts with an “as is” inventory. While a majority of organizations (58%) use a data catalog in their arsenal of data management practices, a gap may still exist as far less (38%) are using a business glossary. This foundational step creates a common vocabulary of terms and definitions, effectively bridging the gap between technical and business understanding of information and its context.

DATA MANAGEMENT PRACTICES APPLIED



One factor that may impact how comprehensive an organization’s data management practices are likely to be lies in the age of the organization. Respondents from organizations founded after 2000—which are likely to view digitization less as transformative and more as foundational—cited using both data catalog and business glossary practices, among others, significantly more than those founded in 1999 or earlier.

ESTABLISHED VS. DIGITAL NATIVE ORGANIZATIONS: DATA MANAGEMENT PRACTICES

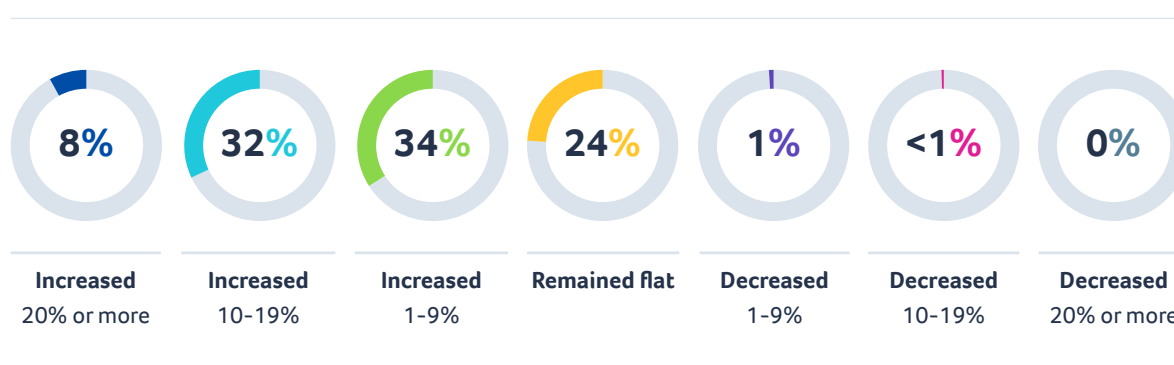


SECTION IV: LOOKING TO THE FUTURE

Regardless of the organization's age or evolving data management best practices, the path forward remains largely the same: continuing to push for innovation while also mitigating compliance and security risks.

While the latter is table stakes nowadays, the findings suggest that the former is an area companies are investing in. In fact, nearly three-quarters (74%) of organizations have increased their budget for digitization efforts compared to 2018—with 8% boosting budgets by 20% or more.

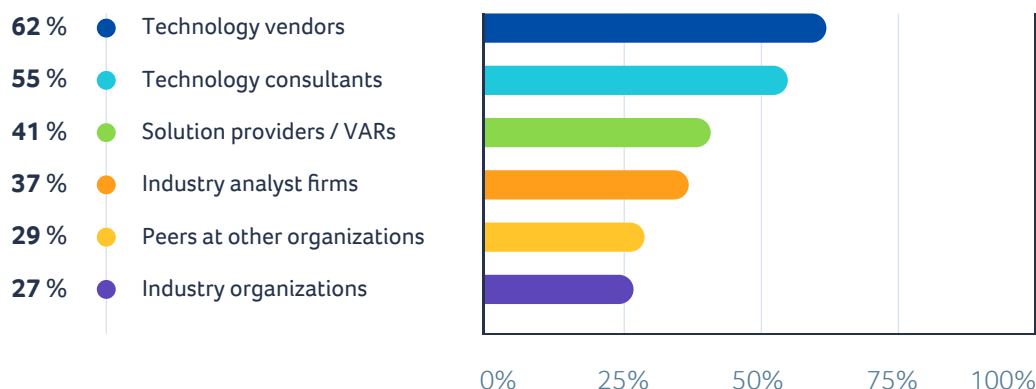
2019 BUDGETS FOR DIGITIZATION EFFORTS (VS. 2018)



Despite this, 36% cite limited budgetary resources as a barrier to their organization's digitization efforts, third only to limited staffing resources and risk of non-compliance. It's also a priority for the executive office. In fact, only 6% of respondents cited a lack of board support as the top barrier to their organization's digital transformation efforts.

As IT and data professionals continue their journey to transformation, where they look to for support may be changing as quickly as the industry itself. Only 37% and 27% still look to industry analyst firms and industry organizations, respectively; alternatively, they do turn to vendors (62%), technology consultants (55%) and solution providers/VARs (41%).

WHERE IT AND DATA PROS LOOK FOR SUPPORT ON DIGITIZATION EFFORTS





CONCLUSION

Digital transformation is imperative to every organization today. However, as organizations realize data is their most strategic asset, they must be sure to identify and derive value from the data with the appropriate level of trust. This is why the role of IT and data professionals is more important than ever. They must juggle these conflicting priorities and empower their organizations to innovate and push forward, without missing a beat on the operations side.

Armed with the right partners and solutions to understand and protect their company's information supply chain, the IT organization can remain a critical steward for digital transformation efforts—empowering end users and business leaders alike with the data they need to make more efficient decisions, introduce new revenue streams and, ultimately, create competitive advantage.

ASG DATA INTELLIGENCE

ASG Data Intelligence is an adaptable platform for data-related compliance and business agility that provides a foundation for finding, understanding, sharing, governing and analyzing trusted data across the entire data estate.

Learn more at www.asg.com/dataintelligence

DETAILED METHODOLOGY

ASG partnered with independent research firm Researchscape to field this survey in late Spring 2019. This online survey had 210 respondents, representing a mix of IT managers, directors and vice presidents. All were from the United States and represented organizations with 500 or more employees and more than \$10 million in annual revenue.



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