

Driving Digital Transformation in 2019

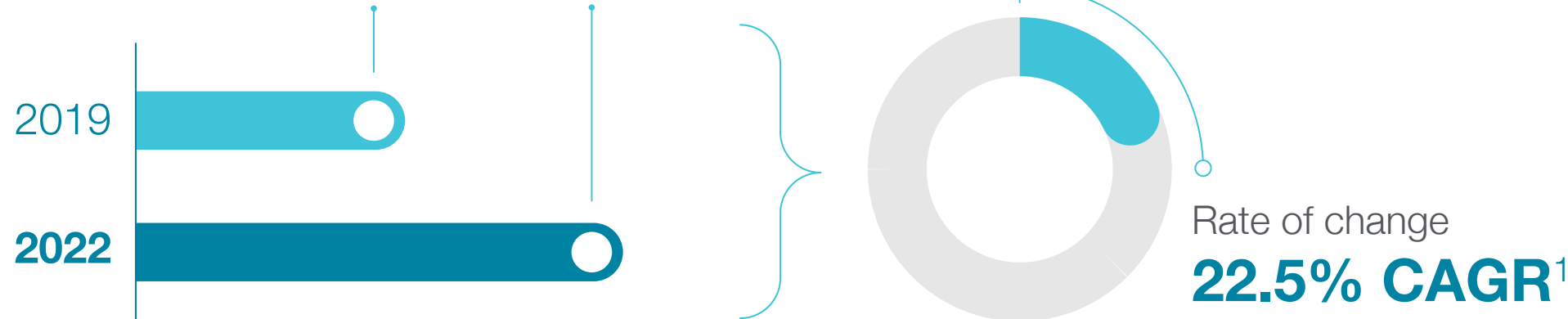
Five Key Trends Powered by Data

The digital transformation happening all around us today is powered by data. As a result, organizations need to better understand and trust their data to thrive. Only organizations that treat their data as a strategic asset will be able to embrace digital transformation fully.

Here are five key trends that are being shaped and impacted by data. Organizations should consider how these trends affect their business, and how their data programs can allow them to take advantage of these revolutionary changes.

01 The Cloud

While the cloud allows for agile use of data, it also introduces data governance challenges created by regulatory requirements and information security concerns.



1,935

In 2019, the average organization uses **1,935** unique cloud services, up **15%** from last year. Most organizations think they use about 30%.²

21%

What data do organizations have in the cloud? **21%** of all files in the cloud contain sensitive data, up **17%** over the past two years.³

1. Source: [IDC](#)

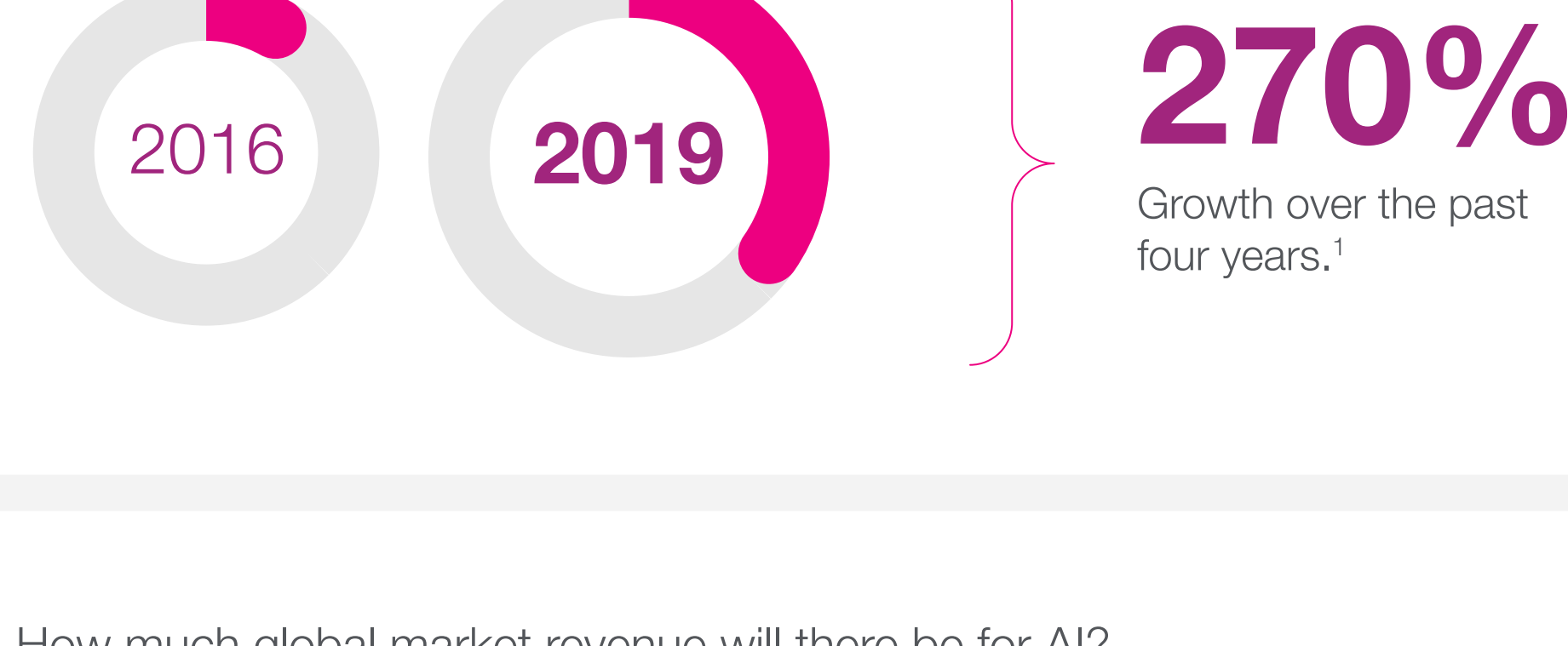
2. Source: [McAfee](#)

3. Source: [McAfee](#)

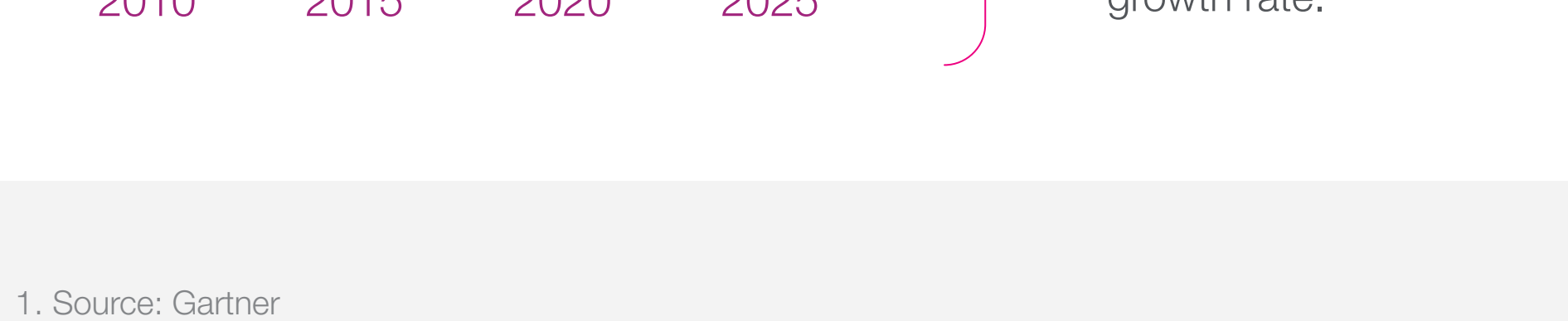
02 AI / Machine Learning

Organizations are rapidly deploying artificial intelligence and machine learning in exciting and innovative ways. Can the management of the data that drives these technologies keep up?

How many enterprises have deployed AI or will do so shortly?



How much global market revenue will there be for AI?



1. Source: [Gartner](#)

2. Source: [IDC](#)

03 The Internet of Things

Your current data governance program could be struggling to keep up with the Internet of Things too. Privacy by design and managing data exhaust ethically are just two challenges.

5,000,000,000,000,000,000,000

5 quintillion bytes of data produced every day by the IoT.¹

\$435b

Amount companies will spend to design, plan, build, and run IoT solutions by **2023**.²

2019 → 14.2b
2021 → 25b

25 billion connected things used by **2021**.³

1. Source: [Cisco](#)

2. Source: [Forrester](#)

3. Source: [Gartner](#)

04 Data Privacy and Ethics

Data privacy is about more than just compliance. To thrive, companies must be trusted by consumers with their personal data. Trust is becoming a competitive differentiator.

70%

of consumers say a history of data breaches is a concern that impacts their level of trust.¹

87%

of organizations now have a data privacy officer in place.²

1. Source: [Deloitte](#)

2. Source: [Deloitte](#)

05 Chief Data Officer and Organizational Structures

Organizations embracing digital transformation are changing their internal structures, too. Data expertise is essential – and so is the ability to communicate the value of data to the business. Chief Data Officers, and the data organizations that support them, are growing and seeing additional investment.



53%

of CDOs say they had an increase in their budget.²

3/5

In the past year, **3 out of 5** CDOs had an increase in headcount.³

1. Source: [Gartner](#)

2. Source: [Gartner](#)

3. Source: [Gartner](#)