CLOUDERA

COMMON CHARACTERISTICS OF DATA-DRIVEN COMPANIES

Data-Driven Organizations use data to its fullest extent to analyze all aspects of their operations.

WHEN FRESH NEW INFORMATION COMES INTO A SYSTEM IN REAL TIME, WITH THE RIGHT TOOLS, LEADERSHIP AT A DATA-DRIVEN ORGANIZATION CAN:

1 **Make faster** decisions to react to market changes

2 **Pivot quickly** when supply chains falter

3 **React faster** to inevitable power and system outages

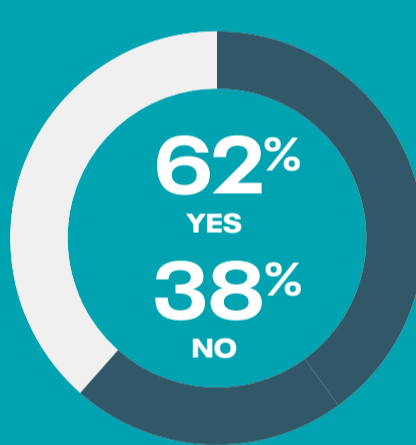**4** **Better understand** customers and prospects.

All of these factors weigh heavily on the success of products and services in the market.
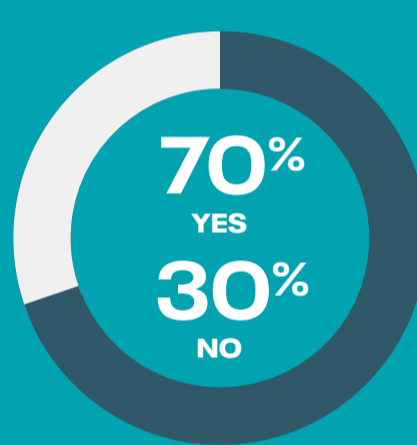
Companies Reporting SUCCESSFUL OUTCOMES

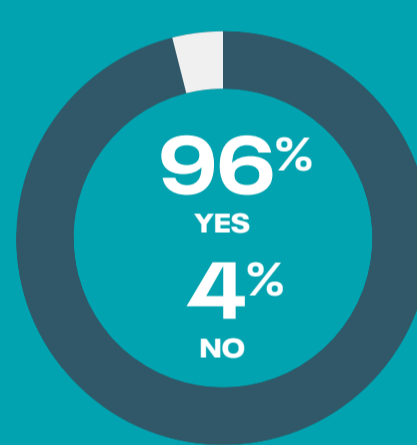From Their Data-Driven Initiatives[1]

2019
62% YES
38% NO

2020
70% YES
30% NO

2021
96% YES
4% NO

2x

Companies using data-driven insights and decision-making are 2x as likely to significantly **exceed their business goals**[2]

Data-Driven COMPANIES...

KNOW where all their data is located

OFFER technological freedom for fast insights

ENSURE data flows freely inside an organization

KEEP data lean and clean

UTILIZE as much data as possible

Contact us today for more information about **Cloudera Data Platform**

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1 NewVantage Partners Executive Survey 2021
https://c6abb8db-514c-4f5b-b5a1-fc710f1e484e.
filesusr.com/ugde5361a_76709448ddc6490981f0
cbea42d51508.pdf

2 Deloitte
https://www2.deloitte.com/us/en/insights/topics/analytics/
insight-driven-organization.html