

THE 2018 ASG CIO REPORT

The Future of Enterprise Data:

Democratized and Optimized



technologies®

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THE FUTURE OF ENTERPRISE DATA: DEMOCRATIZED AND OPTIMIZED



With more data available to businesses than ever before, CIOs face tremendous opportunities.

They can now make more informed decisions, gain competitive advantage and better steer their organizations toward success. Yet as data pours in, organizations are too often crippled, rather than empowered, by the volume of information—a challenge that commonly falls to the CIO to solve. Not only are CIOs tasked with helping their organizations manage and glean valuable insights from the data, but they are also faced with growing pressure to comply in a tightening regulatory environment. As data lakes and the demand for remote access among end users continue to expand, businesses find themselves in a sink-or-swim moment—requiring a sound solution for optimizing data while maintaining compliance, or risk losing market share.

So how can CIOs stay ahead?

CIO Challenges

To uncover the top challenges that CIOs and their businesses face in managing data and digitally transforming—and the strategies used to overcome these challenges—ASG Technologies surveyed 200 CIOs. These CIOs come from large, U.S.-based organizations with 1,000 – 5,000 employees spanning several industries, including manufacturing, technology and financial services. Here is a glimpse into the progress CIOs have made and where they are headed next.

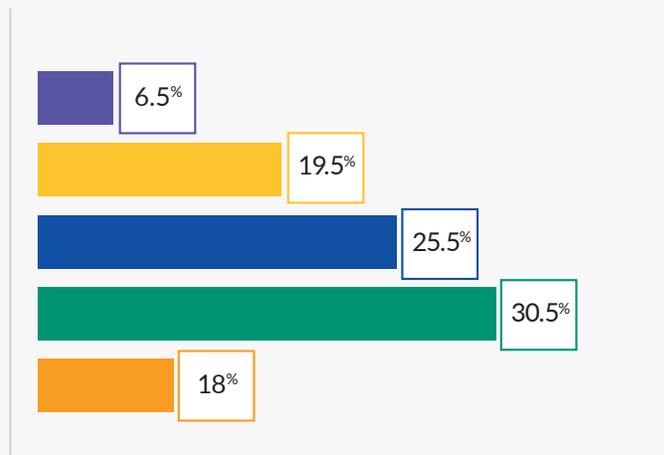


of CIOs

are structuring their organizations to manage all information (unstructured, structured and big data) with a common approach.

Two-thirds of CIOs say that more than half of their organization's information assets are available in digital form, with 30 percent of respondents reporting that more than three-quarters of their data is digital.

How Much of Your Organization's Data Do You Believe Needs to Be Available in Digital Form?



200 CIOs Surveyed

While digital information is becoming more prevalent, CIOs admit that there is more to be done when it comes to improving digital data access and quality. Nearly one-fifth of CIO respondents say that *all* of an organization's data should be available in digital form. Yet only 14 percent of CIOs say their digital information assets are trustworthy in terms of origins and quality.

DATA MANAGEMENT EFFORTS ARE DRIVEN PRIMARILY BY REGULATORY COMPLIANCE REQUIREMENTS



**24 percent of CIOs
say “all” their
data management
initiatives are
focused on
compliance.**

The tightening regulatory environment is intensifying the need for more trustworthy data.

Nearly half of respondents (49 percent) say that their data management initiatives are “all” or “mostly” focused on compliance (33 percent of respondents say that their data management activities are equally balanced between compliance and business agility).

While an impressive 37 percent say they have compliance “completely under control”—indicating that their data management initiatives have proven effective—the majority (53 percent) report that, while they have made progress managing personal data in compliance with regulations and security, they have more to do.

WHEN ASKED ABOUT THE TOP DATA MANAGEMENT CHALLENGES THEY FACE...

Most CIOs have strategies in place to address these challenges.

A majority, 82 percent, of CIOs say that they plan to increase investment in their data management initiatives by at least 10 percent in 2019. A quarter of CIOs say they will increase investment in data strategy by more than 30 percent.



**SAID EXTRACTING
VALUE EFFICIENTLY**



**CITED MAINTAINING
COMPLIANCE WITH
REGULATIONS**



**SAID ENABLING
BROADER DATA
ACCESS**



**REPORTED GLEANING
VALUABLE INSIGHTS
FROM DATA**

STRATEGY TODAY

71%

have a data governance
strategy in place

65%

have a data provenance
strategy in place

64%

have a data lineage
strategy in place

INVESTMENT TOMORROW

35%

will invest more in data
governance in 2019

35%

will invest more in data
provenance in 2019

28%

will invest more in data
lineage in 2019

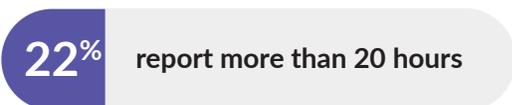
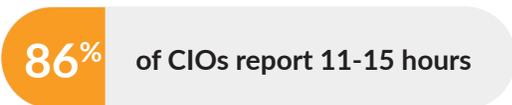
“We are working on providing data lineage, data provenance and data governance, and investing in more secure and flexible data processing units.” – CIO respondent

- **Data Governance:** The ability to ensure high data quality via the consistent management of an organization’s data assets, focusing on availability, usability and security as data travels to end users
- **Data Provenance:** The ability to discover the historical record of data, its origins and derivations to determine data quality and track the sources of errors
- **Data Lineage:** The ability to trace data origins, where it moves within the organization, how it transforms, its characteristics and its quality

DATA ACCESS IS DEMOCRATIZED BUT NOT OPTIMIZED

Today, data management efforts fall heavily on IT. Even with more business end users accessing data, IT still leverages enterprise data more than any other department –with 81% of CIO respondents saying that their IT teams currently use data.

How long IT professionals spend manually managing and gleaning insights from data per week

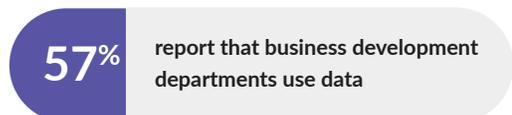
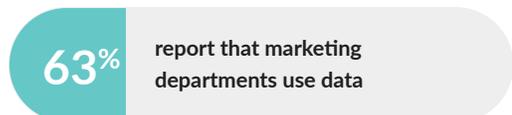
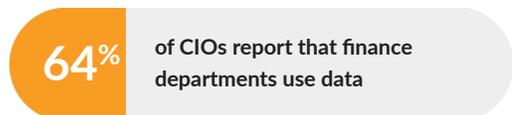


CIOs PLAN TO SHIFT TO SELF-SERVICE

While 70 percent of CIOs have deployed self-service data catalog or BI tools to enable business end users to more seamlessly access and leverage data, the majority of CIOs report that users still send one- to three-quarters of data requests to IT.

Accordingly, 85 percent of CIO respondents report that they plan to increase their investment in self-service tools by at least 10 percent in 2019, and a quarter say they will increase investments by 30 percent.

To some extent, data is already being democratized to various departments.



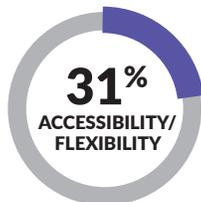
THE GROWING REMOTE WORKFORCE CALLS FOR GREATER DATA SECURITY

As organizations provide greater access to employees, CIOs must determine how to most effectively manage data as it travels across an increasingly remote, mobile workforce.



BIGGEST DATA PAIN POINTS

for remote employees



for IT teams managing remote employees' data



"It's imperative to pay attention to how data is stored for easy access, and to [understand] how data is utilized." - CIO respondent

"[We] anticipate more remote workers and need to secure the networks between them so that it is safer and more efficient in the future. [We plan to] invest in more secure cloud coverage and to have a more daily and more diligent checkup of security practices." - CIO Respondent

CONCLUSION

CIOs have been tasked with transitioning their businesses to information-driven organizations. They need a modern approach to data management that empowers end users—from the C-suite to citizen data scientists—to understand and draw insights from data that will propel business strategies forward while also ensuring security and compliance.

The key to optimizing data management—both for compliance and business insights—will be achieving transparency at every level of the data journey. CIOs see the need to implement processes to fully understand data, where it has come from and where it is going. They also require self-service solutions to enable business analysts and citizen data scientists to manage and optimize that data across departments. CIOs are actively preparing IT to deliver and keep track of data as it travels across digital ecosystems that will only continue to grow; and they are allocating budget to invest in tools that equip end users to comprehend and leverage the value of data to drive businesses forward.

Remote users and connected devices will only continue to multiply. Organizations must focus on establishing sound data management processes now to enable agility in changing market conditions. The groundwork that CIOs lay today will determine their ability to compete and win in a landscape that has ushered in tremendous information-driven possibility.



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