Technology Investments Are An Important Step Towards Visibility And Analytics

Organisations in APAC score an average of 72 out of 100 in Technology in the Sensemaking Maturity Index.

- 62% want to enable more relevant data access for employees
- 59% prioritise data visibility and visualisation tools
- 53% are focusing on IoT and data analysis at the edge
- 63% are focusing on improving their data protection and security technologies

KEY RECOMMENDATIONS FOR BUILDING YOUR TECHNOLOGY STRATEGY

- Pivot on human-centric insights as the starting point
- Focus investments by being clear on your expected returns
- Build data sharing models, integrity and advancements into your data culture
- Focus on emerging technologies that improve predictive and proactive analytics models

TOP DATA CHALLENGES

- 59% Data silos and complexity
- 59% Data privacy and security
- 49% Lack of data and analytical skills training for customer-facing teams

ACCELERATE TECHNOLOGY NEEDS

- 73% are keen to invest in more dashboarding capabilities in the next three months
- 66% want to invest in predictive analytics capabilities over the next three months
- 64% consider third-party vendors to be best suited for handling analytics and data capture at the edge

Methodology:
Source: A commissioned study conducted by Forrester Consulting on behalf of ST Engineering, May 2020
Base: 800 senior leaders with decision-making authority or influence in their organisations

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