APAC Leaders Embrace Holistic Analytics Approach To Stay Ahead

Organisations are focusing their analytics priorities on building the right strategy and technology capabilities

- Getting the right tools and capabilities to organise data flows: 75%
- Building skills and capabilities to leverage analytics: 68%
- Building a comprehensive agenda on analytics use cases: 75%
- Developing an insights-driven culture in our organisation: 65%

Gaps and Challenges

- 69% want to build analytics capabilities, but only 22% have empowered teams with relevant insights
- 64% recognise their end users expect more personalised experiences, but only 25% have the right dashboards and visibility at the edge

Accelerate Technology Needs

- 73% are keen to invest in more dashboarding capabilities in the next six months
- 64% want to build their IoT capabilities and improve data collection and analysis at the edge
- 63% are focusing on improving their data protection and security technologies

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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