APAC Leaders Embrace Holistic Analytics Approach To Stay Ahead

FORRESTER®

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%
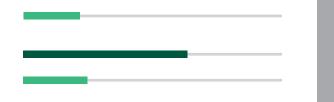
Building a comprehensive agenda on analytics use cases
75%

Developing an insights-driven culture in our organisation
65%

SENSEMAKING MATURITY INDEX (SMI): HIGHLIGHTS BY INDUSTRY

Banking and financial services
76

Government
72

Healthcare
70

Firms across all industries still need to focus on building their data culture.

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.

55% say their organisations still do not have a data-centric approach to decision making

ACCELERATE TECHNOLOGY NEEDS

Organisations are focusing on building human-centric insights as the starting point.

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