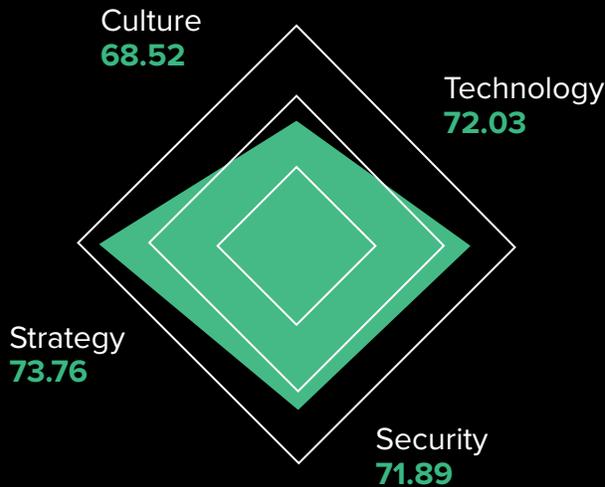


# Sensemaking In The Era Of Uncertainty

## SENSEMAKING MATURITY INDEX AT A GLANCE

The Sensemaking Maturity Index (SMI) shows that organisations have yet to walk the walk on turning data into relevant insights.



## 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

## RENEWED FOCUS ON SENSEMAKING

**74%** are prioritising improving their end user or citizen experience



**69%** want to build more efficient customer interactions

**75%** are focused on building the right analytics tools and capabilities



Read the full study

### 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

Commissioned By

