

Technology Investments Are An Important Step Towards Visibility And Analytics

BUILDING THE RIGHT TECHNOLOGY CAPABILITIES FOR SENSEMAKING

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

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

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



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

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