

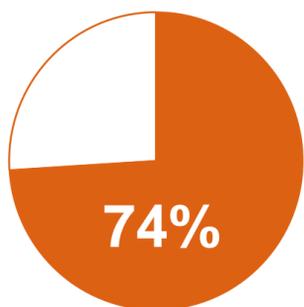
Faster Data Preparation Unlocks Agility And Insights

By gaining access to more data and reducing the amount of time it takes to prepare data, data professionals can increase their productivity and value to the organization.

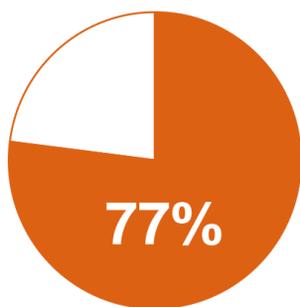
Problem: IT takes too long to source data for insights . . .

Percentage of organizations where IT takes *weeks or longer* to turn around requests for analytics from the business*

New noncustomer data sets



New customer data sets



. . . and data pros spend too much time preparing data

Many are spending at least as much time preparing data as they are analyzing it.

“I spend more time preparing data than analyzing it.”



33%

“I spend as much time preparing data as analyzing it.”



16%



Almost half (49%) of data pros spend at least as much time prepping data as they do analyzing it. One-third actually spend *more* time prepping.

Effective data prep requires speed, collaboration, and self-service

The top three most important qualities of effective data preparation

43%



Able to get data quickly

34%



Easy to share and collaborate on prep

33%



Able to acquire and prep data myself

To speed up data prep, orgs are looking to data self-service



AGREE
62%

We envision giving our business users a lot of flexibility to pull and use data from a central hub.*



Self-service data prep enables data pros to find data in their moment of need and eliminates the latency of waiting for IT to source the data.

Methodology

In this study, Forrester conducted a custom survey of 100 US professionals responsible for data preparation and analysis at their organization. Forrester then supplemented this data with data from Forrester’s Global Business Technographics® Data And Analytics Survey, 2015.

Source: A commissioned study conducted by Forrester Consulting on behalf of Datawatch, February 2016

*Source: Forrester’s Global Business Technographics® Data And Analytics Survey, 2015