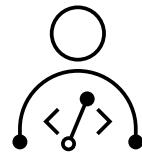# BEING DATA DRIVEN IN THE TELECOMMUNICATIONS INDUSTRY—IT DECISION MAKERS' VIEW IN APAC
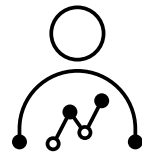
Customer-centricity is at the top of telco's data agenda

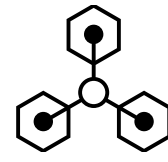**Customer and prospect data**
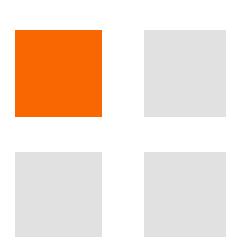
70%

Customer sentiment data

61%

Supply chain data

56%

...are the most used data sources.

25% of organizations are currently using all three of these data sources simultaneously.

63% currently use data and analytics to improve the customer experience and satisfaction.

The critical nature of effective enterprise data strategies in the telco industry

The majority (87%) of ITDMs across the telco industry report currently having enterprise data strategies in place.
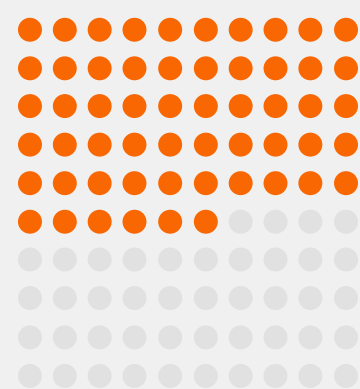
More than half (56%) of ITDMs recognize their current enterprise data strategies as very effective, with the remaining proportion of surveyed respondents in the telco industry reporting improvements to be made.

The high cost of management solutions is a key challenge for two fifths (43%) of ITDMs, as well as lack of effective processes and systems in place (39%), and lack of existing infrastructure in place (38%).

Organizations that leverage Enterprise Data Cloud capabilities create opportunities for new business frontiers in a hybrid world

49%

Almost half (49%) of ITDMs surveyed across this industry have reported an increase in spend across supporting changing work environments (e.g. hybrid working).
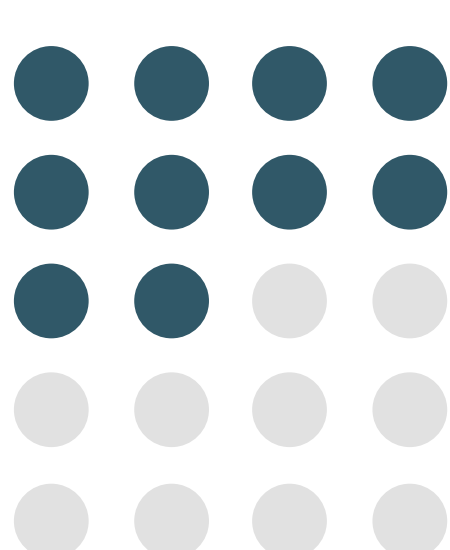
48%

There has also been an increased spend since the start of the pandemic in supporting digital transformation initiatives (48%) such as hybrid multi-cloud architecture, and data and analytics solutions.

The hybrid future outlines the need for a hybrid, multi-cloud data architecture (known as Enterprise Data Cloud). Nearly all (92%) ITDMs agree that organizations that implement a hybrid architecture as part of its data strategy will gain a competitive advantage.

92% ITDMS
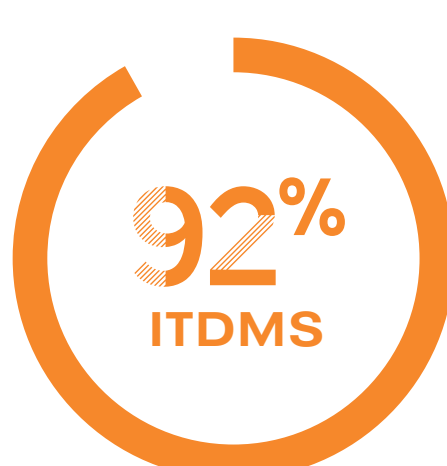
To learn more about how to best optimize your data, visit: cloudera.com/enterprise-data-maturity