



Aligning Data Analytics With Your Cloud Journey



An IDC InfoBrief | July 2021 Doc# AP241243IB

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Executive Overview

In this InfoBrief, we discuss the importance of aligning your cloud, data analytics and innovation investments.

Points of discussion include:



+ **Why** multiple internal stakeholders and a partner ecosystem must work together on your cloud journey

+ **Why** maximising the benefits of cloud requires an enterprise’s digital core to work in conjunction with cloud-centric operations

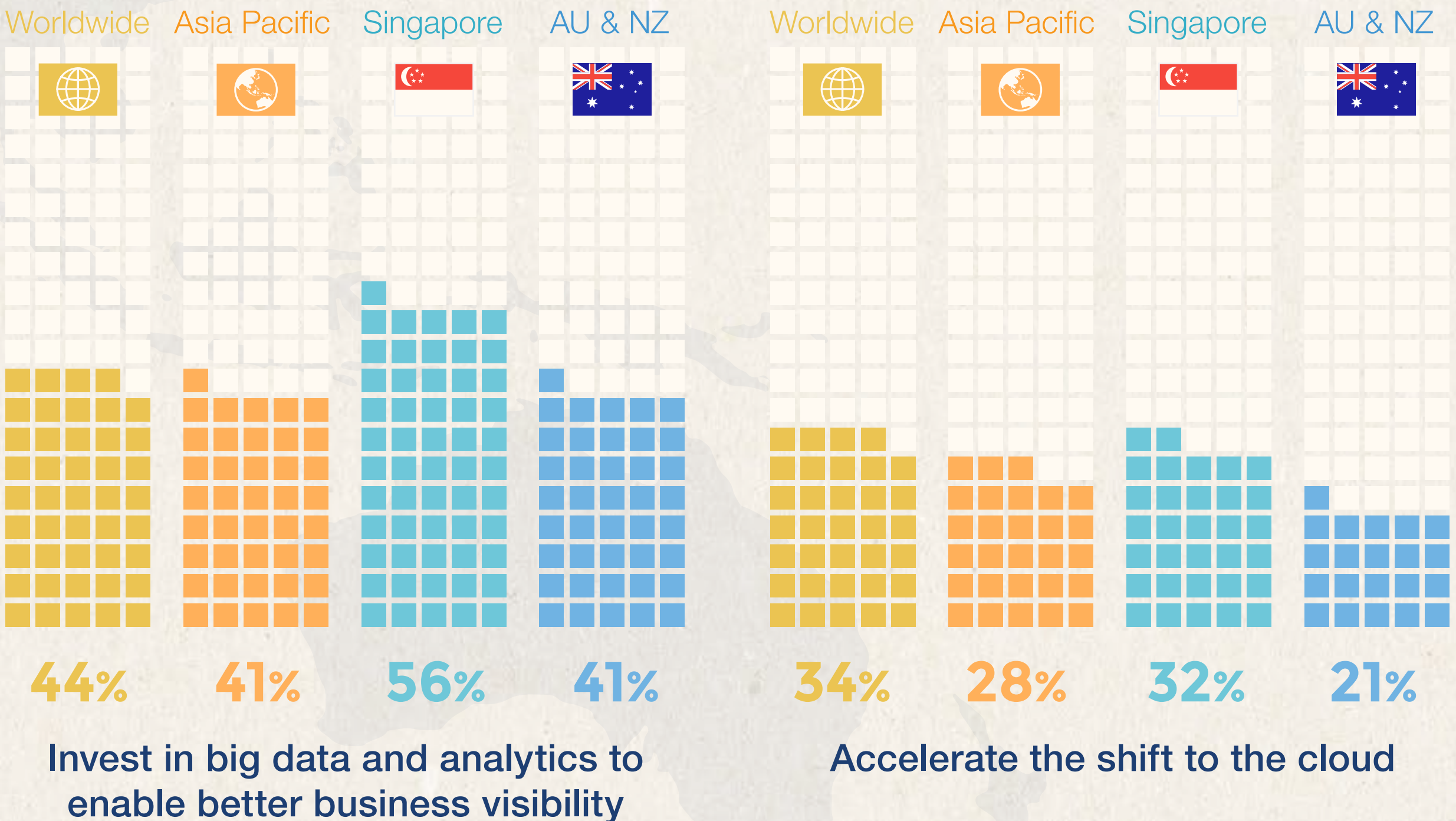
+ **How** cloud-centric collaborative operational models can solve many data analytics challenges

+ **How** countries, such as Singapore and Australia, are leading the way in aligning cloud and data investments with their business goals

+ **How** Pfizer and Medibank have innovated with cloud-hosted analytics

+ **What** IDC recommends for cloud analytics-ready businesses

----- Asia Pacific Organisations’ Priorities For 2021 -----



The Journey to the Cloud

Coordinating Your Analytics Priorities

Your cloud-first strategy requires careful planning and coordination of many initiatives, targeting distinct types of value-added activities.

A well-chosen partner ecosystem is crucial to navigating the **inter-dependencies** between multiple stakeholders and service providers working closely together over the long term to support your cloud journey.



Step 4: Accelerate innovation

Leverage tools like artificial intelligence (AI) to accelerate application development and business solution delivery. Link business benefits back to applications and create a feedback loop for increased innovation.

Step 3: Enable actionable insight

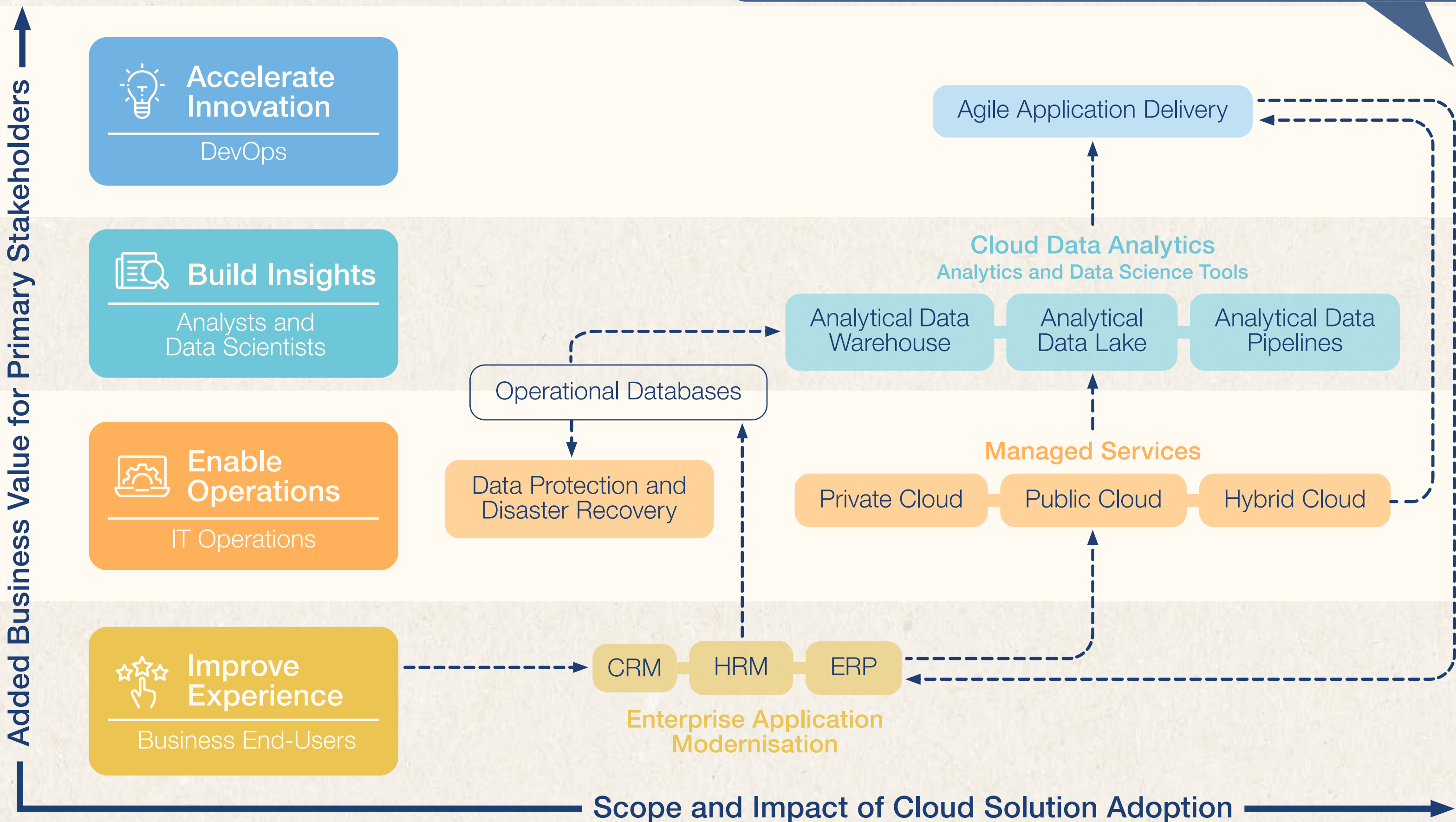
Use scalable and performant cloud computing capabilities to integrate data silos and modernise the analytics stack.

Step 2: Deploy diverse operational skills

Combat IT complexities as they arise across multiple business applications operating on different platforms. Resource-constrained IT demands service providers support more cost-efficient and consistent services.

Step 1: Improve experience

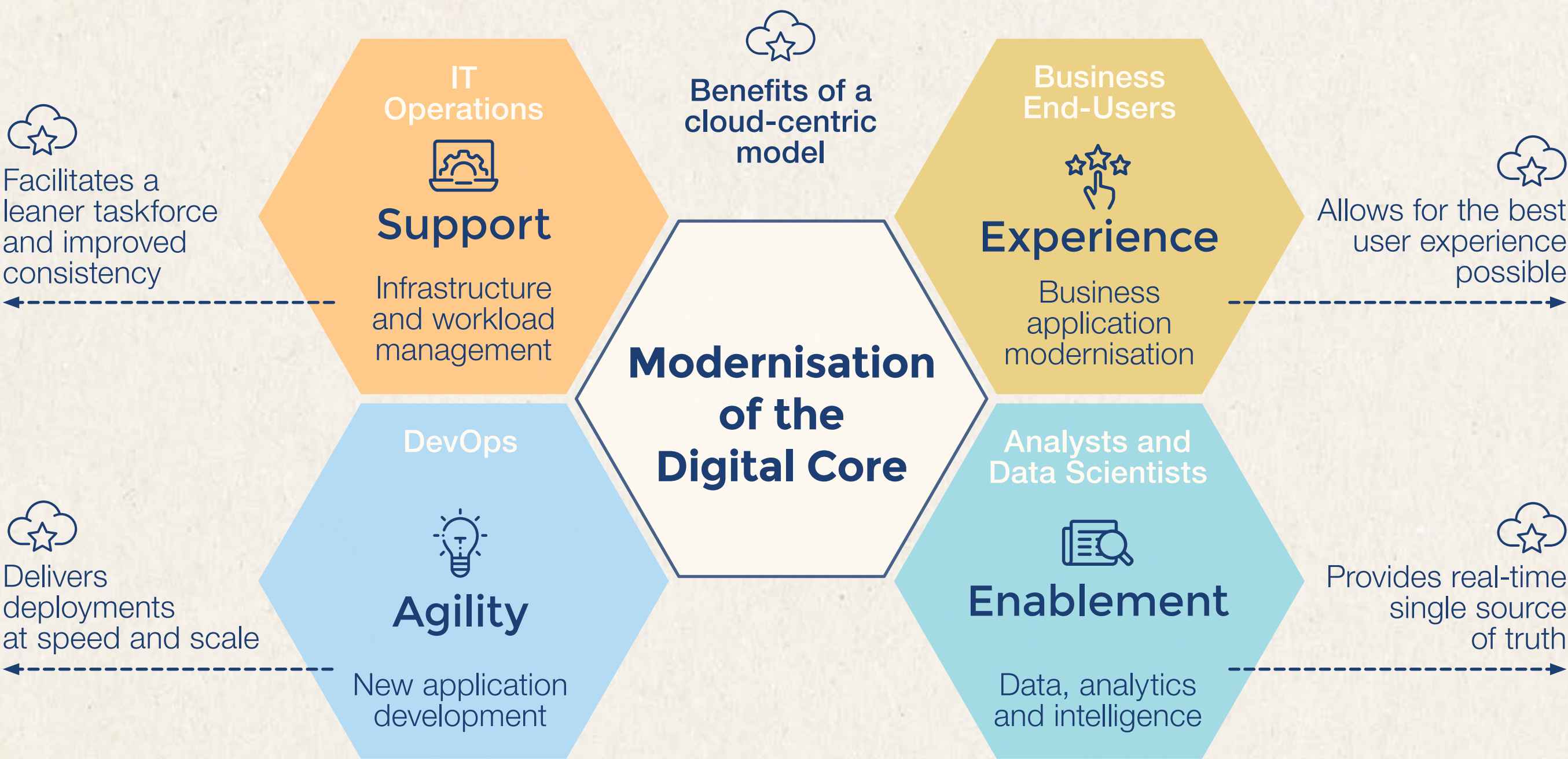
A cloud journey is triggered by application modernisation initiatives championed by Lines of Business (LOB) and function leaders. This starts with a narrow scope of applications such as HRM, CRM and ERP.



Maximising the Value of a Cloud-First Strategy

Cloud-Centric Collaborative Operations

Companies can turn the move to cloud into an opportunity to orchestrate and modernise the four interconnected digital transformation (DX) capabilities (application development, data analytics and intelligence, workload management, and business application modernisation). However, maximising these benefits requires a cloud-centric collaborative operational model across multiple internal stakeholders with each of these DX capabilities.



Cloud-Centric Collaborative Operations

By 2023, over 55% of enterprises will replace outdated operational models with cloud-centric models that facilitate rather than inhibit organisational collaboration, resulting in better business outcomes.

- IDC FutureScape:
Worldwide Cloud 2021 Predictions





55%

Up Next

What is a cloud-centric collaborative operation across all four groups of stakeholders and how does it support data analytics?

Cloud-Centric Operations for Data Analytics

Collaboration is essential to resolve key challenges and complexities across internal stakeholders.

Priorities Stakeholders	Challenges	More data silos	More layers in data management stack	More data users and stakeholders	More data consumption types
 Accelerate Innovation DevOps		Codify enterprise-standard APIs for data access.	✓ Set up data pipelines with clear lineage and ownership to ensure traceability, responsiveness and integrity.	✓ Document APIs for data access manipulation and analytics.	✓ Monitor data flows/pipelines continually to evaluate efficiency and effectiveness as data gets embedded in new business applications, especially those powered by ML and AI.
 Build Insights Analysts and Data Scientists		Standardise, document and optimise requests for particular data elements.	✓ Limit use of end-user analytics tools. Replace with standardised data pipelines with clear lineage to ensure traceability and integrity.	✓ Leverage cloud-based tools to share data, visualisations, analytics and models. ✓ Impose formal model lifecycle management processes.	✓ Leverage cloud and consumption-based resources to accelerate compute.
 Enable Operations IT Operations		✓ Leverage data discovery, intelligent search tools, data catalogues and metadata.	Enforce data governance practices, standard ETL and quality management tools.	✓ Get visibility on under-utilised licenses for analytical solutions.	✓ Use SLAs with managed services to ensure performance and scalability across multi/hybrid platforms.
 Improve Experience Business End-Users		Consolidate business data sources. Standardise business terms in business glossaries.	✓ Limit use of end-user analytics tools. Embedded analytics with clear lineage can ensure traceability and integrity.	✓ Develop and share standardised data and analytics reports, with version control, distribution control and traceability.	Request that data insights be embedded in operations and business applications, and available through multiple endpoints e.g., mobile, and embedded intelligence.
✓ Where Cloud Data Analytics Can Help					

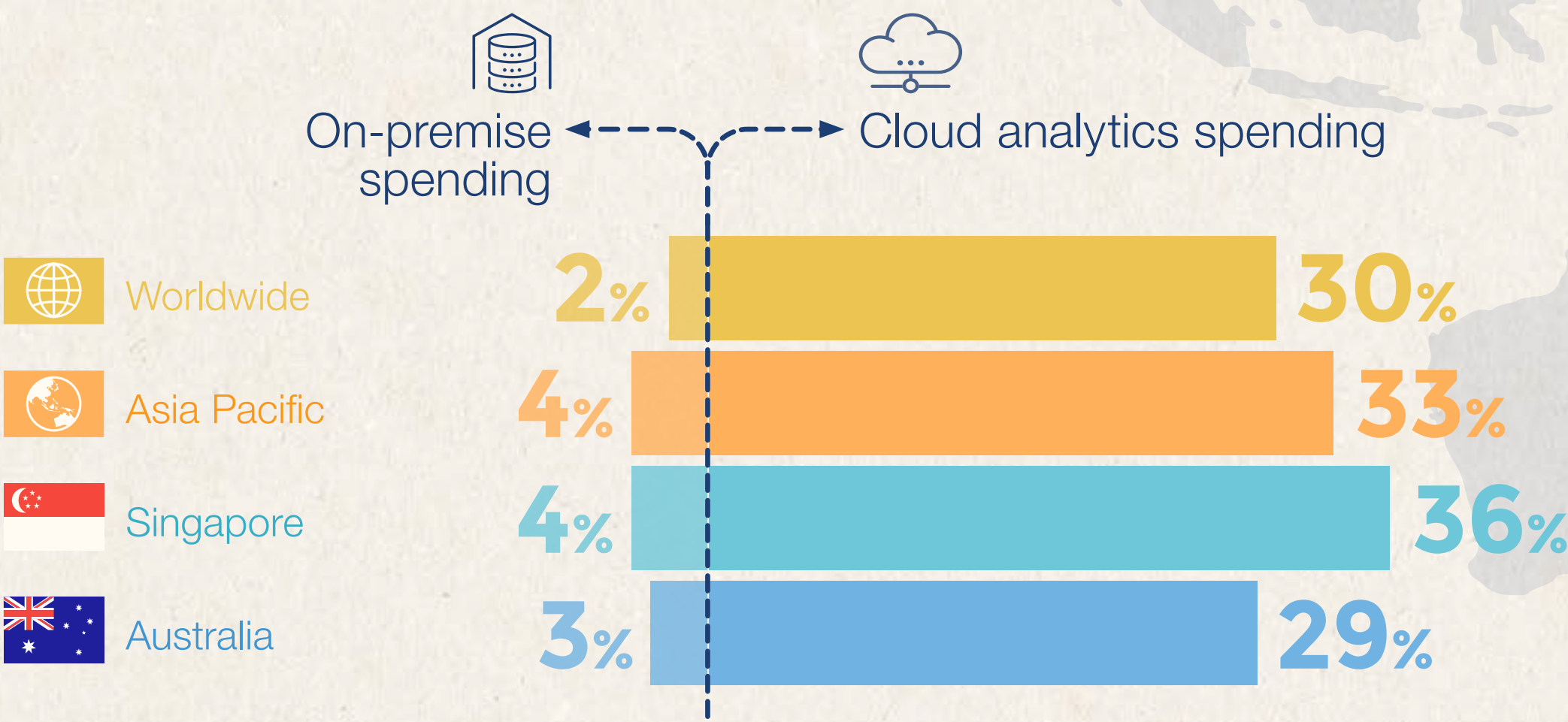
Business Value-Add of Cloud Data Analytics in Asia Pacific

Reduced Costs, Accelerated Expertise, Increased Innovation

Cloud analytics enable organisations to empower the workforce, reduce costs and stay agile.

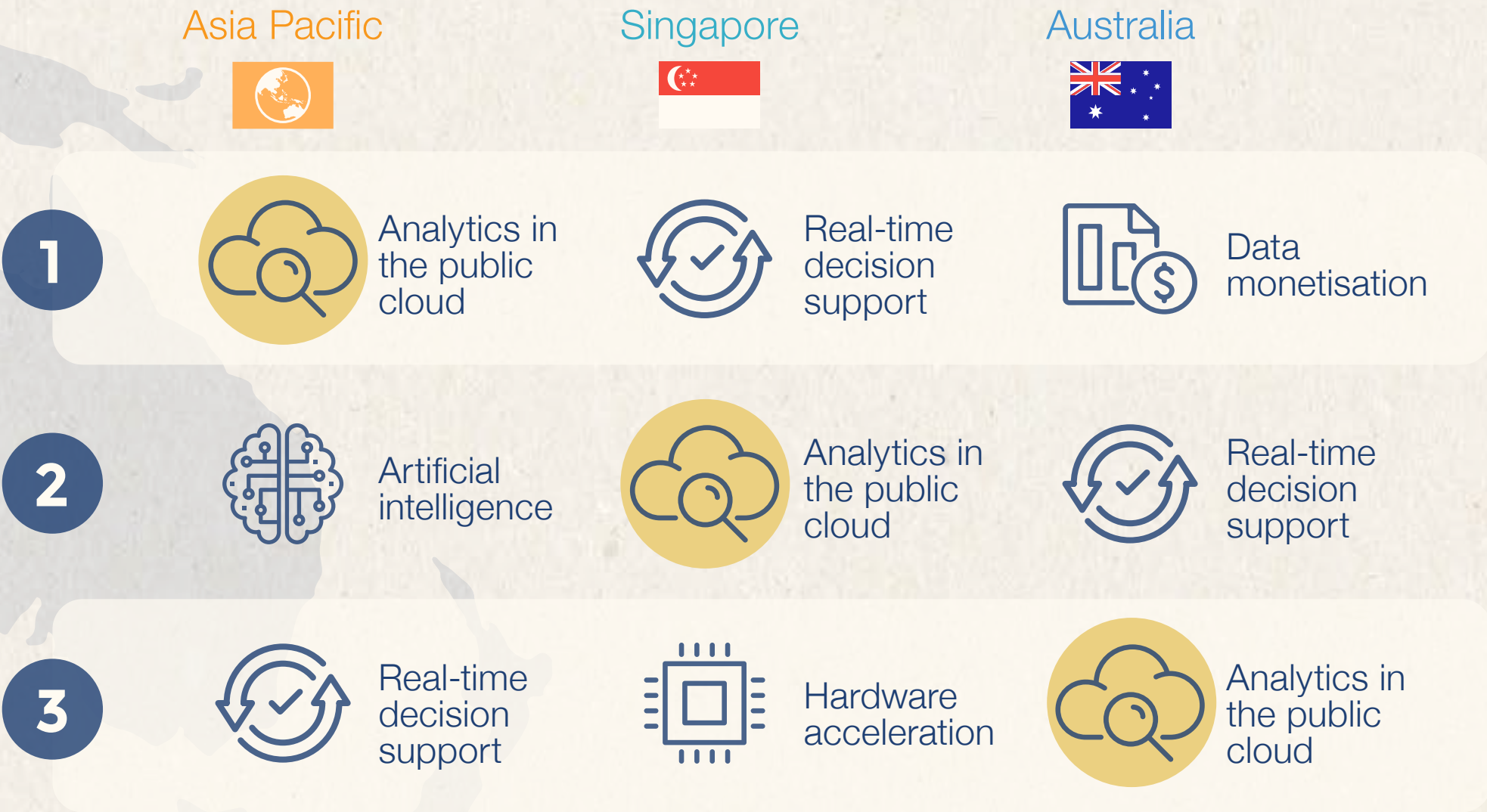
Organisations in the two more DX-mature Asia Pacific countries of **Singapore** and **Australia** are already adopting cloud-based analytics solutions quickly. The trends suggest a move towards cloud analytics in order to, as respondents explain, achieve simplicity and agility for many stakeholders, despite layers of tech stacks.

5-year CAGR* for cloud analytics spending versus on-premise spending¹



*CAGR = compound annual growth rate

Organisations' top 3 priorities for data and analytics investments in the next 12-24 months²



Align Data Analytics Investments to Your Cloud-First Journey

Recommended Best Practice Strategies

The business benefits of cloud data analytics are real.

But the journey is complex, and often involves multiple interlinked steps amongst stakeholders—both internal and external to the organisation. Organisations should make the most of their cloud investments by aligning their cloud computing, data management, application modernisation and innovation strategies.



Align data strategy and cloud strategy

Optimise the returns from your organisation's cloud investments through consistent management and continuous enhancement of your data assets in close collaboration with key stakeholders in IT, DX, and core business functions.

1



Talk to the right cloud analytics partners

Select tech vendors and professional services partners who have proven cloud analytics expertise and are committed to familiarising themselves with your core business, portfolio ecosystem, and capability constraints to help accelerate your time to value.

2



Solidify enterprise metadata management

Leverage your business-driven data dictionary as a consistent, high-level glossary of your enterprise metadata to unify data requests, access, and operations across multiple teams.

3



Prioritise use cases by business outcomes

Focus on solving analytics challenges that deliver tangible, measurable and positive business outcomes while facilitating problem-solving and decision augmentation for your users.

4



Create KPIs for cloud-centric operations and enterprise analytics

Establish and continuously monitor KPIs that deliver real-time insights about solution adoption and impact, facilitate seamless collaboration, and help you deliver impactful results for your key stakeholders.

5



Cloud-First Data Analytics Business Value-Add in Action: MediBank and Pfizer



Performance and Security Upgrade With Cloud Synergy

Data Democratisation Digitally Transforms Business

Business Problems & Challenges Faced

Heavy customisation is required to overcome difficulties arising from legacy version adoption. This led to sub-optimal KPI reporting to support our channels teams in contact centres and retail stores. The reduced productivity and accessibility diminishes the ability to provide the right level of customer service.

Enterprise needs to establish a trusted, governed and consistent D&A strategy across the organisation to ensure alignment and agility, deliver performance at scale and accelerate time-to-market; user-based need to deliver unified insights and streamlined experiences across multiple divisions including sales and finance.

Implementation Scope & Experience

- + Multiple platform upgrades amidst cloud migration within two months
- + Zero disruption to business users

- + Partnered with cloud platform and services experts to optimise multiple environments for high scalability and performance with concurrent app implementation
- + Personalised multiple apps by specialties and personas

Benefits & Business Results

- + Enhanced speed and accuracy of report generation
- + Broader self-service capabilities with higher utilisations
- + Reduction in risk from decommissioning of 'end of life' versions

- + Accelerated app development lifecycle to scale production solutions to 7,000+ users in thousands in the first year
- + Rapid adoption from the C-suite to local sales reps
- + Retired legacy BI apps and desktop-based tools that used ungoverned data across the organisation

Solution & Service Providers

MicroStrategy Cloud • AWS • Teradata

MicroStrategy Cloud • AWS • Snowflake • SAP • Workday

Upcoming Initiatives

BYOD deployment to provide staff members with critical information at their fingertips

Expand successes from the sales and finance teams to enhance R&D, manufacturing and internal enablement

Two large organisations in the healthcare sector recently transitioned to the cloud. They used this opportunity to enhance their reporting and analytics, improving business outcomes (reduced costs, more insights and innovation) across the enterprise.

“ MicroStrategy strategically partnered with us to ensure we'd achieve the outcomes we needed. The expertise, longevity, and practice that these guys had helped us manage everything within two months—which is fantastic for delivering a double upgrade and a cloud migration.

- Craig Rowlands
Senior Executive,
Information Management
Medibank

Successful Cloud Strategies Start with Cloud Analytics

Drive results with the world-leading platform for enterprise analytics—fully-optimised for the cloud



Deploy With Confidence

- + Fully managed service
- + 24/7/365 technical support
- + Best-in-class security and compliance
- + Quarterly upgrades



Avoid Vendor Lock-in

- + Seamlessly switch between AWS and Azure
- + Optimised connectivity and performance for all major data sources—both on-premises and in the cloud



Optimise Spend

- + Decrease your total cost of ownership—customers realise an average annual savings of 30% and recoup their investment in 18 months
- + Accelerate time-to-value for your solutions with a high reusability framework for cost-controlled deployment



Scale and Grow

- + Migrate in weeks—not months
- + Deliver self-service benefits with the safeguards of enterprise analytics
- + Enhance user experience with modern, easy-to-adopt capabilities like mobile analytics and HyperIntelligence™

Worldwide partnership



Azure

Discover the value you'll receive with the MicroStrategy Cloud.
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