

# Data-driven business agility without compromise

Get deep, trustworthy insights fast with a governed and secure solution improving productivity

## Fast data-driven insights are needed to survive and thrive

**94%**

of business professionals say data analytics is important to their business growth and digital transformation.<sup>1</sup>



**79%**

of CFOs rate enhanced data analytics as a priority.<sup>2</sup>

**81%**

of marketing leaders expect data to influence most of their decisions.<sup>3</sup>

## Yet, business teams struggle to answer new questions arising every day...

**89%**

of CIOs say lack of quality data is an obstacle to good decision making.<sup>4</sup>



CFOs spend on average

**2.24 hrs/day**

sifting through spreadsheets.<sup>5</sup>

**82%**

of marketing leaders are unable to attribute campaign or content activity to revenue.<sup>6</sup>

## A new approach is needed

only **3%**

of employees can get data in seconds to make a business decisions.<sup>7</sup>



**90%**

of all spreadsheets have errors.<sup>8</sup>

**76%**

of CFOs say that without one version of the truth across business units, their organization will struggle to meet its objectives.<sup>9</sup>

Rising risks of data breaches: businesses will fall victim to a ransomware attack every

**11 sec** in 2021.<sup>11</sup>

**80%**

of the time is spent on searching, preparing, and protecting data, with only 20% spent on analysis.<sup>10</sup>

## The road ahead

**64%**

of IT operations leaders believe their job is to deliver agile, responsive, and resilient infrastructure that can support fast-moving business requirements.<sup>12</sup>

By **2022,**

public cloud services will be essential for 90% of data and analytics innovation.<sup>13</sup>

By **2025,**

AI-driven enterprises will be up to 10 times more efficient and hold twice the market share of those that don't adopt the technology.<sup>14</sup>

## A complete Oracle solution for departmental data warehouses

Cloud-based and leveraging Machine Learning to swiftly and securely turn data into insights.

Benefits for business users	Benefits for IT
New projects started in minutes	Governed and secure solution
Single source of truth	Simple and rapid implementation
ML-powered self-service analytics	Automated management
Deep data-driven insights fast	Reduced complexity and costs
Consistent high performance	More time spent on business needs

## In the words of our customers

“A typical data warehouse project has been cut from 3 months to 3 days, and a financial analysis report that used to take 12 minutes now takes only 41 seconds.”

– Steven Chang, CIO, Kingold Group

“The biggest compliment we can pay to Autonomous Data Warehouse is that we don't administrate the Database.”

– James Anthony, CTO, Data Intensity



“We reduced the time to market for new campaigns from 3 or 4 days to less than 24 hours.”

– Pablo Guidici, Big Data and Analytics Manager, Agea Clarin

“We used to spend 12 hours loading customer data, now it takes only minutes, and we reduced DBA workload by 75%.”

– Jeremiah Ochieng, Director of Technology, D.light

Discover the unique advantages of the Oracle Departmental Data Warehouse solution

[Read now](#)

<sup>1</sup> <https://www.microstrategy.com/us/resources/library/reports/the-global-state-of-enterprise-analytics-2020?CID=7012R0000016a7aQAA>

<sup>2</sup> <https://blog.protiviti.com/2019/09/13/new-finance-trends-survey-by-protiviti-reveals-a-strategic-shift-in-cfo-priorities/>

<sup>3</sup> <https://www.gartner.com/en/marketing/insights/articles/cmo-survey-deep-dive-insights-and-analytics-as-key-enablers-of-marketing-strategies>

<sup>4</sup> <https://www.zdnet.com/article/clos-juggling-digital-transformation-pace-bad-data-cloud-lock-in-and-business-alignment/>

<sup>5</sup> [https://www.forbes.com/sites/oracle/2020/02/06/under-pressure-clos-top-4-priorities-for-2020/?elq\\_mid=155342&sh=%2038&cmid=WWWMK190422P00021C0033#6439f1b337ec](https://www.forbes.com/sites/oracle/2020/02/06/under-pressure-clos-top-4-priorities-for-2020/?elq_mid=155342&sh=%2038&cmid=WWWMK190422P00021C0033#6439f1b337ec)

<sup>6</sup> <https://insights.newscred.com/marketing-challenges-for-2020/>

<sup>7</sup> <https://www.microstrategy.com/us/resources/library/reports/the-global-state-of-enterprise-analytics-2020?CID=7012R0000016a7aQAA>

<sup>8</sup> <https://blogs.oracle.com/smb/10-of-the-costliest-spreadsheet-boo-boos-in-history>

<sup>9</sup> [https://www.accenture.com/\\_acnmedia/PDF-85/Accenture-CFO-Research-Global.pdf#zoom=50](https://www.accenture.com/_acnmedia/PDF-85/Accenture-CFO-Research-Global.pdf#zoom=50)

<sup>10</sup> <https://www.idc.com/getdoc.jsp?containerId=US44930119>

<sup>11</sup> <https://www.natlareview.com/article/ransomware-attacks-predicted-to-occur-every-11-seconds-2021-cost-20-billion>

<sup>12</sup> <https://www.techrepublic.com/article/despite-moving-to-the-cloud-it-departments-struggle-to-meet-business-demands/>

<sup>13</sup> <https://www.gartner.com/smarterwithgartner/gartner-top-10-trends-in-data-and-analytics-for-2020/>

<sup>14</sup> <https://www.forbes.com/sites/forbestechcouncil/2020/02/06/five-digital-transformation-trends-that-will-shape-2020/#1b7ffe22e2ad>