

HOW TECHNOLOGY COMPANIES ARE PLAYING TO WIN IN THE DATA ECONOMY.

The technology industry is blazing a trail in the data economy, and its businesses are seeing the benefits.

Rapid expansion of data has given rise to the data economy – and the technology sector is leading the way in this new digital ecosystem. In a survey of 1,000 senior business and technical leaders across eight countries and five industries, we found that technology businesses are among the most likely to be Data Economy Leaders.

These firms are monetizing their data, and using it to make better business decisions, develop new revenue streams, and drive innovation.

So what does it take to be a Data Economy Leader, and what can we learn from them?

TECHNOLOGY FIRMS ARE HARNESSING THEIR DATA



4 in 10 are using data to reveal new market opportunities, optimize internal processes, and streamline operations

DATA IS TRUSTWORTHY AND SECURE



72% of technology firms have confidence in the accuracy of their data



74% have established a robust level of security that doesn't hamper customer service

THEY'RE USING MORE DATA THAN EVER BEFORE

In the past 12 months:



6 in 10 technology firms have boosted their data usage to launch new revenue or pricing models and develop data products and services

“When we talk about a ‘data-driven world,’ it has to be framed around what it is we’re trying to accomplish. What are the sources of value creation? Possessing data is not always of value if you’re not certain of what decisions you’re trying to make and how you optimize it.”



– **BILL SCHMARZO**, Customer Advocate, Data Management Incubation, Dell Technologies

AN ELITE GROUP OF TECHNOLOGY FIRMS IS RAISING THE BAR



8% of technology firms are Data Economy Leaders that:

- Have unimpeded access to their data, no matter where users reside
- Are using data to inform all or most of their business decisions, and to structure and advance strategic business goals
- Share data securely within their enterprise and with external partners

WHAT ELSE SETS THESE LEADERS APART?

They know that a strong data culture starts with people

We have a C-level mandate to become more data-driven.



63% of data economy leaders



46% of technology firms overall

THEIR DATA TECHNOLOGY IS FLEXIBLE, SOPHISTICATED, AND RELIABLE

The primary solution we use to store and manage data is scalable and elastic.



50% of Data Economy Leaders



32% of technology firms overall

THEIR EFFORTS ARE PAYING OFF

Over the past three years:



62% of technology firms have seen an increase in customer approval



59% have seen an increase in employee satisfaction



48% say annual revenue has increased

FIND OUT HOW DATA IS TRANSFORMING THE TECHNOLOGY INDUSTRY



- How Cisco Optimized Performance on Snowflake to Reduce Costs 15%
- How Square Fuels Growth with Data Science
- How Momentiv (SurveyMonkey) Delivers Data Transformation with the Data Cloud
- How YesWare Reduced CAC by 50% with the Data Cloud

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)