

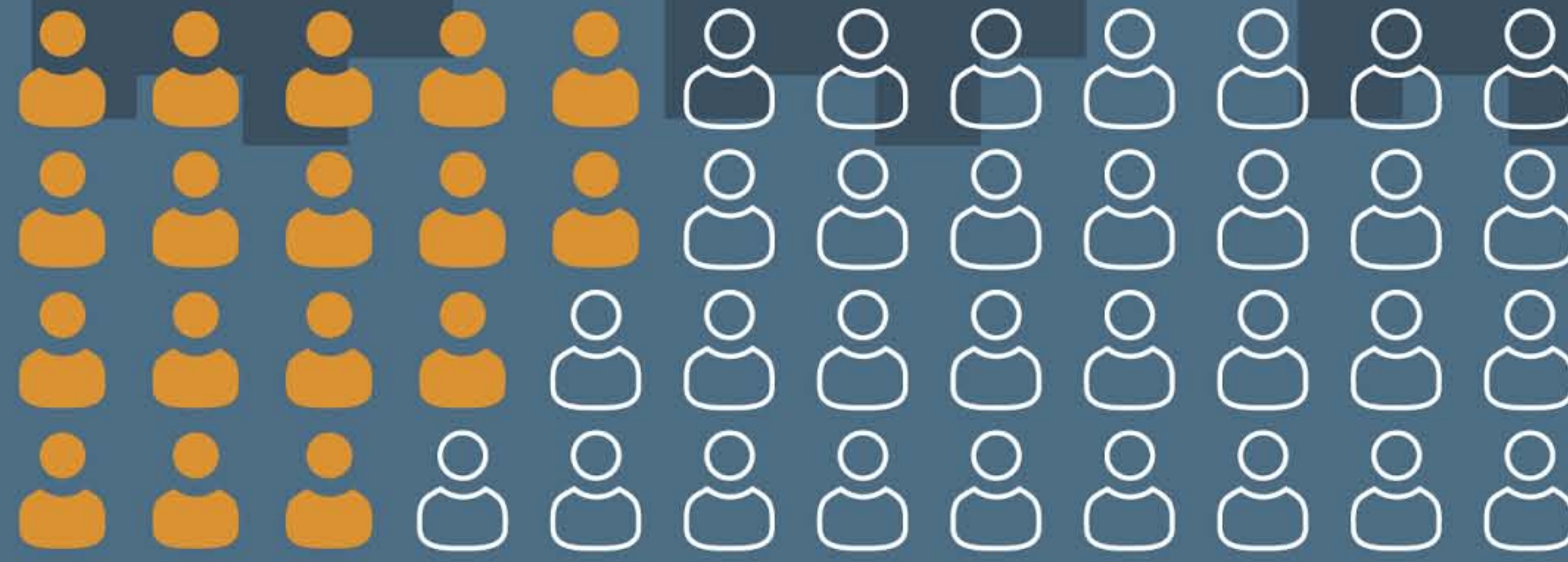
# Commercial Customers Want Analytics Too!

## SURVEY RESULTS

### Got Analytics?

Executives See Big Opportunity to Provide Analytics to Customers

**26%**  
HAVE Analytics



**48%**  
WANT Analytics

#### What Do They Need for Their Customers?

- 56%** Purpose-Specific Analytics Embedded into Product or Application
- 45%** Dedicated Web Portal
- 37%** Report Attached to Email

#### 3 Areas That Need the Most Investment

- 23%** Customer Support
- 17%** Commercial Operations
- 16%** Product & Competitive Analysis

### Analytics Impact Commercial Revenue

**67%**

**33%**

Rising Significance of Product-Related Analytics Projects

- Commercial Product Efforts
- Internal Efforts

### Analytics in the Cloud

Leveraging Cloud for New Analytics Projects

- Building Now or Within a Year
- Migrating Analytics to Cloud Now or Within a Year
- Not Planning to Build on Cloud

**46%**

**41%**

**10%**

### Challenges to Delivering Analytics

Greatest Impediments to Deployment

**51%**

Cost

**39%**

Product Selection

**34%**

Buy vs. Build

#### Survey Demographics

Jinfonet completed this survey in September 2016 amongst senior IT and business executives.

403 Responses

- 84%** Americas
- 11%** EMEA
- 5%** Asia Pac

Number of Employees

- 63%** Less than 1,000
- 23%** Between 1,001 and 10,000
- 13%** 10,000 or more