

2020 Data & BI Trends:

# Analytics Alone Is No Longer Enough

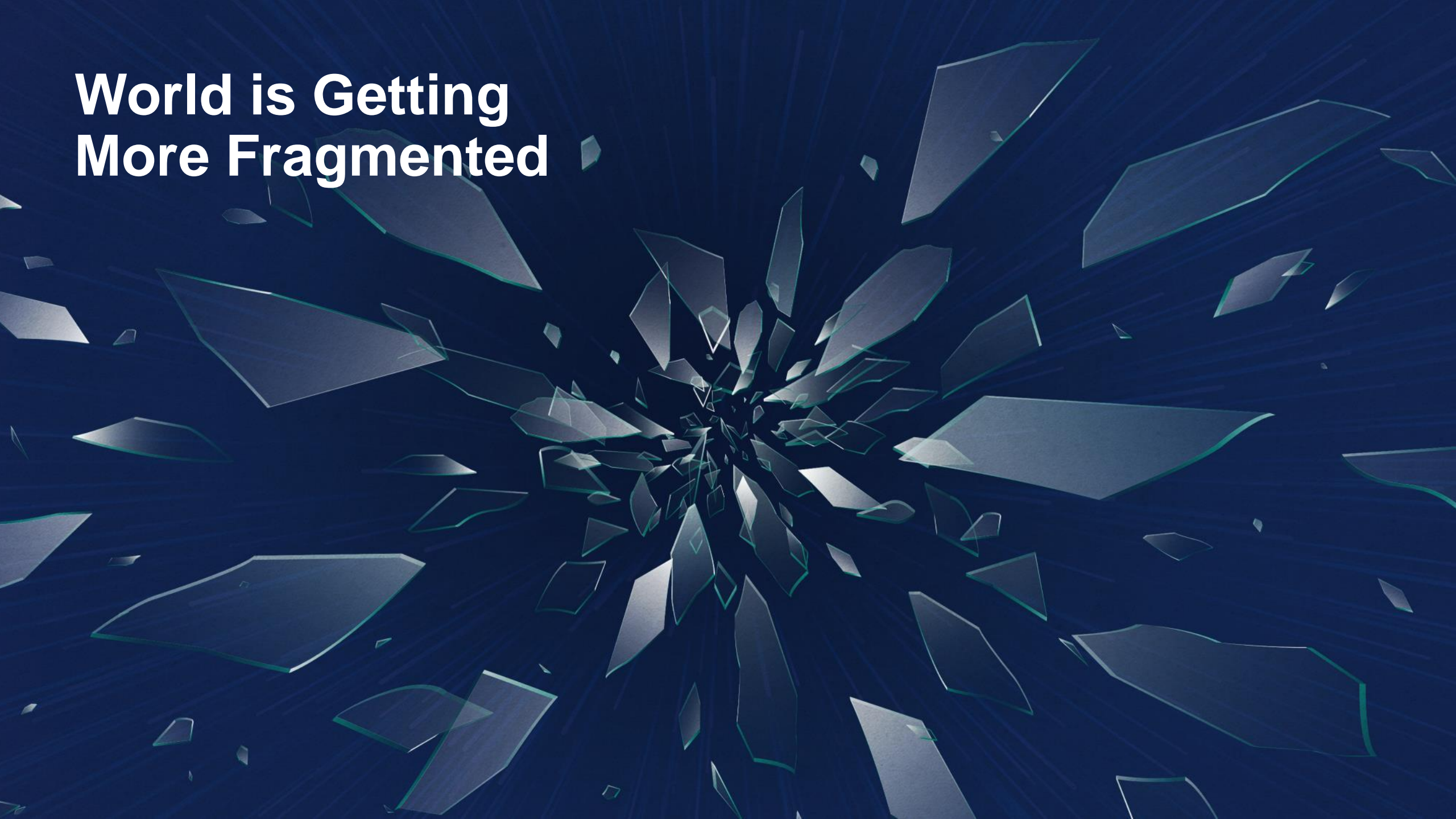
Dan Sommer

Senior Director, Market Intelligence  
Qlik

**Qlik**  LEAD WITH DATA™



**World is Getting  
More Fragmented**



# World is Getting More Fragmented

Internet

Business

Education

Regulatory

Politics

# Analysis alone no longer enough

“*Analysis makes you micro-smart and macro-dumb.*” — Stephen Haines.”

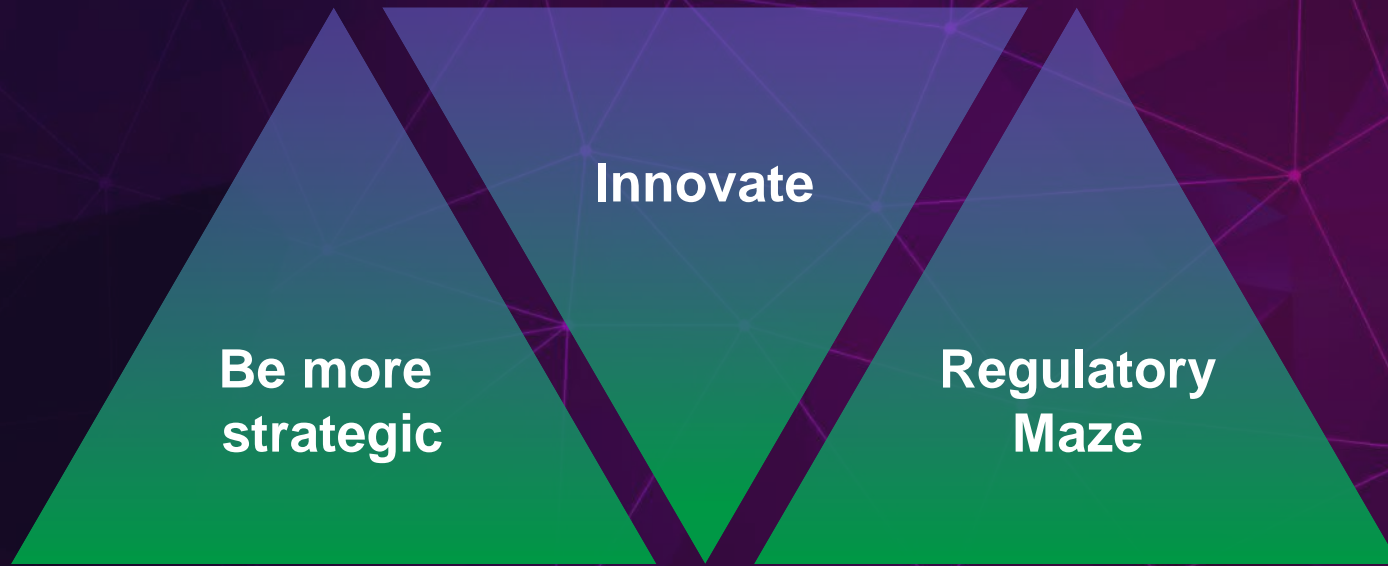
**It's Time for Analysis AND Synthesis**



# It's Time for Analysis AND Synthesis

ANALYSIS	SYNTHESIS
Studying the parts to understand how they work	Putting parts together, to create a new whole
Looking for differences between parts	Looking for relationships and commonality between parts
Based on the information you have within the scope	Based on the information you need, setting the context
Linear cause and effect, and focus on static structures	Non-linear and dynamic interrelationships, helping global view

# Those Who Master Synthesis and Analysis Can...



“By 2025, 20% of revenue growth will be from ‘white space’ offerings that combine digital services from previously unlinked industries, and one-fifth of partners are from previously unlinked industries.” - IDC

# However, Laying the Data Mosaic Requires

**Be more  
strategic**

**Innovate**

**Regulatory  
Maze**

**Process**

**People**

**Technology**



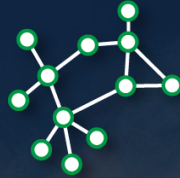
# 10 Trends for 2020 That Helps Lay the Data Mosaic



1. Becoming a real-time enterprise is no longer optional.



2. Big data is just data. Next up? Wide data.



3. Graph analytics and associative technology surpasses SQL.



4. DataOps plus self-service is the new agile.



5. Active metadata catalogs are the connective tissue for data.



6. The emergence of Data Literacy as a service.



7. Multifaceted interactions will move us beyond search.



8. Ethics and responsible computing are now critical.



9. “Shazam” for data: Insights before the dashboard.



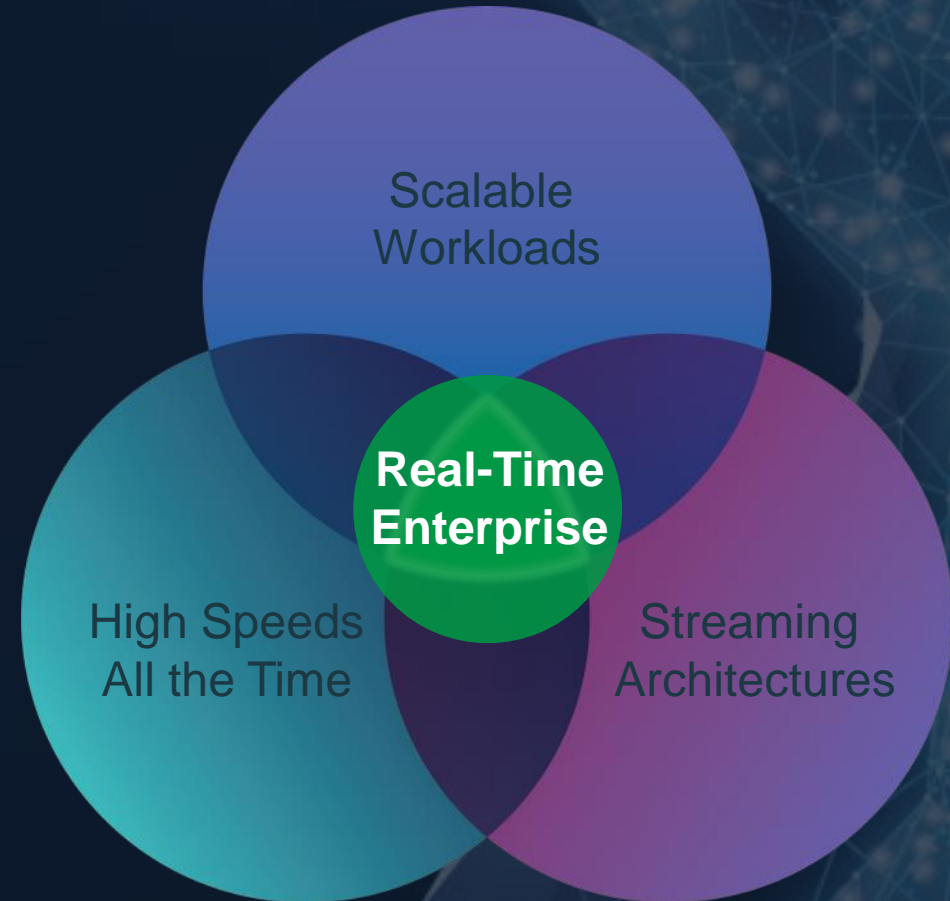
10. Independence vs. stack: The sequel.



# Becoming a real-time enterprise is no longer optional.

**PREDICTION:** By 2022, more than half of major new business systems will incorporate continuous intelligence that uses real time context data to improve decisions.

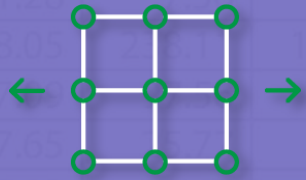
- Gartner



TREND 1

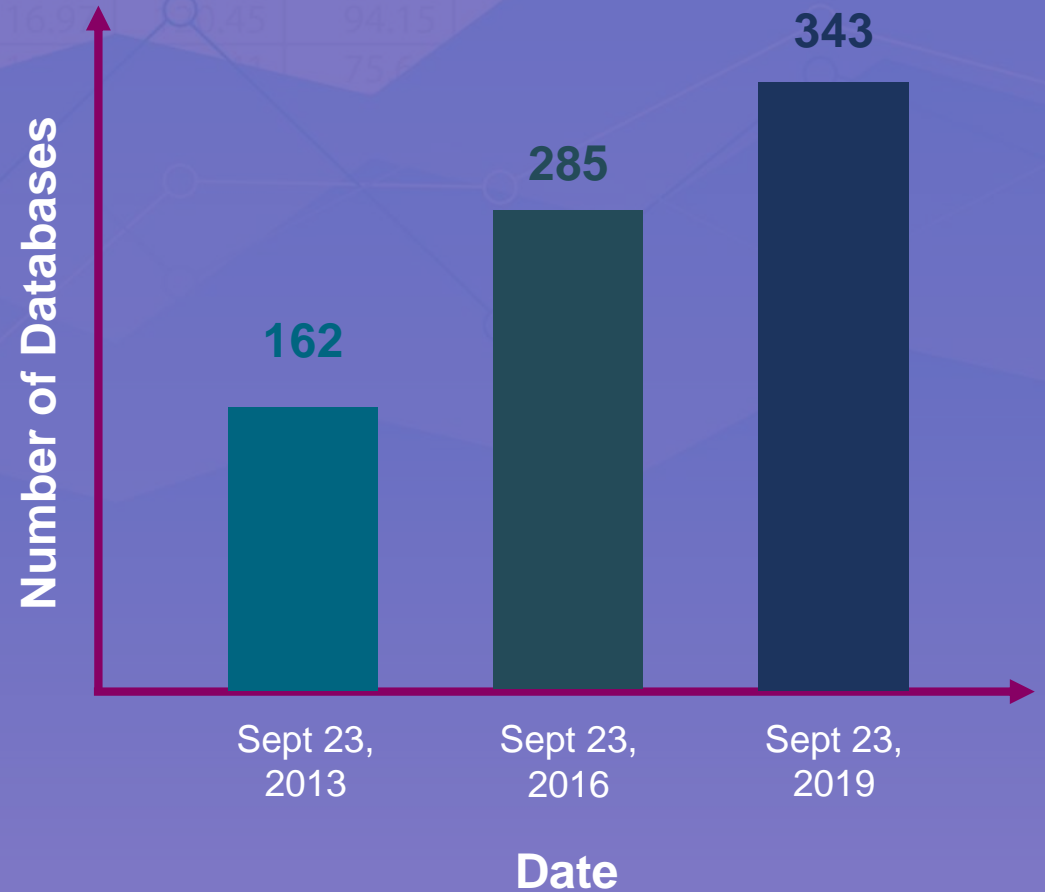


TREND  
2



# Big data is just data. Next up? Wide data.

**PREDICTION:** By 2020, most data and analytics use cases will require connecting to distributed data sources, leading enterprises to double their investments in metadata management  
- Gartner



TREND 1



TREND 2



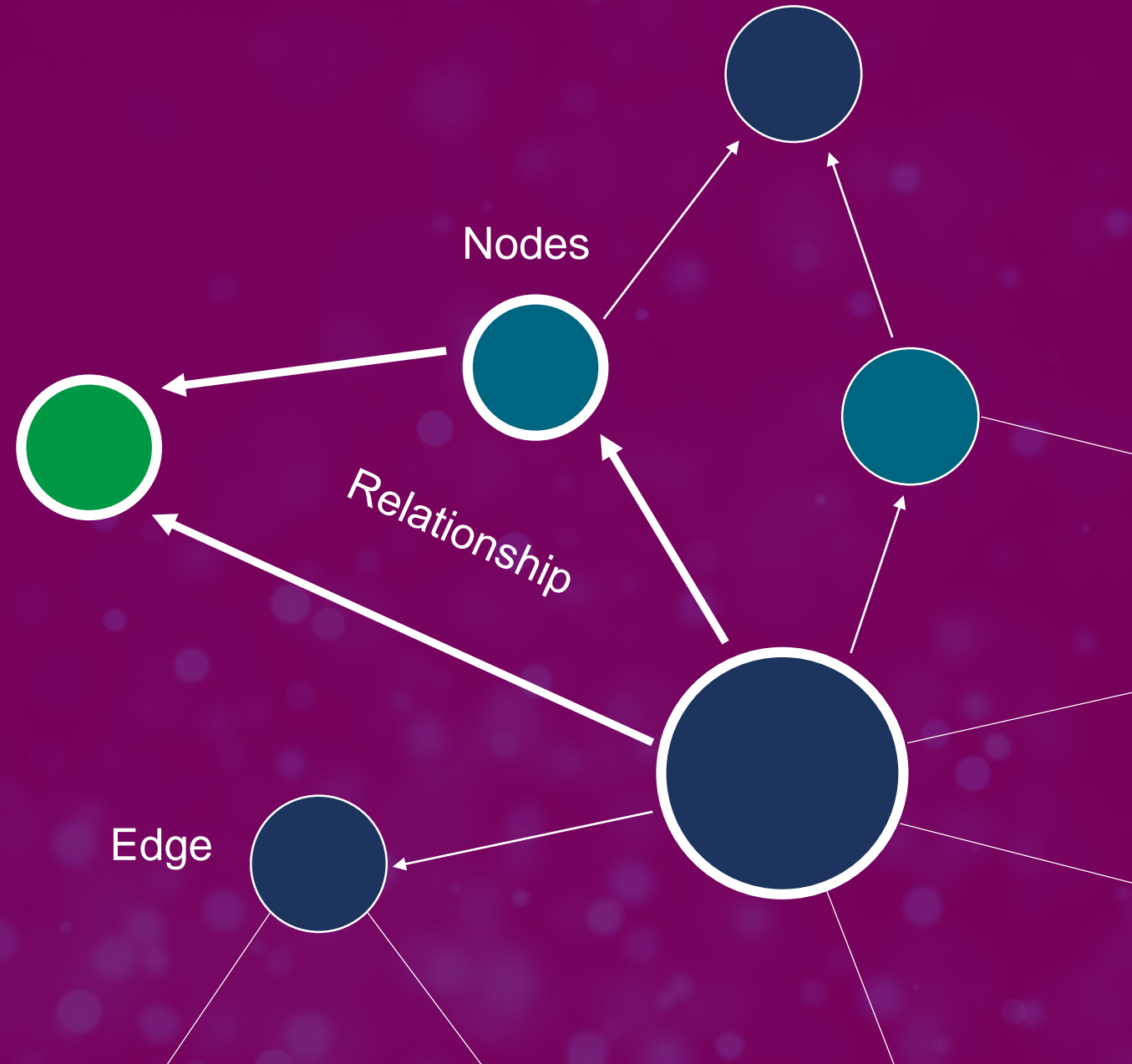
TREND  
3



# Graph analytics and associative technology surpasses SQL.

**PREDICTION:** The application of graph processing and graph databases will grow at 100% annually through 2022 to continuously accelerate data preparation, and enable more complex and adaptive data science.

- Gartner



TREND 1



TREND 2



TREND 3



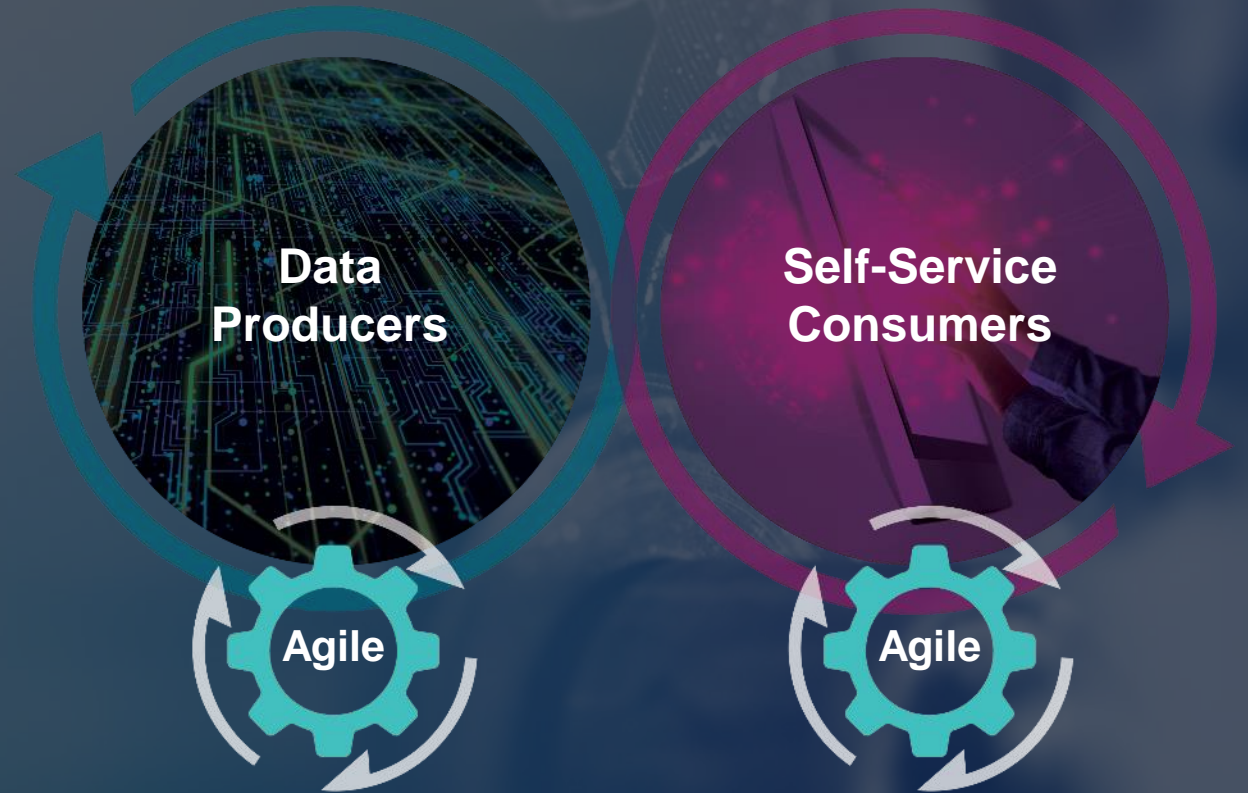
TREND  
4



## DataOps plus self-service is the new agile.

**PREDICTION:** By 2020, the number of data and analytics experts in business units will grow at three times the rate of experts in IT departments, which will force companies to rethink their organizational models and skill sets.

- Gartner



TREND 1



TREND 2



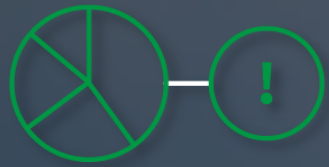
TREND 3



TREND 4



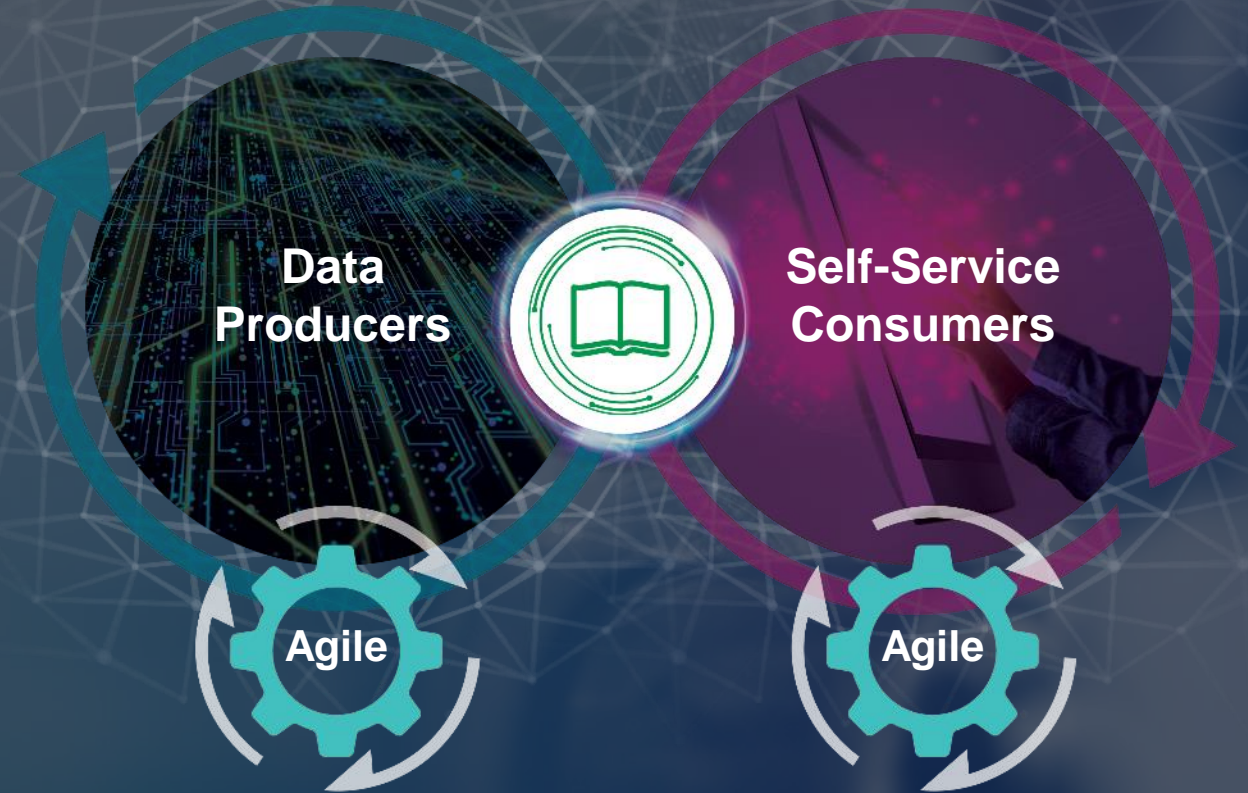
TREND  
5



# Active metadata catalogs are the connective tissue for data and analytics.

**PREDICTION:** By 2023, 60% of organizations will use data catalogs to unify data discovery, access, and intelligence and to bring increased transparency and trust in DataOps and business outcomes.

- IDC



TREND 1



TREND 2



TREND 3



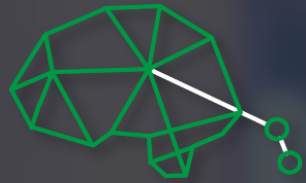
TREND 4



TREND 5



TREND  
6



## The emergence of Data Literacy as a Service.

**PREDICTION:** By 2022, a third of G2000 companies will have formal data literacy improvement initiatives in place to drive insights at scale, create sustainable trusted relationships, and counter misinformation.

- IDC

Data Literacy Level



# of Knowledge Workers

TREND 1



TREND 2



TREND 3



TREND 4



TREND 5



TREND 6



TREND  
7



# Multifaceted interactions will move us beyond search.

**PREDICTION:** By 2025, at least 90% of new enterprise apps will embed AI; by 2024, over 50% of user interface interactions will use AI-enabled computer vision, speech, and natural language processing and AR/VR.

- IDC





TREND 1



TREND 2



TREND 3



TREND 4



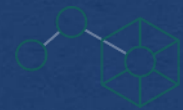
TREND 5



TREND 6



TREND 7



TREND  
8



Ethics and responsible computing are now critical.

**PREDICTION:** By 2023, over 75% of large organizations will hire AI behavior forensic, privacy, and customer trust specialists to reduce brand and reputation risk.

- Gartner



FINANCIAL NEWS

BREAKING NEWS

2020

Time to Reset



NEWSPAPER

BUSINESS IDEAS

100+ ideas for your business

TREND 1



TREND 2



TREND 3



TREND 4



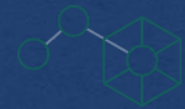
TREND 5



TREND 6



TREND 7



TREND 8



TREND

9



## “Shazam” for data: Insights before the dashboard

**PREDICTION:** By 2024, enterprises that deploy ML powered data management, integration, and analysis solutions will see a doubling of data-centric-employee productivity.  
- IDC

Personalization

Telemetry

Lineage

Quality

TREND 1



TREND 2



TREND 3



TREND 4



TREND 5



TREND 6



TREND 7



TREND 8



TREND 9



TREND  
10



## Independence vs. stack: The sequel.

**PREDICTION:** By 2020, 70% of enterprises will integrate cloud management – across their public and private clouds – by deploying unified hybrid/multi-cloud management technologies, tools, and processes.

- IDC

INDEPENDENCE  
VS STACK

***THE SEQUEL***

# Laying the Data Mosaic

from Synthesis  
and Analysis



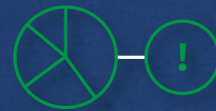
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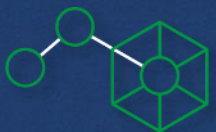
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# Q&A





**Learn more at:**

<https://www.qlik.com/us/bi/trends>