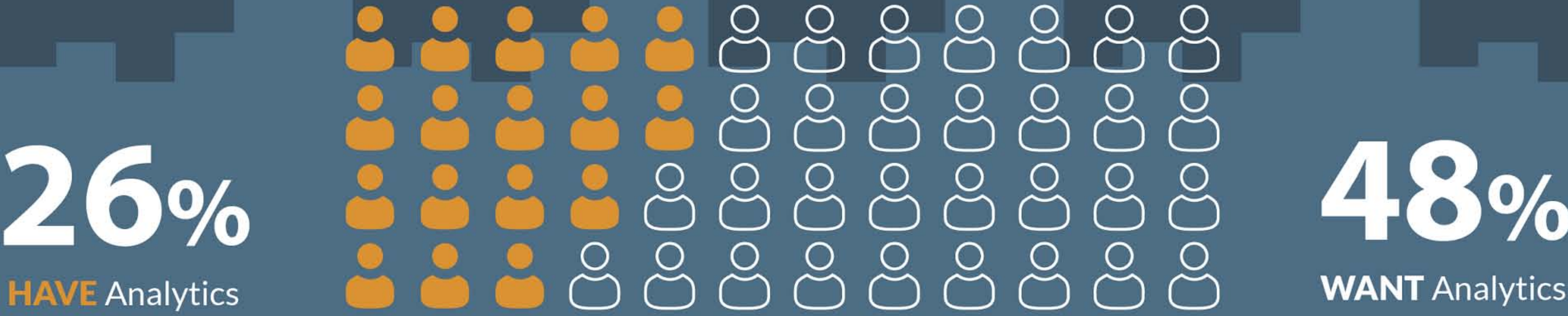


# Commercial Customers Want Analytics Too!

## SURVEY RESULTS

### Got Analytics?

Executives See Big Opportunity to Provide Analytics to Customers



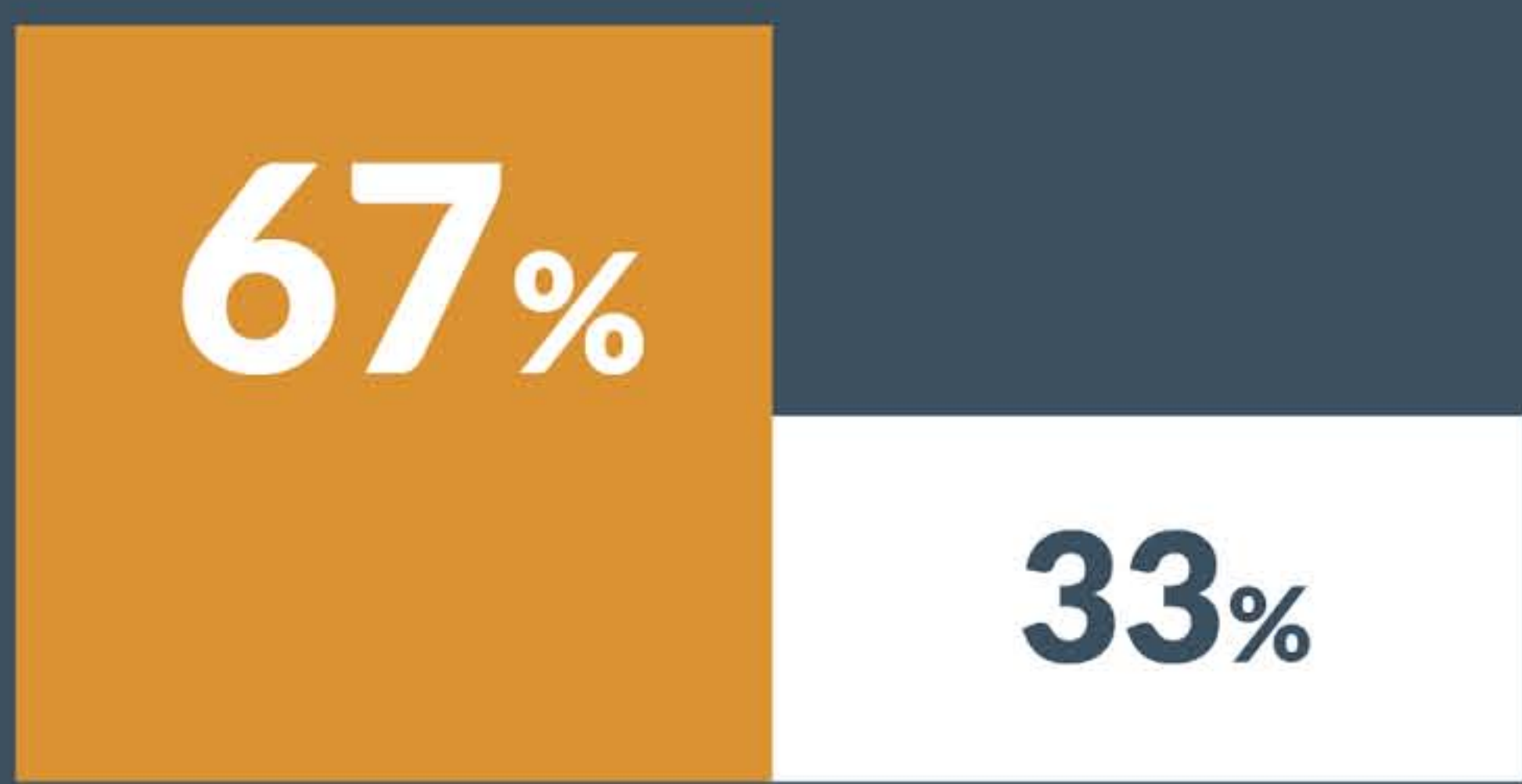
#### What Do They Need for Their Customers?



#### 3 Areas That Need the Most Investment



### Analytics Impact Commercial Revenue

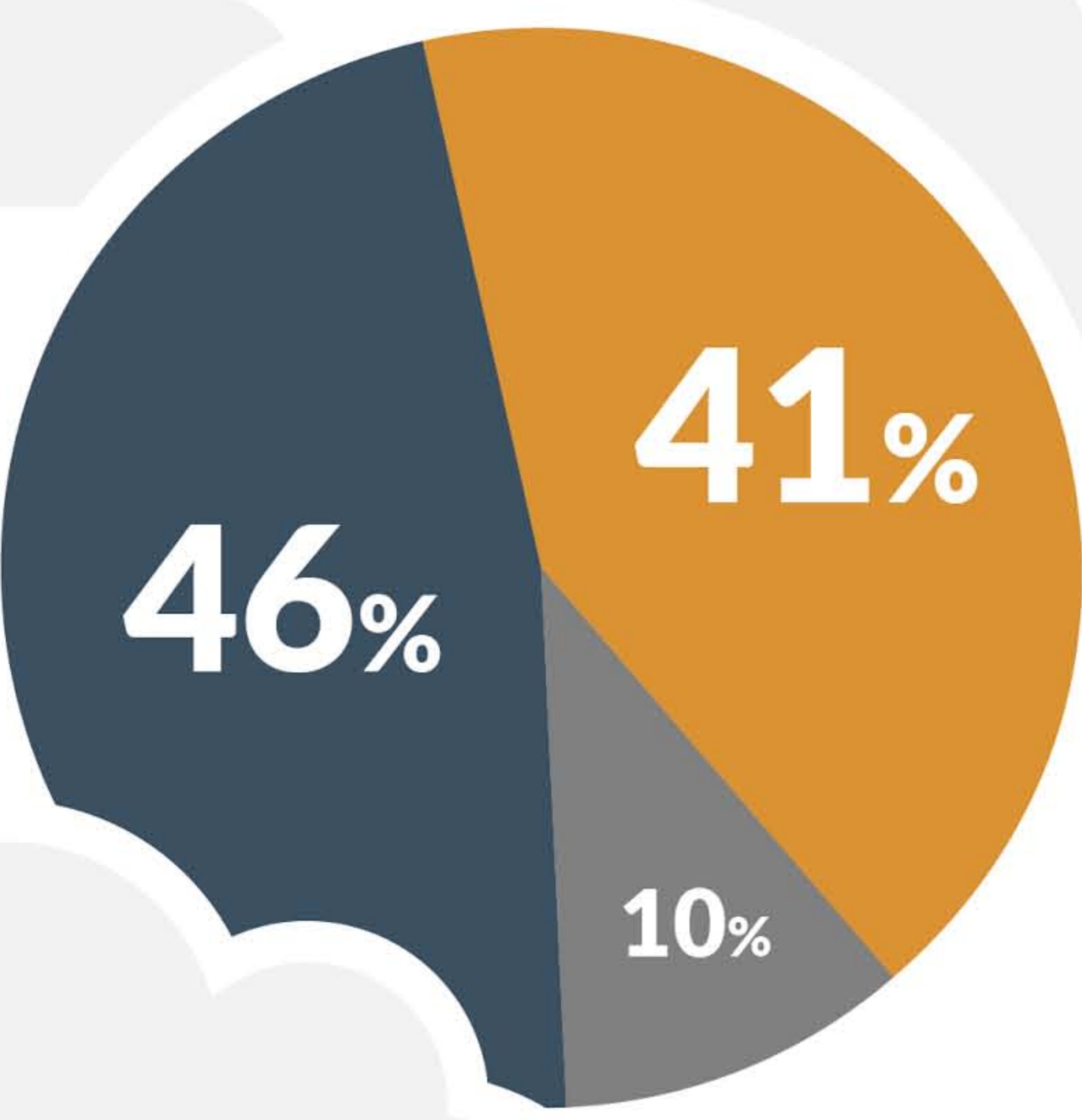


Rising Significance of Product-Related Analytics Projects



### Analytics in the Cloud

Leveraging Cloud for New Analytics Projects



### Challenges to Delivering Analytics

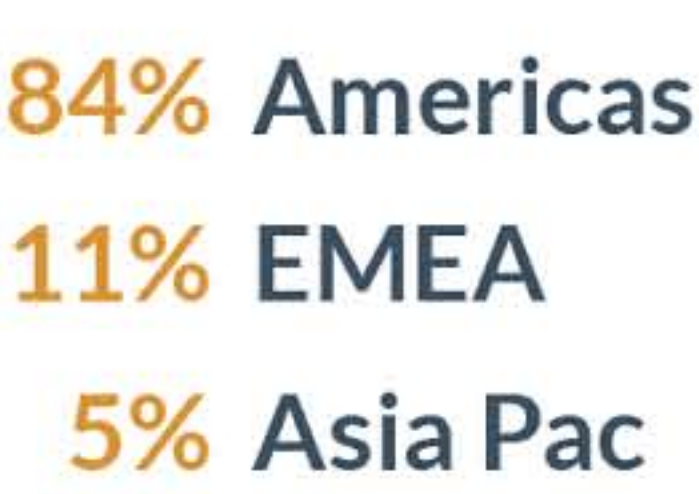
Greatest Impediments to Deployment



#### Survey Demographics

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

403 Responses



Number of Employees

