

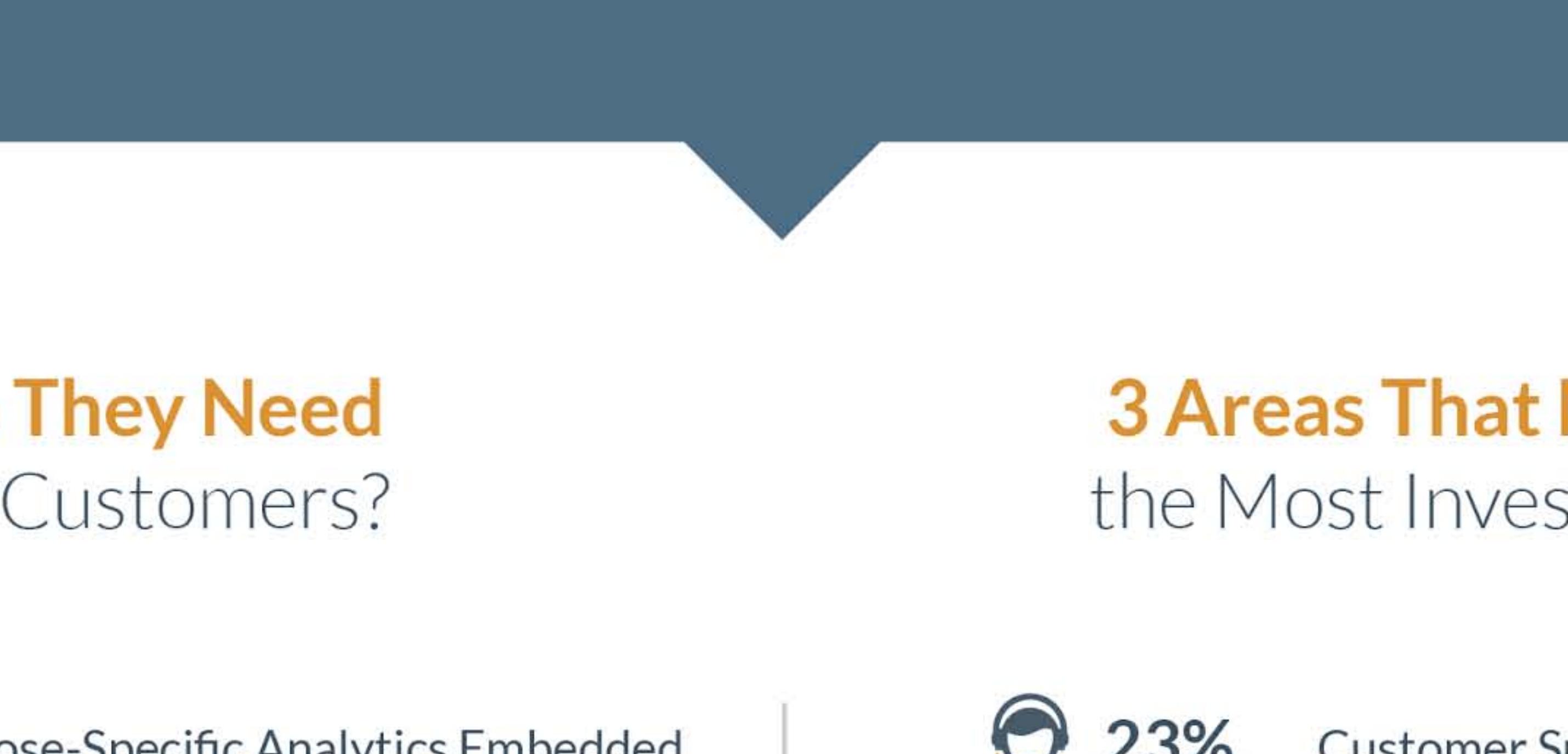
# Commercial Customers Want Analytics Too!

## 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?

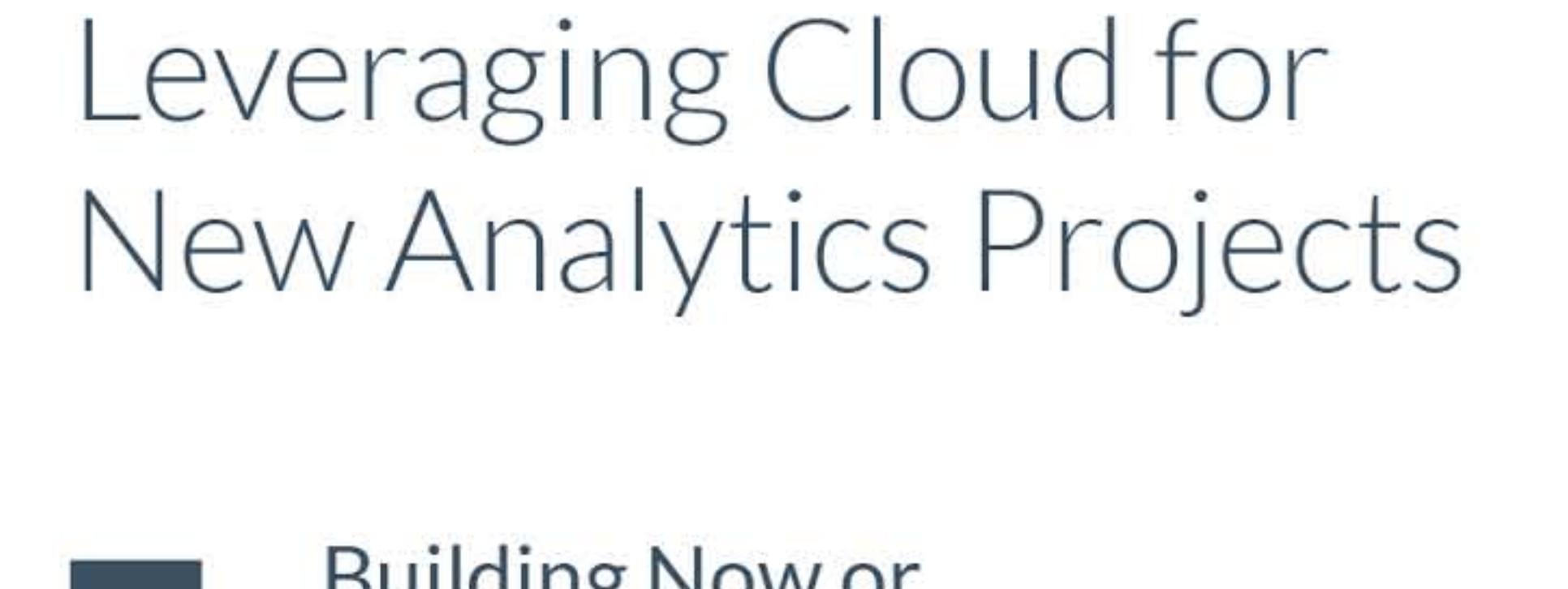
- 💻 56% Purpose-Specific Analytics Embedded into Product or Application
- 💻 45% Dedicated Web Portal
- 📄 37% Report Attached to Email

#### 3 Areas That Need the Most Investment

- 📞 23% Customer Support
- 💻 17% Commercial Operations
- 📊 16% Product & Competitive Analysis

### Analytics Impact Commercial Revenue

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



### Survey Demographics

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

403 Responses

Number of Employees

84% Americas  
11% EMEA  
5% Asia Pac

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