decodable
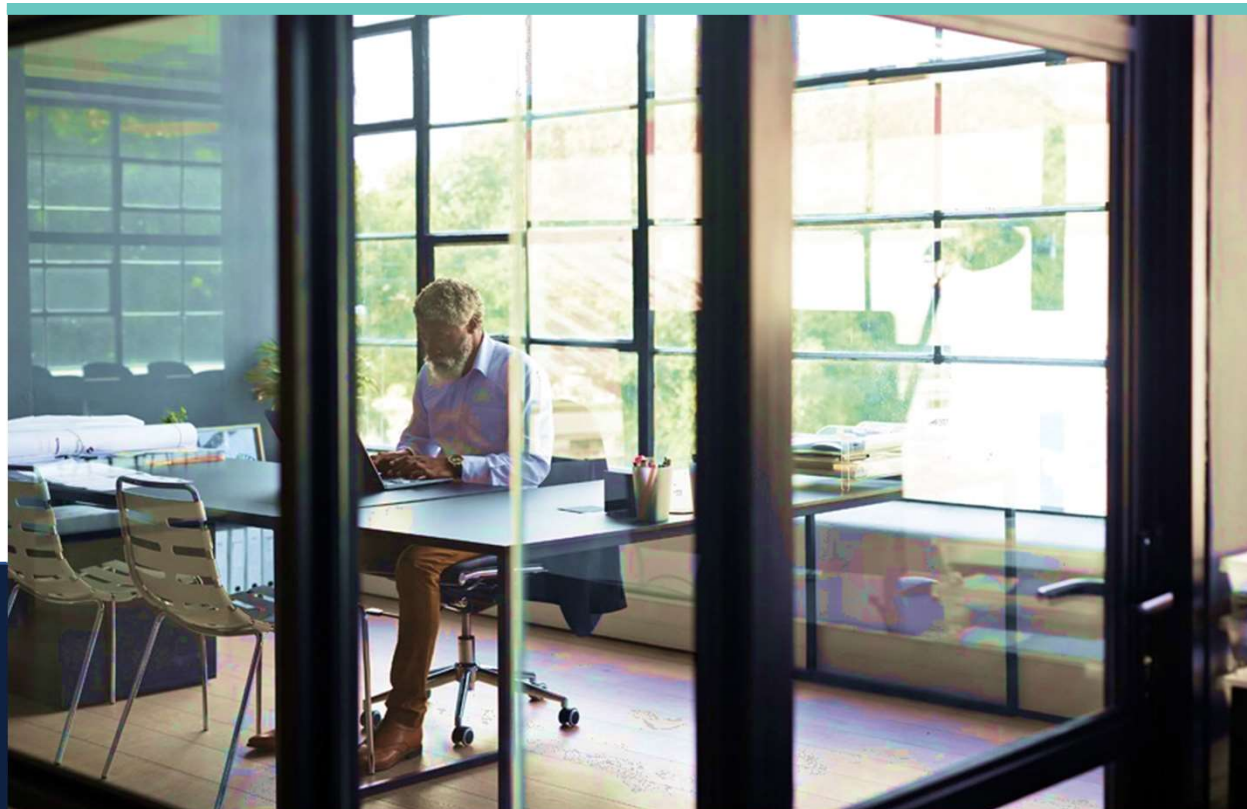
APPROACHES TO REAL-TIME DATA ANALYSIS

SUMMARY RESULTS

FEBRUARY 2023

EXECUTIVE SUMMARY

When it comes to collecting and accurately utilizing real-time data, companies need a solution that is easy to use, scalable, and most importantly, can reduce costs. Whether companies are using a homegrown solution or the services of a third party, half of them report a lack of confidence in making accurate real-time business decisions and are challenged by aggregating data from disparate sources. How are businesses managing their needs with their current solutions?

This survey asks respondents to report:

- What are your key real time/streaming data initiatives in the coming year?

- Please describe your company's existing stream processing environment.

- How would you rate your firm's confidence in making accurate, real-time business decisions?

- What features or capabilities do you need to add to ensure your streaming/real-time data initiatives succeed?

Summary Results | February 2023

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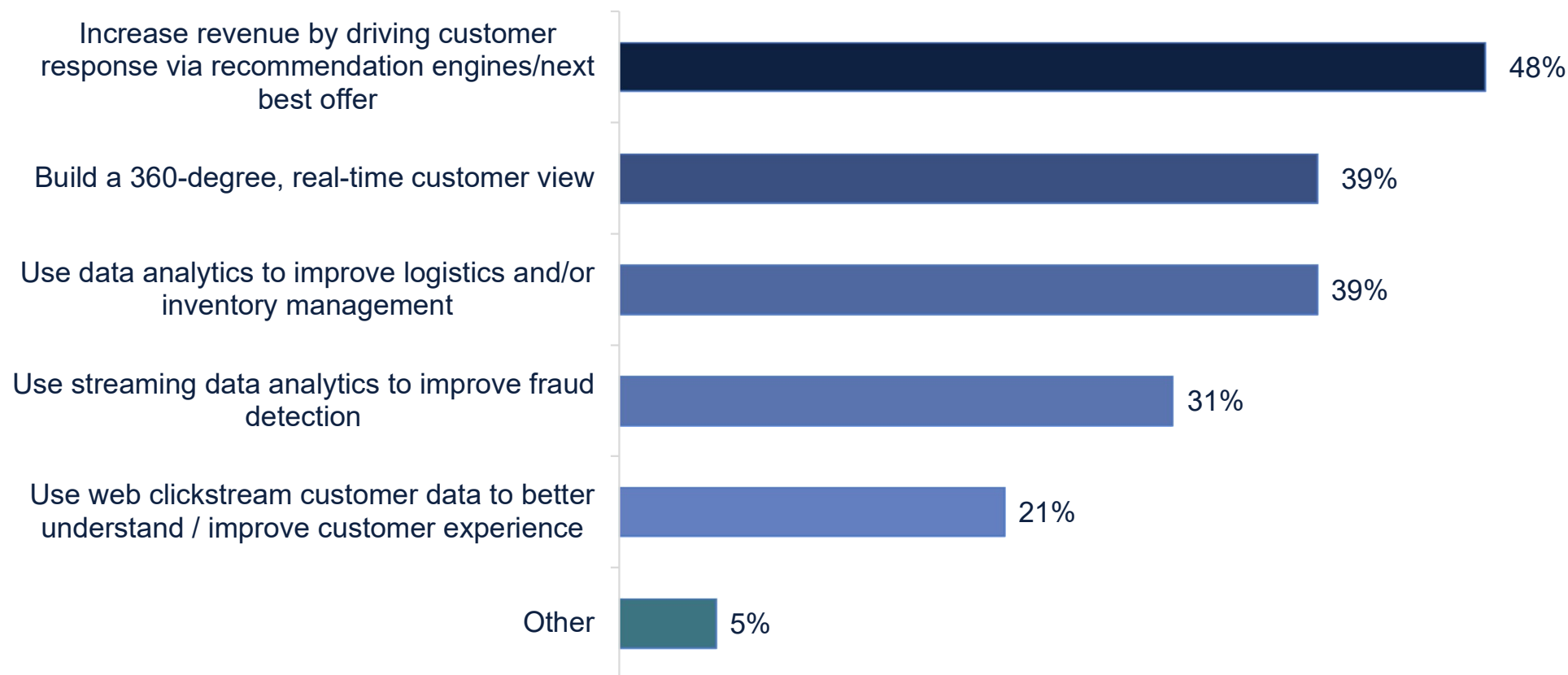
WHO DID WE SURVEY?

Between December 2022 and January 2023, Gatepoint Research invited selected executives to participate in a survey themed *Approaches to Real-Time Data Analysis*.

Candidates from several industries were invited via email and 75 executives have participated to date.

Management levels represented are all senior decision-makers: 20% hold the title CxO or are VPs, 30% are directors and 50% are senior or department managers.
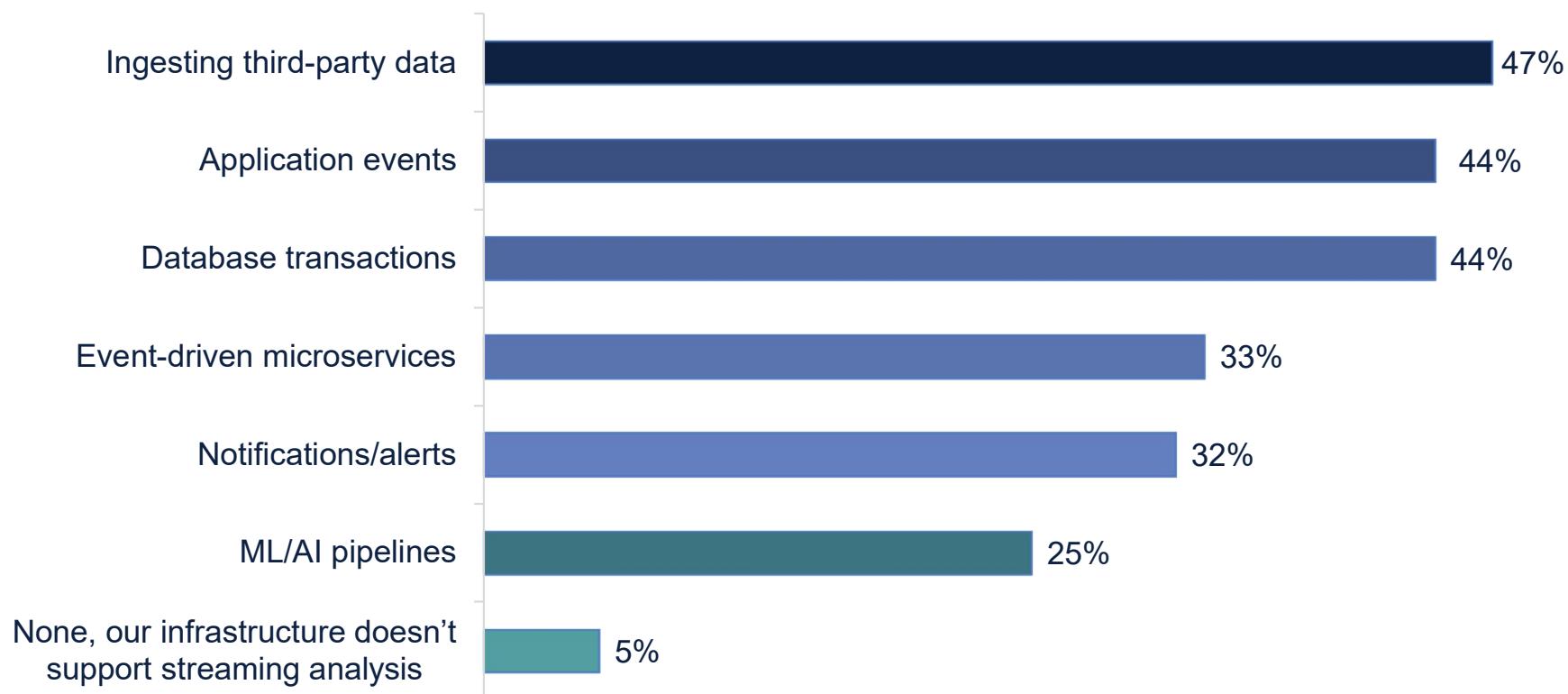
100% of responders participated voluntarily; none were engaged using telemarketing.

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What are your key real time/streaming data initiatives in the coming year?

Initiative	%
Increase revenue by driving customer response via recommendation engines/next best offer	48%
Build a 360-degree, real-time customer view	39%
Use data analytics to improve logistics and/or inventory management	39%
Use streaming data analytics to improve fraud detection	31%
Use web clickstream customer data to better understand / improve customer experience	21%
Other	5%

All of these initiatives are important to respondents, with increasing revenue by driving customer response topping the list at 48%.

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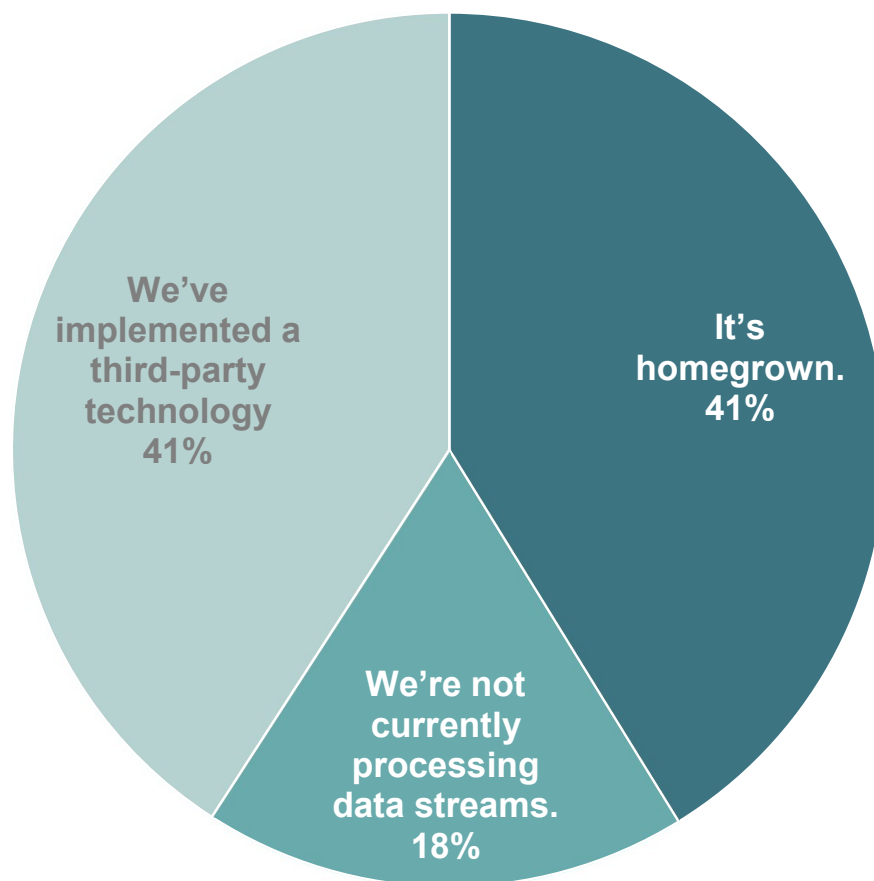
What kinds of data are you streaming in production?

Category	Percentage
Ingesting third-party data	47%
Application events	44%
Database transactions	44%
Event-driven microservices	33%
Notifications/alerts	32%
ML/AI pipelines	25%
None, our infrastructure doesn't support streaming analysis	5%

Respondents say they are primarily ingesting third-party data, cited by 47%. Companies are also streaming data from application events and database transactions, noted by 44% each.

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# Please describe your company's existing stream processing environment.

Respondents who utilize a stream processing environment are evenly split – they are either using a third-party technology or a homegrown solution.
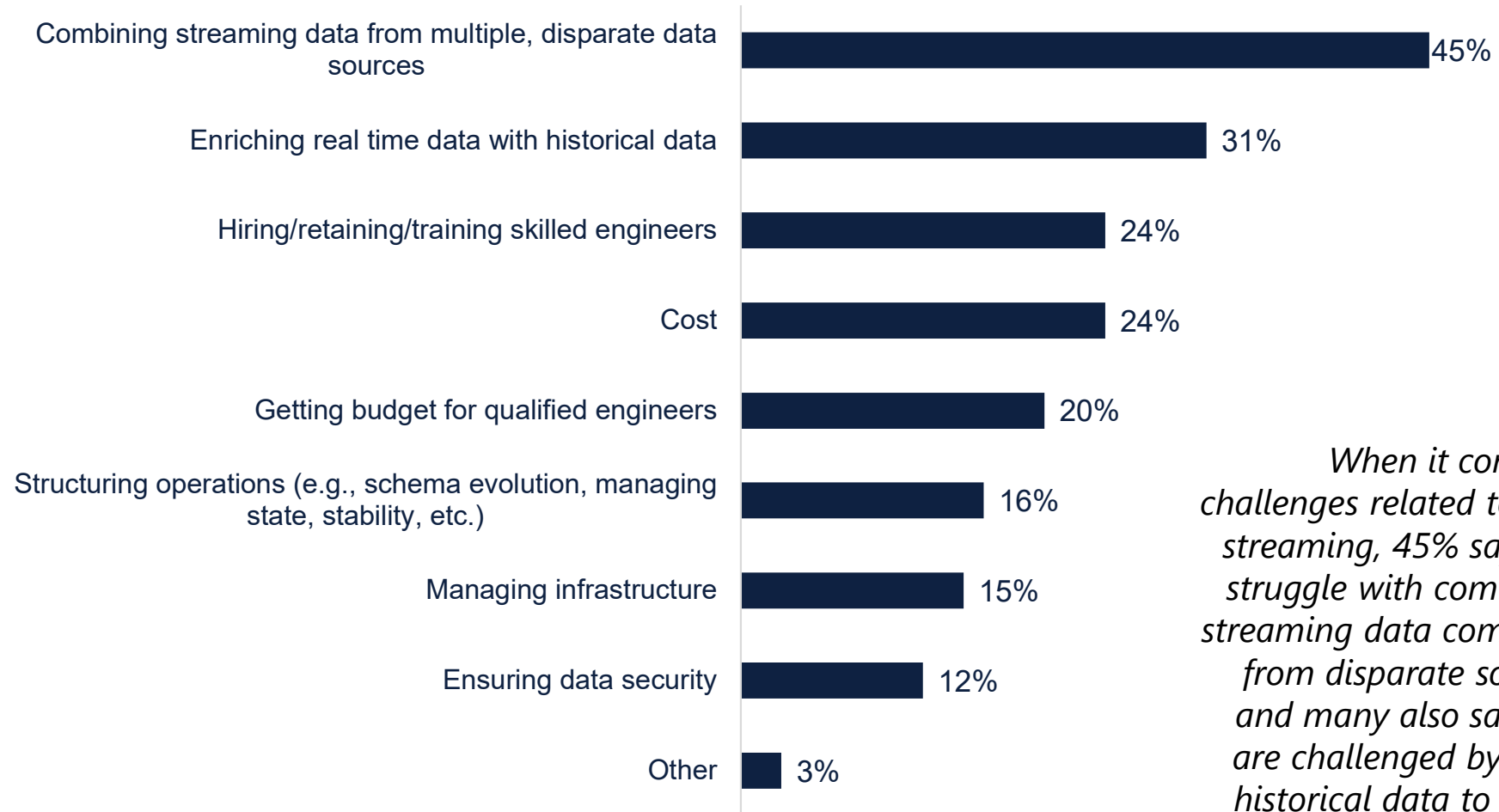

We've implemented a third-party technology
41%

It's homegrown.
41%

We're not currently processing data streams.
18%

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How would you rate your firm's confidence in making accurate, real-time business decisions?

(Rate 1 to 5: 1 = Not at all confident, 5 = Highly confident)

Half of all respondents say their company could use some help when it comes to making real-time business decisions; 50% say they are moderately to not at all confident in making decisions such as investing in a price cut/coupon, purchasing inventory, or releasing marketing spend.
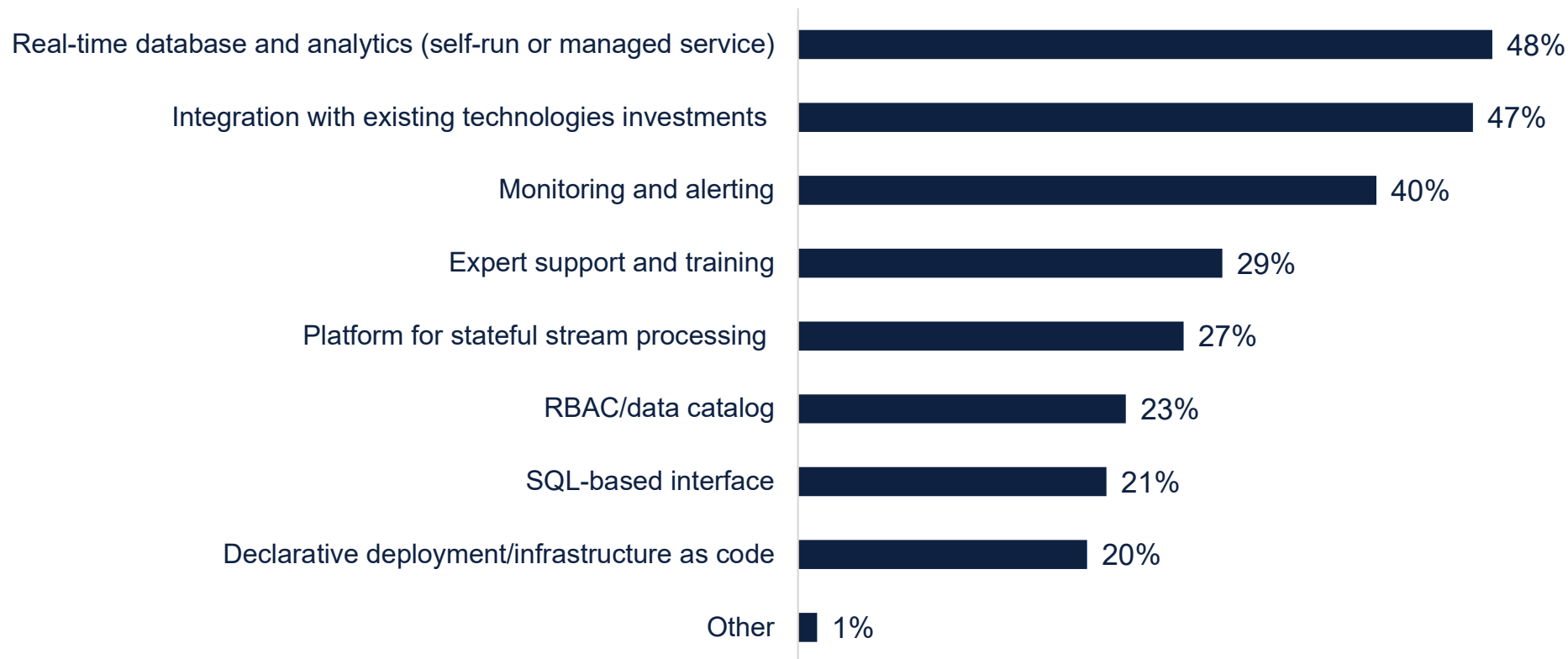
4%

8%

38%

41%

9%

1   2   3   4   5

Not at all confident   **Highly confident**

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PULSE REPORT
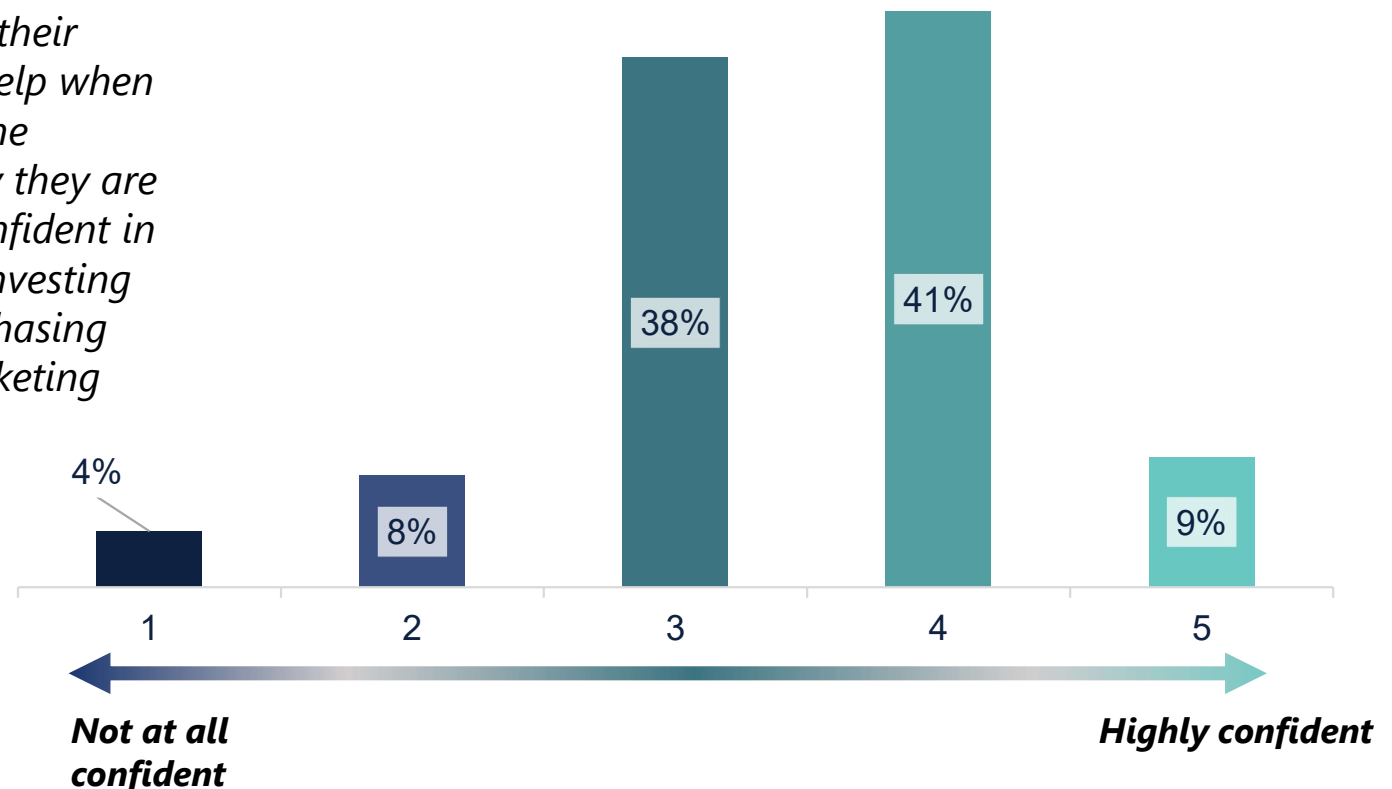
What do you find most challenging related to data streaming?

Combining streaming data from multiple, disparate data sources — **45%**

Enriching real time data with historical data — **31%**

Hiring/retaining/training skilled engineers — **24%**

Cost — **24%**

Getting budget for qualified engineers — **20%**

Structuring operations (e.g., schema evolution, managing state, stability, etc.) — **16%**

Managing infrastructure — **15%**

Ensuring data security — **12%**

Other — **3%**

When it comes to challenges related to data streaming, 45% say they struggle with combining streaming data coming in from disparate sources, and many also say they are challenged by using historical data to enrich newly streamed data.

Summary Results | February 2023

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What features or capabilities do you need to add to ensure your streaming/real-time data initiatives succeed?

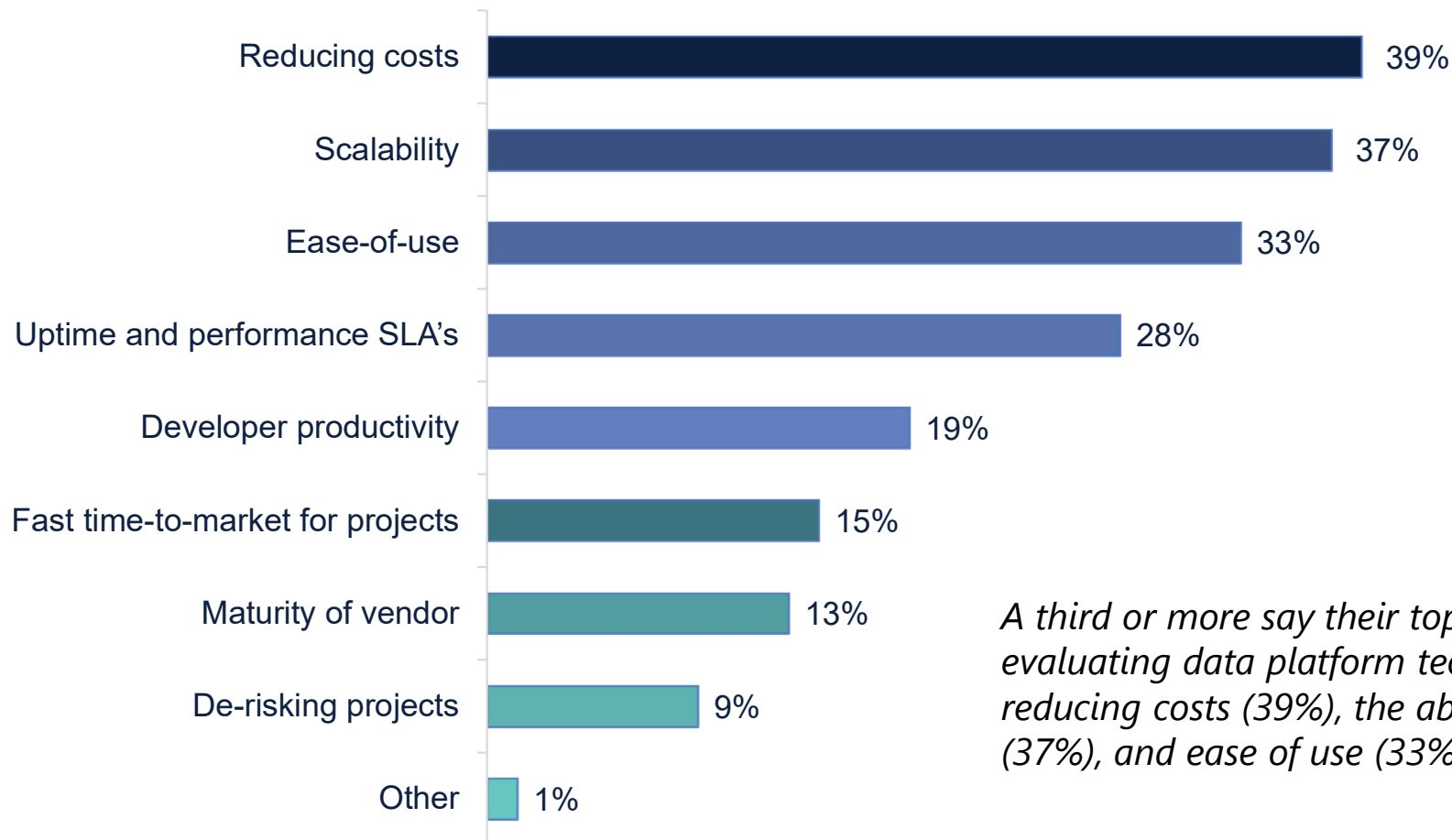|	
Real-time database and analytics (self-run or managed service)	48%
Integration with existing technologies investments	47%
Monitoring and alerting	40%
Expert support and training	29%
Platform for stateful stream processing	27%
RBAC/data catalog	23%
SQL-based interface	21%
Declarative deployment/infrastructure as code	20%
Other	1%

To ensure the success of streaming initiatives, respondents' companies need real-time database and analytics (48%) and the ability to integrate with existing solutions (47%). Monitor and alerting features round out the top three, cited by 40%.

Summary Results | February 2023

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What is most important to consider when evaluating data platform technology?

Reducing costs — 39%
Scalability — 37%
Ease-of-use — 33%
Uptime and performance SLA's — 28%
Developer productivity — 19%
Fast time-to-market for projects — 15%
Maturity of vendor — 13%
De-risking projects — 9%
Other — 1%

A third or more say their top concerns when evaluating data platform technology are reducing costs (39%), the ability to scale (37%), and ease of use (33%).

Summary Results | February 2023

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How are you involved in technology purchasing decisions?

64% of respondents are either experts in data streaming or members of a team that influences solutions. 14% are the decision makers.
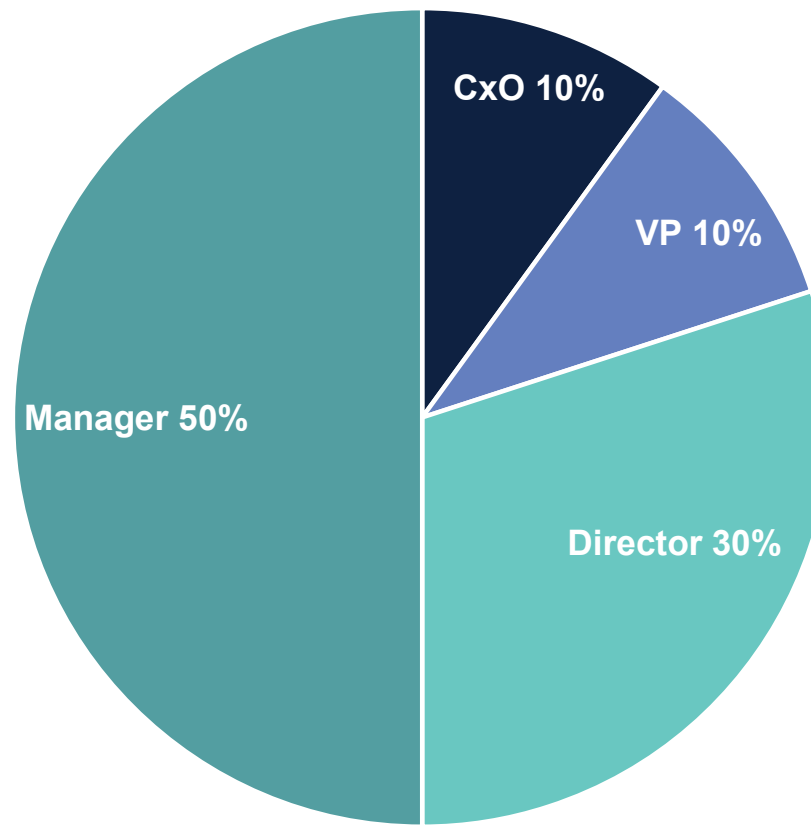
Other
5%

I am a decision maker.
14%

I am a user.
17%

My team evaluates and recommends solutions.
36%

I am a subject-matter expert or influencer.
28%

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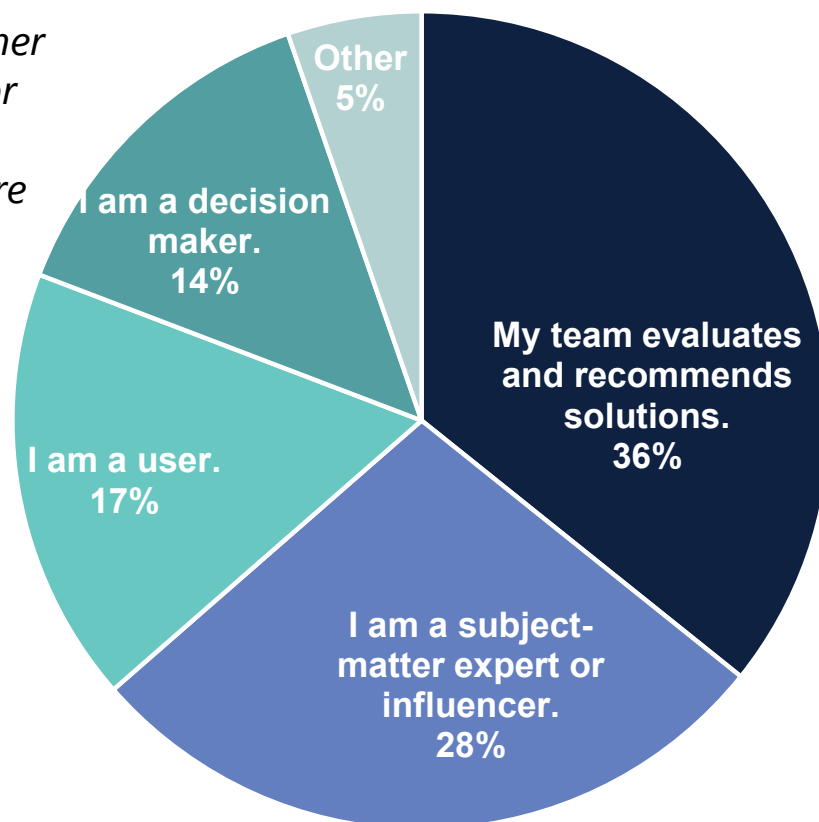
What is the timeframe in which you're looking to implement a stream processing solution?

7%	17%	59%	17%
Within 3 months	In 3 to 6 months	In 6 to 9 months	Other
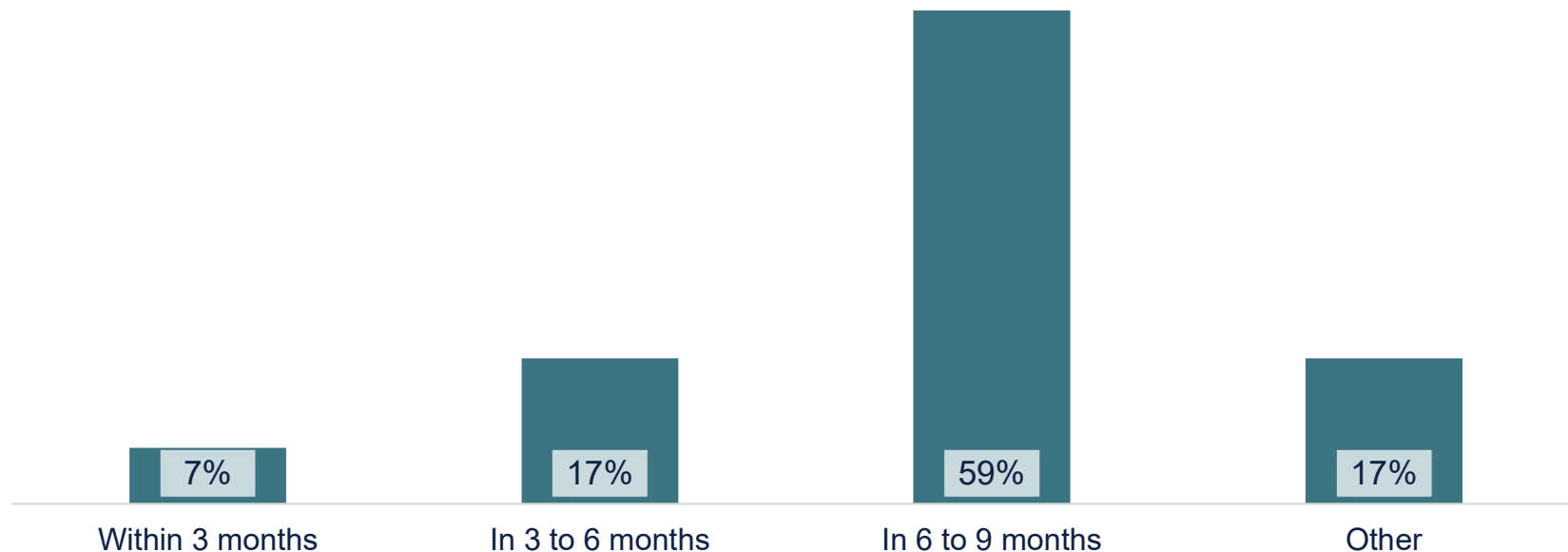
The majority of those surveyed say their company expects to implement a stream processing solution in a minimum of 6 months.

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JOB LEVEL

50% of respondents to this survey hold executive or director-level positions in their organization.

CxO 10%

VP 10%

Manager 50%

Director 30%

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About the Company

Decodable is a real-time stream processing platform built on Apache Flink®, providing engineers with a simple, easy-to-use developer experience leveraging SQL, making the power of Flink accessible to everyone and providing the fastest route to success.

[Request a product demo today!](#)

Summary Results | February 2023

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