**Unleash Your Data’s Potential With Advanced Analytics And Artificial Intelligence**

**ENTERPRISES WILL CONTINUE TO GROW AND OPTIMIZE THEIR USE OF ADVANCED ANALYTICS AND AI**

98% of organizations say that analytics are important to driving business priorities, yet fewer than 40% of workloads are leveraging advanced analytics or artificial intelligence.

**ADVANCED ANALYTICS SUPPORT TOP BUSINESS DRIVERS**

Top business priorities for analytics decision makers over the next 12 months:
- **77%** Increase efficiency
- **74%** Reduce costs
- **74%** Improve products and services
- **73%** Improve customer experiences

**ANALYTICS TECHNOLOGIES INCREASE INFRASTRUCTURE DEMANDS**

Percentage of IT decision makers who believe that analytics technologies “somewhat” or “greatly” increase their need for capabilities in the following areas:

- 79% Data integration
- 79% High-performance computing
- 78% Storage
- 78% Hybrid cloud
- 77% Data warehousing

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**Methodology**

**Source:** A study conducted by Forrester Consulting on behalf of Intel, November 2017

**Base:** 638 manager-level or above enterprise analytics decision-makers from the US, Europe, and Asia

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