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PART TWO IN A THREE-PART SERIES

The productivity pains of disconnected data

Research conducted by **Vanson Bourne** uncovers how disconnected data is causing productivity pains for organizations.

The Productivity Conundrum

Productivity is something many businesses strive to increase. Having a productive workforce can lead to better time efficiencies, better customer retention, and ultimately better profits. It's also key to the health of the economy, with politicians regularly stating how they want to boost the productivity of their respective nations.

However, trying to achieve productivity isn't always easy. Experts list a myriad of techniques on how to encourage a more productive workforce, from providing flexible working hours to offering modern, collaborative workspaces. But, despite us becoming more digitally and technologically savvy, productivity levels in G20 nations have been stagnating. Toward the end of 2016, productivity per hour in the UK grew by a mere 0.4%, according to the Office for National Statistics, while McKinsey noted a similar picture in the US – a concerning result given how much emphasis is placed on productivity for both the health of the economy and modern organizations.

As part of our continued study into the impact of Disconnected Data, we commissioned independent market research company Vanson Bourne to investigate how data and data-related tasks are causing productivity pains for IT leaders and business users across organizations in the US and UK.

Key findings

- **A quarter (25%)** believe that disconnected data is causing the development of new products or services to be too slow, leaving them trailing behind competitors

- **More than six in ten (61%)** are finding projects being constantly delayed by slow data integration

- **Nine in ten (90%)** business users are required to complete tasks at work that they find boring and repetitive

- **Respondents are spending 32** minutes a day, on average, moving data from one system to another, equating to 19 working days per year

- **Almost two-thirds (64%)** of respondents agree that data gaps in their organization are holding back their ability to be more productive

- **Respondents believe that,** on average, they could see a boost in efficiency of almost 28% if all necessary data was better integrated

- **Employees are wasting time** on boring data-related automatable tasks, with data entry topping the list for more than half (56%)

More than six in ten (61%) are finding projects being constantly delayed by slow data integration.
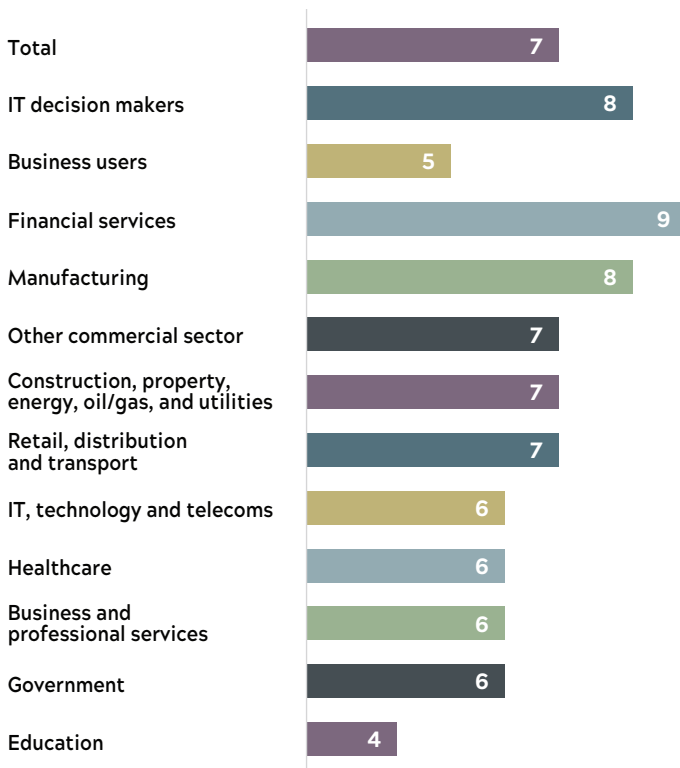
Application Overload

In our first report into the financial impact of disconnected data, we found that data silos and a lack of collaboration were causing disconnected data within organizations. Understandably this is also having a huge impact on productivity, and compounding this problem is the sheer number of applications workers are using on a regular basis.

On average, respondents are using seven different business applications or systems on a regular basis, with IT decision makers using, on average, more than business users (eight compared to five). Those in financial services chalk up the most, using nine apps on average (fig. 1).

## The average number of business applications or systems used on a regular basis

FIGURE 1:
Analysis showing the average number of business apps or systems that are used on a regular basis, asked of all respondents, split by respondent type and organization sector (500 respondents)

Category	Value
Total	7
IT decision makers	8
Business users	5
Financial services	9
Manufacturing	8
Other commercial sector	7
Construction, property, energy, oil/gas, and utilities	7
Retail, distribution and transport	7
IT, technology and telecoms	6
Healthcare	6
Business and professional services	6
Government	6
Education	4

But the complexity doesn't end there. Nearly all (98%) of those using multiple apps also run projects or tasks that require data from multiple different systems, with nearly four in ten (38%) finding themselves requiring data from multiple systems frequently (fig. 2).

How frequently data is accessed from multiple systems

FIGURE 2:
"Does your organization run projects/tasks that require company data to be accessed from multiple systems?" asked only of respondents who use more than one business app or system (445 respondents)

Legend:
- Yes, frequently
- Yes, some of the time
- Rarely
- No, never
- Don't know

1% 1%
9%
38%
51%
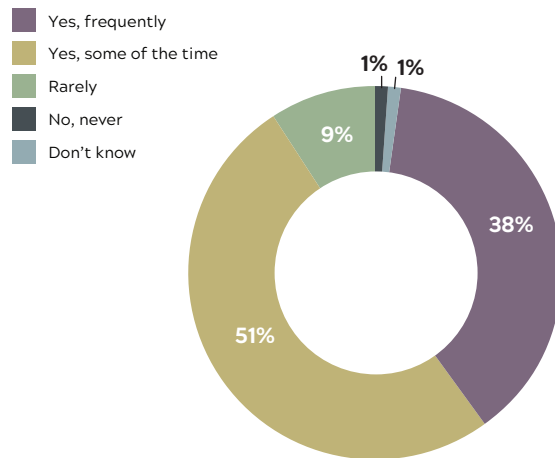
The importance of different systems working together is clear from the widespread use of multiple apps and systems in daily work life. However, when this doesn't happen, it's leaving employees wasting time on boring and repetitive tasks which could be easily automated.
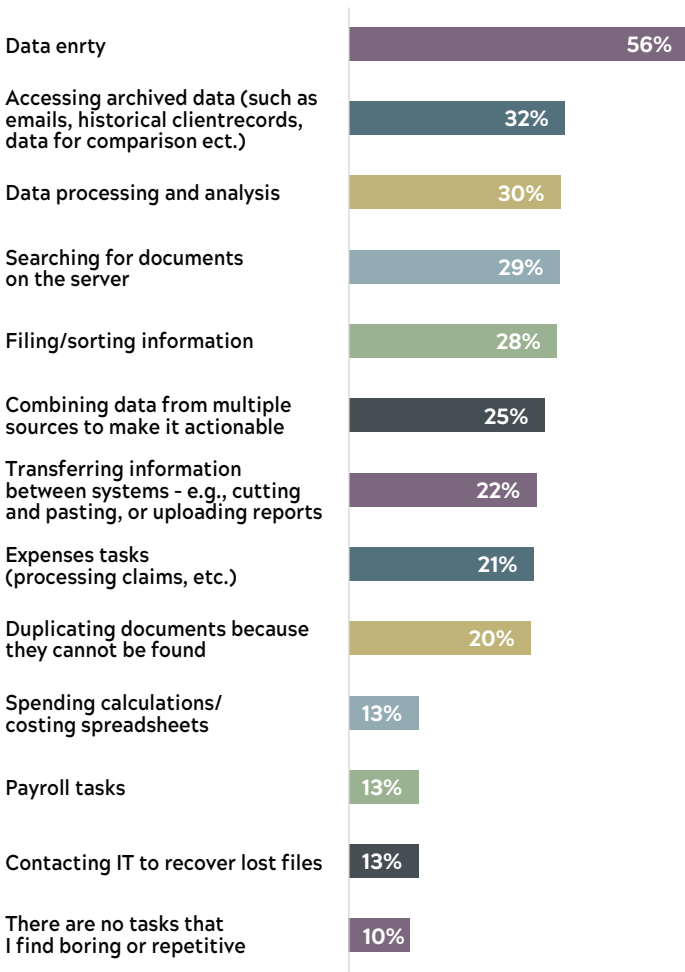
Fighting BATs – The Boring Automatable Task

Nine in ten (90%) business users are required to complete tasks at work that they find boring and repetitive. Data entry tops the list of boring repetitive tasks for more than half (56%), followed by accessing archived data (32%) and data processing and analysis (30%).

This trend continues with searching for documents on the server (29%), combining data from multiple sources (25%), and duplicating documents because they cannot be found (20%), (fig. 3).

## Which tasks are the most boring, repetitive tasks you have to complete while at work?

FIGURE 3:
"Which of the following tasks are the most boring and repetitive tasks that you have to complete while at work?" asked of business user respondents (250 respondents)

Task	Percentage
Data enrty	56%
Accessing archived data (such as emails, historical clientrecords, data for comparison ect.)	32%
Data processing and analysis	30%
Searching for documents on the server	29%
Filing/sorting information	28%
Combining data from multiple sources to make it actionable	25%
Transferring information between systems - e.g., cutting and pasting, or uploading reports	22%
Expenses tasks (processing claims, etc.)	21%
Duplicating documents because they cannot be found	20%
Spending calculations/ costing spreadsheets	13%
Payroll tasks	13%
Contacting IT to recover lost files	13%
There are no tasks that I find boring or repetitive	10%

Spending time on these activities, which could be easily automated, is a huge drain on business time. In fact, respondents are spending, on average, 32 minutes a day moving data from one system to another (fig. 4), equating to 19 working days per year per employee. This makes it easy to see how big a problem this lost time can be to organizations, and how it can become a barrier to other business objectives.

Time (minutes) spent daily moving data from one system to another

FIGURE 4:
Analysis showing the average number of minutes spent each day moving data from one system to another, asked of all respondents, split by respondent country and respondent type (500 respondents)

Category	Minutes
Total	32
US	35
UK	28
IT decision makers	31
Business users	34
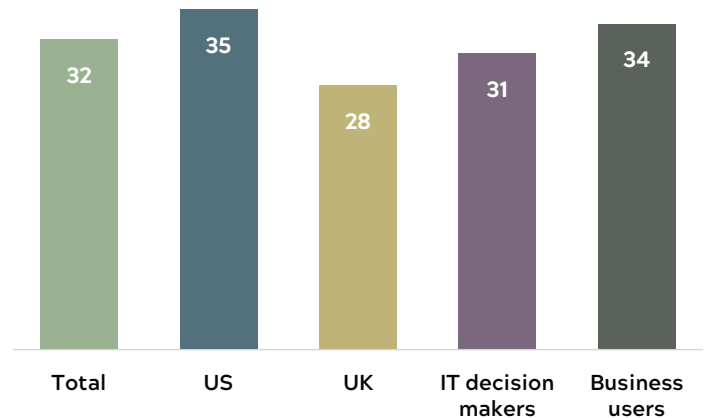
However, it's potentially causing a productivity problem beyond just bored and frustrated staff.

When considered alongside the struggles surrounding data silos and the lack of collaboration between departments, it indicates a likelihood that employees from different departments could be entering the same data but into different systems. This leaves the data itself open to interpretation by different individuals, or in some cases missing altogether!

Down with Data Gaps

There's nothing worse than trying to find a crucial piece of information only to find it doesn't exist in the system – yet another big problem for productivity. Nearly two-thirds (64%) of respondents agreed that data gaps in their organization are holding back their ability to be more productive. In addition, more than six in ten (61%) are finding projects being constantly delayed by slow data integration (fig. 5).

Data gaps and slow data integration affect productivity

FIGURE 5:
Analysis of respondents who agree or strongly agree with the above statements, asked of all respondents (500 respondents)

64%	61%
Data gaps in my organization hold back our ability to be more productive	Projects are consistently delayed by slow data integration
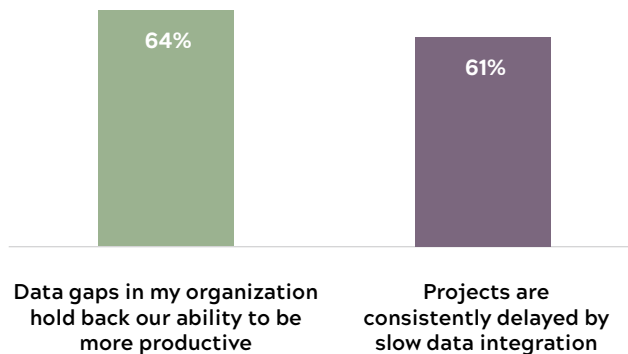
In fact, respondents believe that, on average, they could see a boost in efficiency of almost 28% if all necessary data was better integrated (fig. 6). Interestingly, US respondents are anticipating a larger jump in efficiency compared to those in the UK (29.52% vs. 24.96%) – perhaps as a result of US respondents spending longer on average moving data between systems (fig. 4). The same is also true for business users (29.07%) vs. IT decision makers (26.78%) (fig. 6).

Would better integrated data boost efficiency in an organization?

FIGURE 6:
Analysis showing the average increase in efficiency in respondents' organizations if all necessary data was united/integrated, asked to all respondents, split by country and respondent type (500 respondents)

Total	27.89%
US	29.52%
UK	24.96%
IT decision makers	26.78%
Business users	29.07%
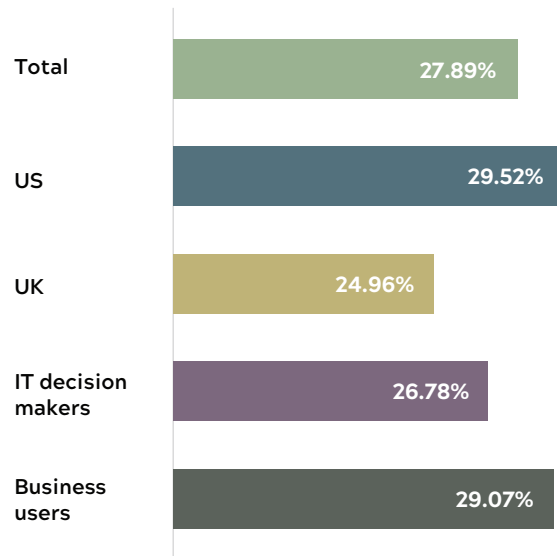
With this potential boost to efficiency, shouldn't uniting data be a top priority for organizations?

Connection Call-Outs

When it comes to disconnected data and the problems it causes, the most common request people have in response is a demand for more and better connections.

But while 87% of respondents noted that their organization had encountered challenges when trying to unite company data, they know giving up is not an option. Most (91%) of those who use multiple apps or systems see connecting data, applications, and systems as a beneficial thing for their organization to do, with 37% stating that it is an essential action (fig. 7).

Should your organization make an effort to connect data, apps, and systems?

FIGURE 7:
"Should your organization be making efforts to connect data, applications, and systems to enable you to get your work done more efficiently?" asked only to respondents who use more than one business app or system (445 respondents)
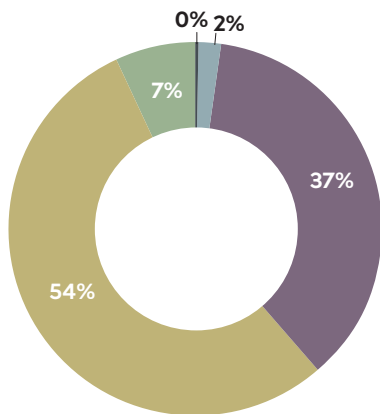
- ■ Yes, this is an essential action for my organization
- ■ Yes, this would be a beneficial thing for us to do
- ■ No, I do not think that it will greatly benefit my organization
- ■ No, I think that this would be a waste of time
- ■ Don't know

Considering that 25% believe disconnected data is causing the development of new products or services to be too slow, leaving their business trailing behind competitors, there's a need for action now to prevent this from happening further.

However, it's not just connecting apps and systems which needs to happen, as yet again, respondents called out collaboration challenges with their colleagues. The majority (85%) of respondents in our study stated that separate departments in their organization need to share data more. Something which would go a long way to begin the integration process and improve the overall productivity of the organization.

> ❝ Separate departments in my organization need to share data more.

It's Time to Enable Productivity

Often heralded as holding the key to better productivity, the fact that data is causing such productivity pains is worrying but not altogether surprising. Employees are already recognizing the need to unite and connect data better, to help reduce inefficiencies, and boost the productivity within their organization (fig. 6). But if organizations continue to rely on those employees to manually manage their disconnected data it's only going to exacerbate the problem.

It's time for business and IT leaders to step up and address these problems before they become too big to handle.

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Next steps

If your company is struggling with the productivity pains of disconnected data, learn how the SnapLogic Enterprise Integration Cloud can empower your IT and business leaders to connect your systems.

Contact SnapLogic today: snaplogic.com/about-us/contact-us

Research scope and methodology

The research was conducted by Vanson Bourne, an independent specialist in market research for the technology sector, between April and May 2017.

Five hundred interviews for this research were conducted, comprised of 250 IT decision makers and 250 business users of cloud-based or externally hosted applications.

Respondents came from the US and UK:
- US - 300 interviews
- UK - 200 interviews

To qualify for the research, respondents' organizations could be from any sector and their organization had to have at least 500 employees.

Respondents were interviewed using an online methodology and a robust multi-level screening process was used to ensure only appropriate respondents participated in the project.

About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Our reputation for robust and credible research-based analysis is founded upon rigorous research principles and our ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit vansonbourne.com.

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Intelligent Market Research

About SnapLogic

SnapLogic is the global leader in self-service integration. The company's Enterprise Integration Cloud makes it fast and easy to connect applications, data, and devices with no coding. Hundreds of customers across the Global 2000 - including Adobe, AstraZeneca, Box, Capital One, GameStop, Verizon, and Wendy's - rely on SnapLogic to automate business processes, accelerate analytics and drive digital transformation. SnapLogic was founded by data industry veteran Gaurav Dhillon and is backed by blue-chip investors including Andreessen Horowitz, Capital One, Ignition Partners, Microsoft, Triangle Peak Partners, and Vitruvian Partners. Learn more at snaplogic.com.

Learn more about how SnapLogic can deliver fast time-to-value and help future-proof your integration platform for growth and scale.

Contact us at **888.494.1570** or **info@snaplogic.com**.