
HOW DIGITAL TRANSFORMATION DRIVES DECISION-MAKING DATA ON MOBILE

A SURVEY OF DATA-DRIVEN DECISION MAKERS

October 2019

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Introduction

Business stakeholders know that they must move quickly to respond to customer demands and competitive pressure. And the modern speed of change is increasing this imperative to respond as soon as market trends emerge. Fortunately, technology innovation provides business decision makers with access to better and faster access to data, reports, and analytics.

In today's geographically dispersed and mobile world, executives and other key decision makers don't always have access to traditional desktop means of accessing data, so they may not gain full advantage of available information. This report investigates that impact on digital transformation efforts in organizations. How important is it that decision makers have immediate access to real-time data? Would better mobile access to key data impact business outcomes? What challenges do they face in accessing the data, reports, and analytics needed for decision making? What role could smartphones play in solving these problems?

The following report, sponsored by Domo, is based on an online survey of over 500 decision-makers that rely on data. The goal of this survey was to capture hard data on current experiences, attitudes, and expectations towards access to decision-making data.

Key Findings

- **Decision makers rely on their phones**
 - 93% say their smartphone is always available to them
 - 91% access their smartphones in face-to-face meetings
 - 84% travel with more than one device
 - 66% report that their phone is the technology they use the most when they travel
- **Access to up-to-date, shared data is important for increasingly dispersed teams**
 - 93% want to be able to stay up to date on everything happening in the business
 - 65% of companies have become more geographically dispersed in the past 10 years and 70% expect to increase the number of locations where they operate in the coming years
 - 95% of those that expect to dramatically increase their number of locations say they want to instantly share reports and collaborate on their phone from wherever they are
- **Improved mobile access to decision-making data would impact business outcomes**
 - 96% say better data on their phones would help decision making
 - 98% state their organization would benefit from improved mobile data capabilities
 - 68% of executives want their phone to improve so it can be their only mobile device
 - 75% would prefer to access up-to-date business information on their phone if there was a good app for it

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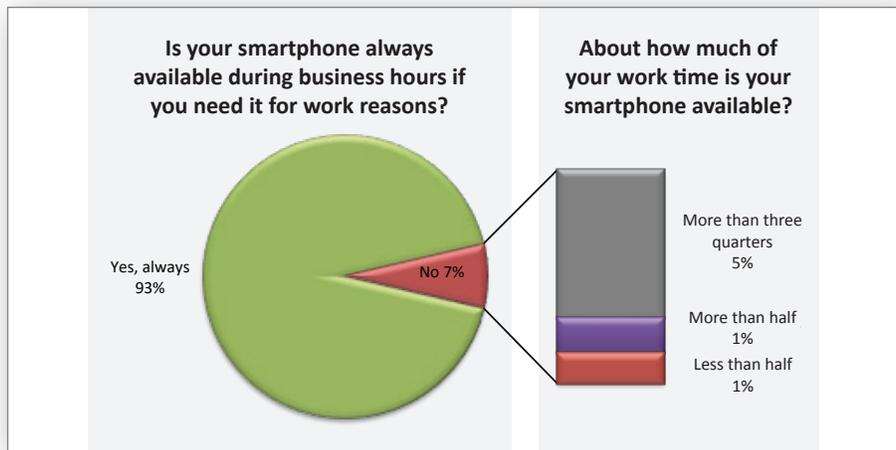
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Detailed Findings: Decision makers at every level rely on their phones

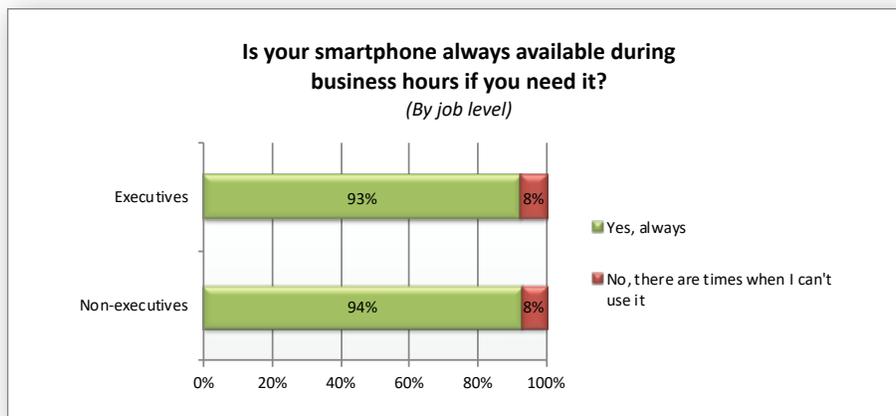
Decisions makers have constant access to their phones

Over the last decade, mobile technology has become ubiquitous in business environments. Whether attending a conference, sitting in a face-to-face meeting, working at a desk, or even eating in the cafeteria, smartphones are nearly in every hand.

In fact, almost all (93%) of data-driven decision makers have constant access to their phones at work. And, the times that they don't have access are very limited, with the vast majority of those (5% of the 7%) reporting that they have access to their phone more than three-quarters of their work time.



Very interestingly, there is no difference in access to smartphones based on job level. VP and C-level executives report the same level of access to their smartphones for work (93%) as the decision makers who work in lower-level director and management roles (94%).



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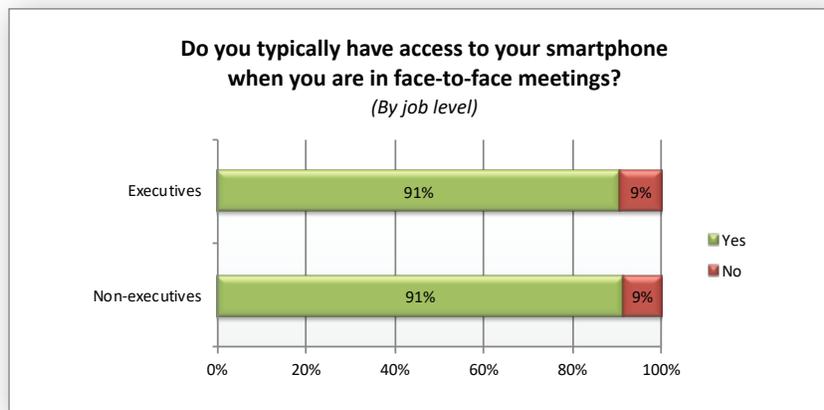


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Phones are ubiquitous in face-to-face meetings

When smartphones were first introduced into business environments, the etiquette of phone use while in a meeting was unclear. Some work cultures embraced the idea of being connected even during meetings, while in other environments, it was considered an unacceptable distraction.

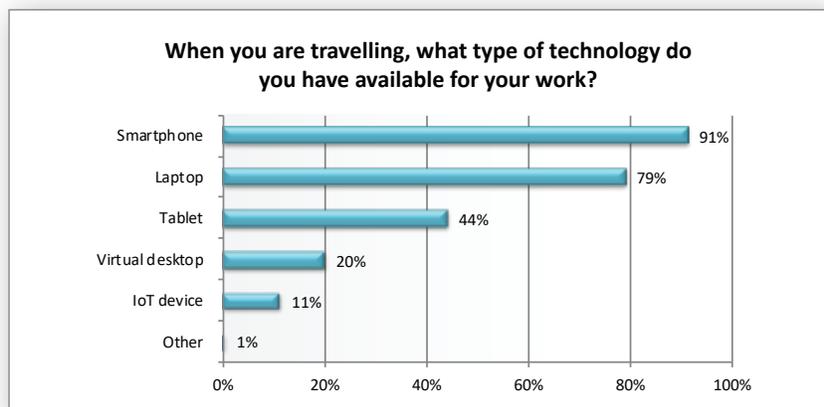
The data shows that there is no longer any ambiguity about bringing your phone to a meeting. The vast majority of data-driven decision makers (91%) have access to their phones in face-to-face meetings. And there is no difference between executives and non-executives (both 91%).



Decision makers juggle multiple devices when they travel

All participants in this study reported that they did travel for work, at least occasionally, and most (57%) travelled at least half of the time. When they travel, they take a wide range of technology with them.

While smartphones are the most common technology used outside the office (91%), laptops are also widely used (79%). Tablets, such as iPads (44%), and virtual desktops (20%) are also used. More than one in 10 (11%) reported travelling with some other kind of connected device for work also known as an Internet-of-Thing or an IoT device, such as smart watches, cameras, headsets, augmented glasses, supply chain data loggers, and more. Several “other” types of devices were also reported, with the most common being travel printers.



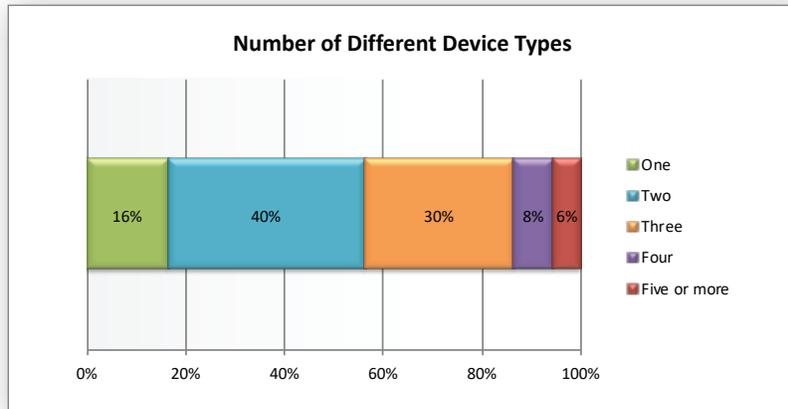
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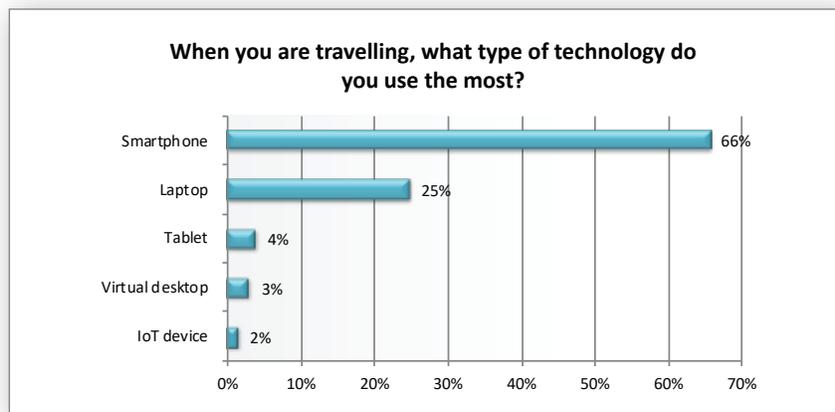
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One device is not enough for today's travelers. Juggling multiple types of technology is the norm for data-driven decision makers when they leave the office, with the majority (84%) taking multiple device types with them. This number includes close to half (44%) who travel with three or more devices!



Smartphones are the most-used travel device

Data-driven decision makers travel with multiple devices, but there is one device that they clearly use the most, their smartphone. When asked to indicate which one of the many devices they travel with was used the most, two-thirds reported that their phone was the most used device (66%), well over twice as many as reported using their laptop the most (25%). Only a handful use their tablet (4%), virtual desktop (3%), or IoT device (2%) the most.



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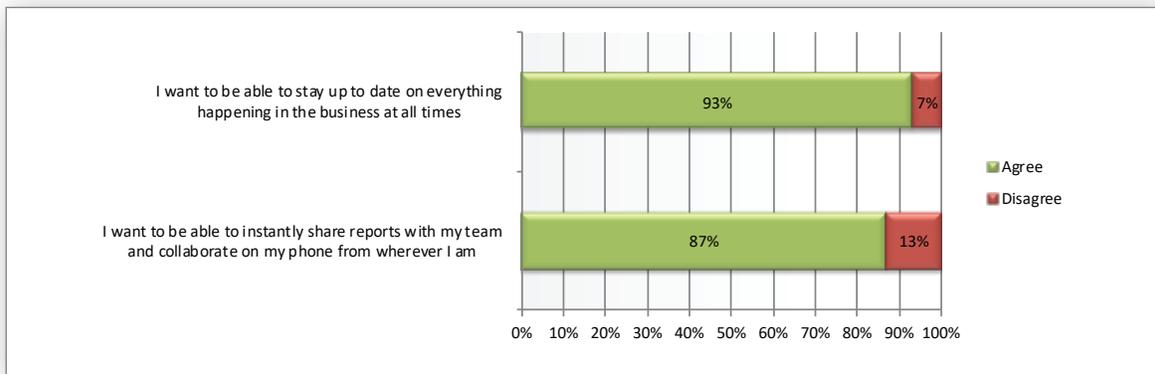


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Detailed Findings: Access to up-to-date, shared data is important for increasingly dispersed teams

Decision makers are in violent agreement on the importance of up-to-date data

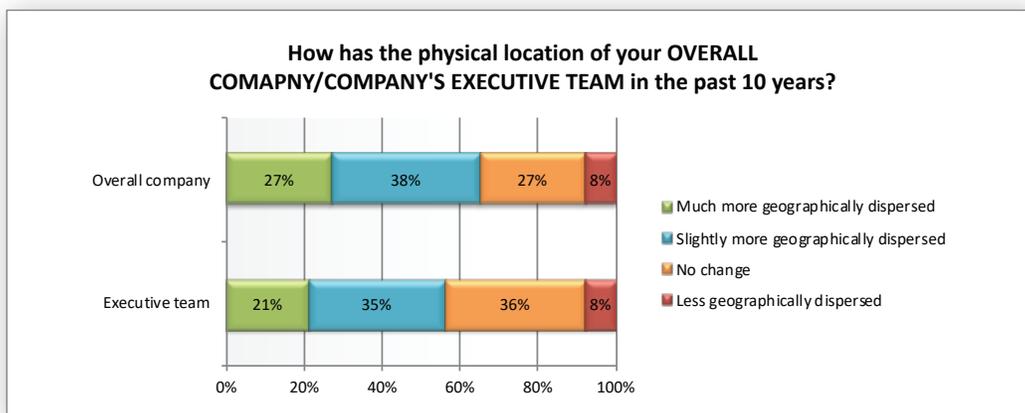
When you ask data-driven decision makers questions related to the importance of data in their work, there is no ambiguity. They rely on data, they want it to be current, and they want to share it with their teams. For example, almost all (93%) agree that they want to be able to stay up to date on all business activity at all times. Similarly, the majority (87%) agree that they want to be able to instantly share reports with their team and collaborate on their phone.



Companies are increasingly dispersed — and so are their executive teams

The desire among decision makers to stay current is happening at a time when physical distance between team members makes it increasingly challenging for many organizations. When individuals are located in different buildings, regions, and even time zones, it creates an extra barrier to effective collaboration and decision making.

Geographical distance is a reality of life for most businesses. About two-thirds (65%) of data-driven decision makers report that their companies have become more geographically dispersed in the past ten years. This includes more than a quarter (27%) who characterize the change as much more dispersed than before. Similarly, well over a half (56%) say that their executive teams are more geographically dispersed.



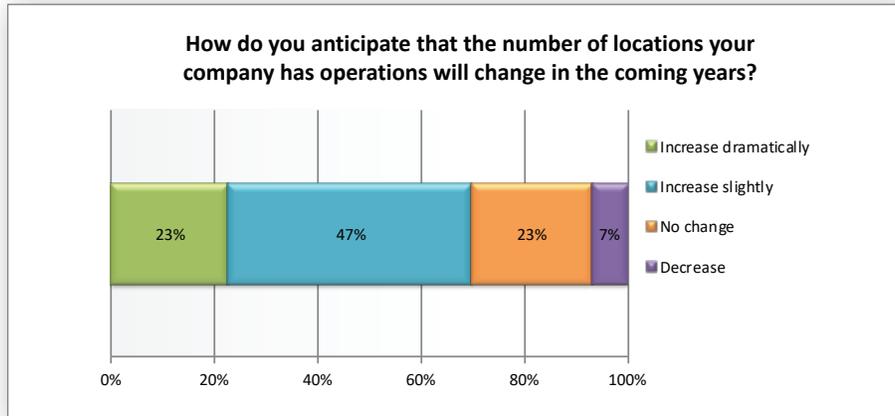
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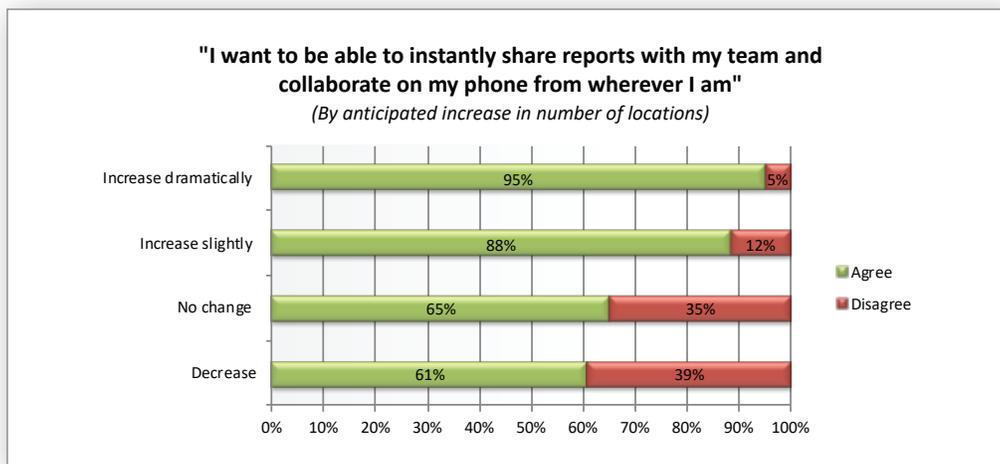
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Decision makers expect this trend to continue. Most (70%) reported that they expect the number of locations where their company operates will increase in the coming years.



The importance of sharing data increases with the number of business locations

The data shows a clear correlation between the importance of sharing data and the number of business locations. At companies where the number of locations that their company operates is expected to increase dramatically, almost all (95%) agreed that they want to instantly share reports and collaborate from wherever they are. That number dropped slightly (88%) among companies that expect a smaller increase in their number of locations in the coming years. However, at companies that do not expect to increase their number of locations, sharing data becomes less important (65%).



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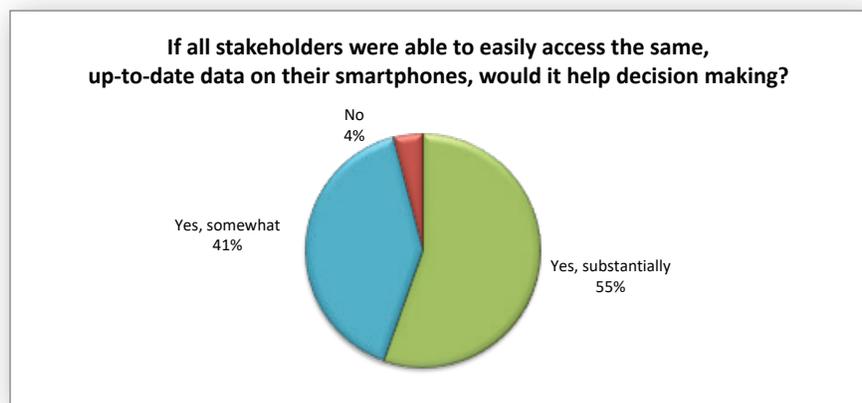
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Detailed Findings: Improved mobile access to decision-making data would impact business outcomes

Up-to-date, consistent mobile data would help decision makers

Sharing consistent, real-time data on a smartphone is not merely a nice-to-have; it would have a real impact on business outcomes.

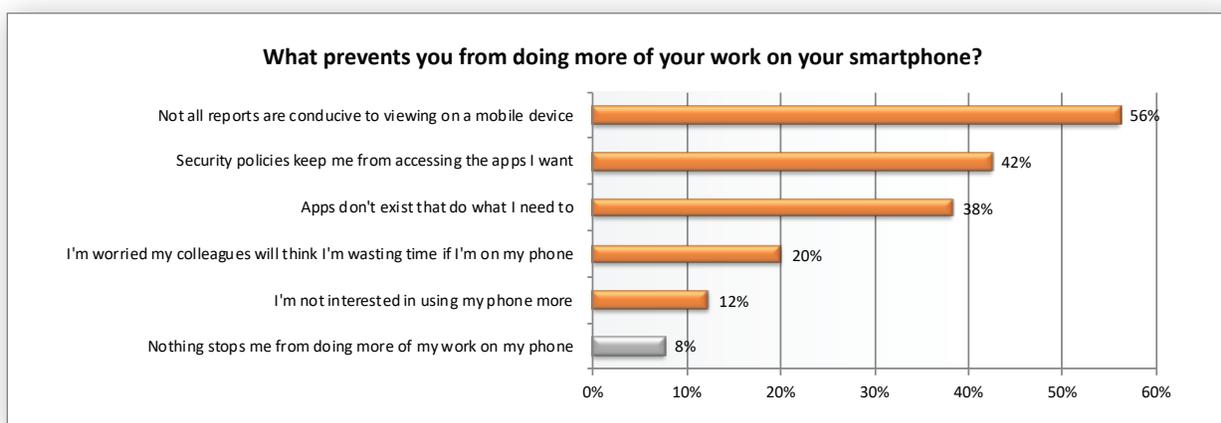
Data-driven decision makers consistently report (96%) that if all stakeholders could access the same, up-to-date data on their phones it would help with decision making. This includes more than half (55%) who characterize the impact of having access to good mobile data as “substantial.”



Current limitations prevent optimal use of smartphones for decision making

Most data-driven decision makers do have access to some level of information on their phone today, so why are they not achieving these business outcomes?

Most data-driven decision makers (96%) report that they face barriers to working with their smartphone. Challenges vary from receiving reports that aren't conducive to viewing on a mobile screen (56%) to security policies that create barriers (42%) to the lack of apps that do what they need to do (38%).



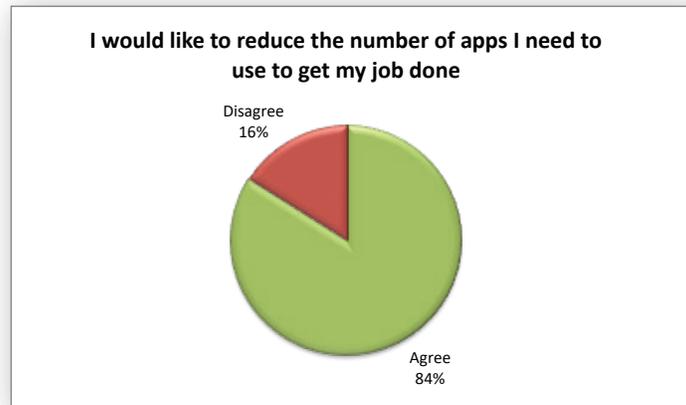
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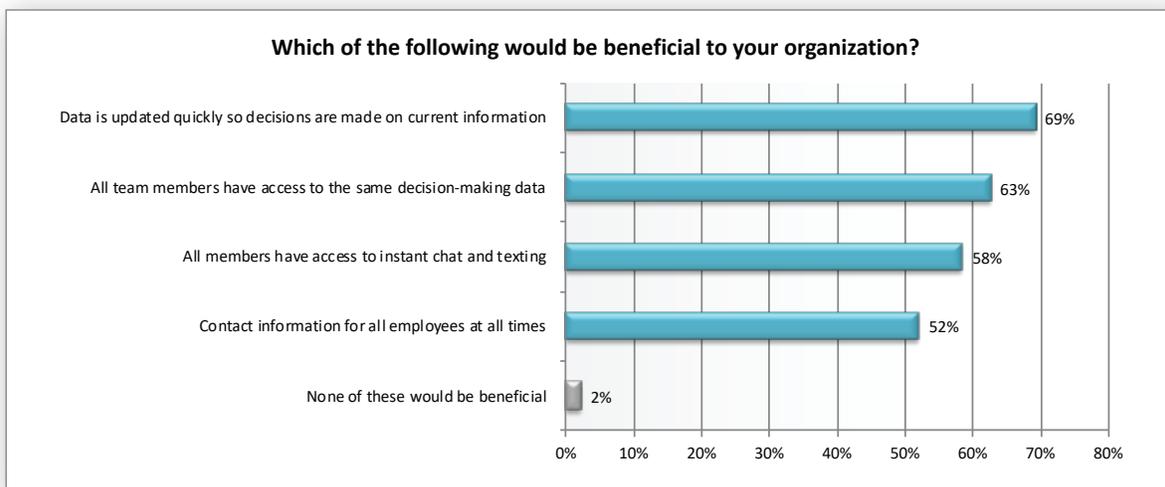
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It is important to note that data-driven decision makers do not believe the solution is simply adding more mobile apps as part of their digital transformation. The majority (84%) would actually like to reduce the number of apps they use for their work, not increase them.



Decision makers see value in real-time, shared business data

Data-driven decision makers see real value in having better mobile access to business information. Almost all (98%) could see their company benefiting from additional capabilities with the top of the list focusing on shared access to real-time, decision-making data. Having up-to-date information so decisions are made on current information tops the list of beneficial capabilities (69%) followed closely by having all team members accessing the same data for decision-making (63%).



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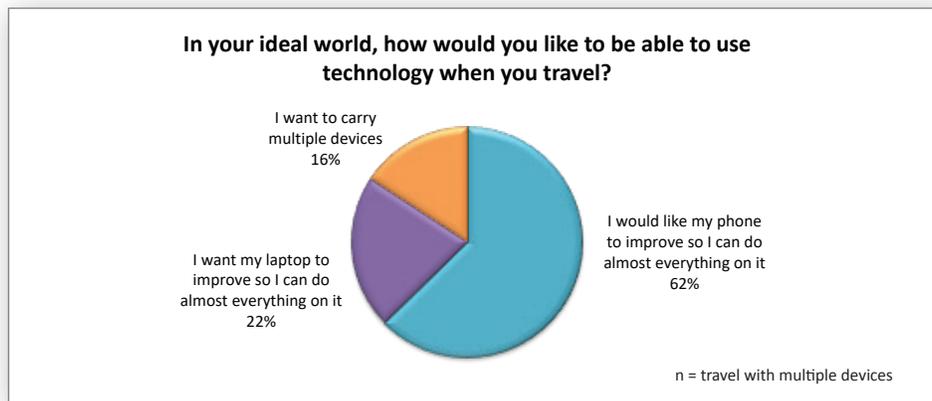


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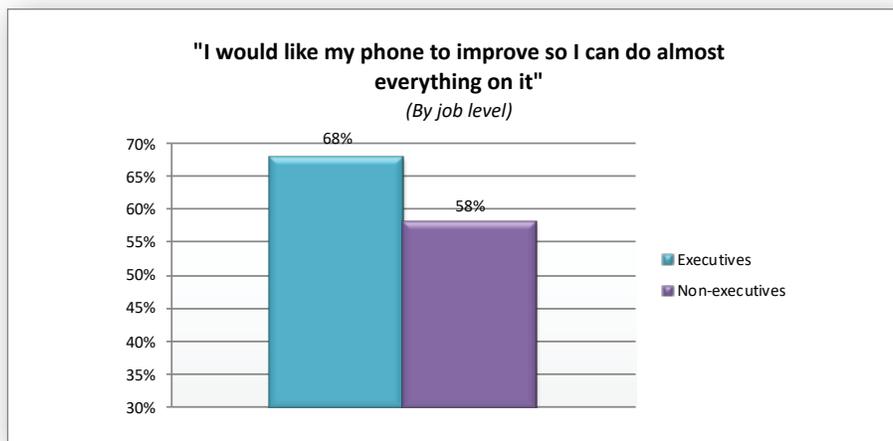
Decision makers don't want to juggle multiple devices

As reported earlier, data-driven decision makers use multiple devices. A relatively small number (16%) say that they prefer multiple devices so that they can have access to a wider range of capabilities. The much more common attitude is for one device to improve its capabilities so that they don't need to juggle multiple devices.

The device of choice in a single-device world is the smartphone. Almost two-thirds (62%) of data-driven decision makers say that in their ideal world their phone would improve to the point where they could travel with only that one device. They could leave their bulkier laptop at home because they would have those capabilities on their phone. This is almost three times as many people who prefer that their laptop become more flexible so that they can travel without their phone (22%).



Executives are the most likely to want their phones to be their only device with 68% of VP and C-level participants reporting that they would like their phone to improve while only 58% of non-executives said the same.



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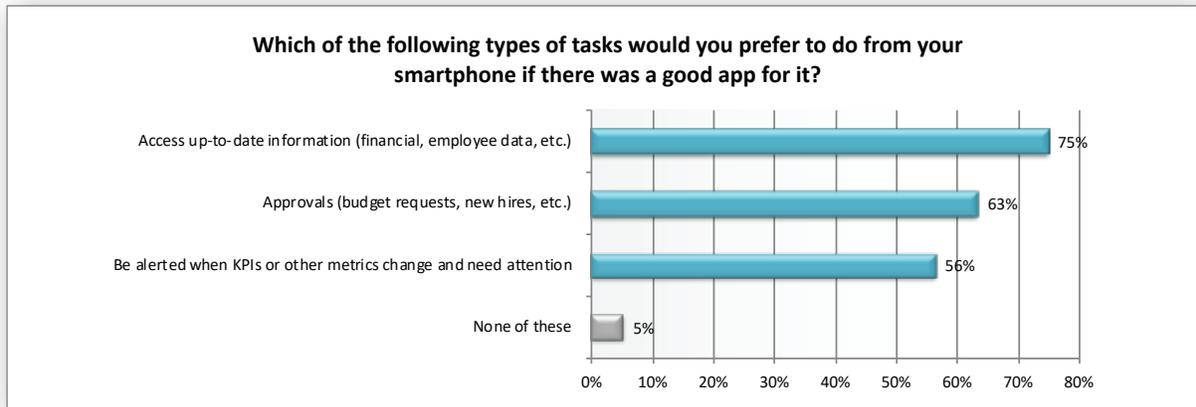
A SURVEY OF DATA-DRIVEN DECISION MAKERS



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Decision makers would prefer to access real-time data on their phones

While many tasks can be performed on a smartphone, data-driven decision makers are most excited about the potential for accessing information. When compared to other common mobile tasks, such as receiving approvals or alerts to KPIs, accessing up-to-date information tops the lists of desired tasks. Three-quarters (75%) would prefer to use their smartphone to access data if there was a good app for it.



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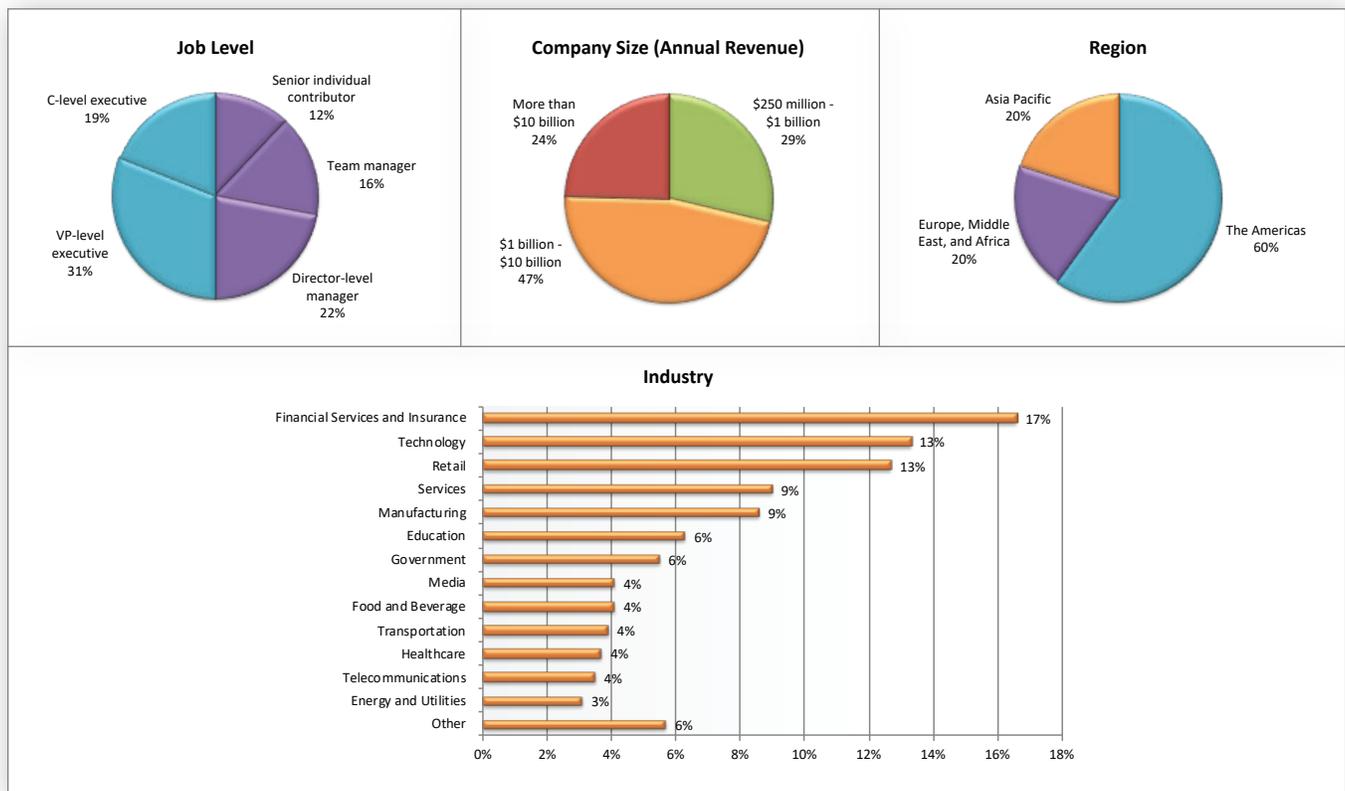


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Survey Methodology and Participant Demographics

A global database of business decision makers was invited to participate in an online survey. Questions were asked on a wide range of subjects regarding importance of data, use of smartphones, and experiences with mobile access to business data.

A total of 514 qualified business decision makers completed the survey. All participants had responsibility for business decisions that relied on customer, financial, operational, or other business data. All participants used smartphones for their work and were employed at companies with more than \$250M in annual revenue. A wide range of roles were represented among participants including sales, finance, legal, HR, compliance, IT, business operations, marketing, customer service, production, and general management. Participants included an even mix of executives (VP and C-level) and non-executives (director, team manager, and senior individual contributor). A wide range of company sizes, regions, and industries were represented.



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