

# BI & DATA TRENDS 2022

What's coming next – and how can you prepare for it?

In today's interconnected world, success requires collaboration – not only with partners but with suppliers, customers, and even competitors. And data and analytics play a crucial role. How can you use them to the best possible advantage?

Today's commercial challenges are systemic.

External forces have a bigger impact than ever before.

In Asia, Europe, and North America, **COVID-19** still presents the **#1 risk** to domestic growth.<sup>1</sup>

Digital giants are using massive networks of data collection to dominate.

92.5%

Google's market share in search.<sup>2</sup>

71.8%

Facebook's market share in social media.<sup>3</sup>

Everyone is trying to figure out how to compete.

Venture capital investments are surging

157%  
year-on-year.<sup>4</sup>

77%

of CIOs have increased IT spending to a "next normal."<sup>5</sup>

And finding skilled employees is the

**#1 obstacle**

to achieving business goals.<sup>6</sup>

It's now imperative to collaborate.

Unexpected partnerships have become the norm.

"We have [a] strange term in Silicon Valley: co-opetition. You have brutal competition, but at the same time, you have necessary cooperation."<sup>7</sup>

BRUCE SEWELL  
Former General Counsel, Apple

The API explosion is making this easier.

58%

of executives say that participating in the API economy is a top priority.<sup>8</sup>

It's time to create a trusted ecosystem to generate joint insights – and go far beyond what's possible alone.

GARTNER PREDICTS:



By 2023, **30% of organizations** will harness the collective intelligence of their analytics communities, outperforming competitors that rely solely on centralized analytics or self-service.<sup>9</sup>

## Data & BI Trends 2022

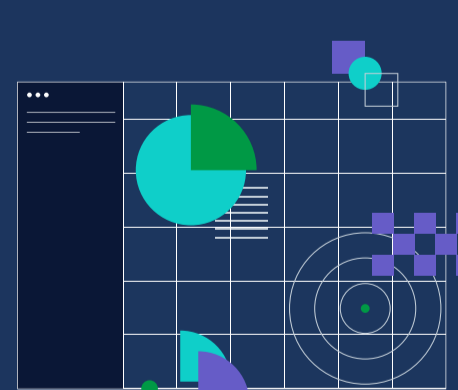
Competition as we know it has changed, and data and BI will enable your move toward becoming "interwoven." What, specifically, can you expect to see in 2022?

TREND #1:



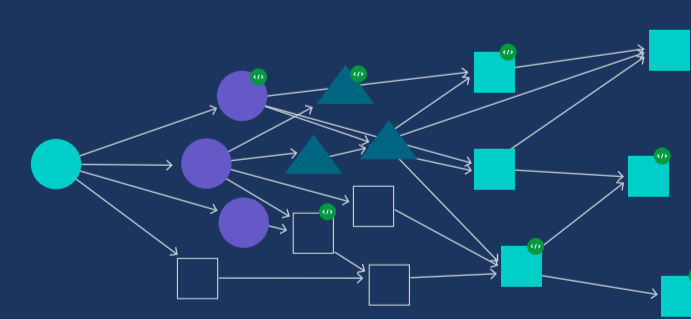
Collaboration-mining arrives.

TREND #2:



The dashboard is dead. Long live the dashboard.

TREND #3:



Data lineage provides explainable BI.

Now that you know what's driving the 2022 data and BI trends, learn more about the top 10 trends – and find out how you can prepare.

Get the Trends



1 <https://www.mckinsey.com/business-functions/risk-and-resilience/our-insights/covid-19-implications-for-business>

2 <https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/>

3 <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

4 <https://www.cbinsights.com/research/report/venture-trends-q2-2021/>

5 Gartner® Webinar, The Gartner IT Spending Forecast, 2Q21 Update: Build Budgets Taking Off, John Lovelock, Mark P. McDonald, Jul 13 2021

6 IDC, Big Data and Analytics in Europe, Post-Pandemic: User Views", Doc # EUR146615021, June 2021

7 <https://www.nytimes.com/2020/10/25/technology/apple-google-search-antitrust.html>

8 <https://www.devopsgigest.com/api-adoption-on-the-rise-across-all-industries>

9 Gartner, Over 100 Data and Analytics Predictions Through 2025, Published 18 March 2021 - ID G00744238

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