THE DATA DILEMMA

The importance of transforming the customer experience

Couchbase

According to heads of digital transformation, almost all believe the goal of digital innovation is to give customers and end-users a truly unique experience. Yet, the vast majority say that innovation projects aren't living up to these objectives, and legacy databases are a clear impediment.

Disruption is real

89%

say their industry is being disrupted by digital technology or will soon be

The cost & concerns around digital transformation

$5.7 million

average spent on digital transformations in the past year...

yet 90% of digital projects don't meet expectations

and **48% have only been able to make incremental improvements in customer experience through digital projects**

87%

said revenue will drop if they don't improve customer experiences

More than half expect to fail in 4 years
if digital transformation approach is not successful

4

Top digital transformation limitations

complexity of using multiple technologies

lack of resources

reliance on legacy database technology

Legacy databases: the culprit behind the data dilemma

86% cited a lack of agility when developing new applications

84% say legacy databases have cancelled, delayed or reduced digital projects

61% unable to scale applications to suit demand

41% have had digital projects fail outright because legacy database couldn't support it

28 average number of hours before legacy databases could take advantage of data

19% believe current database could support modern tech (VR, AR & IoT)

For the Executive Summary and more information on the study, visit https://info.couchbase.com/2017_CIO_Survey_Report_LP.html

About the study
Couchbase commissioned an online survey from Vanson Bourne, an independent market research organization, of 450 heads of digital transformation--CIOs, CTOs and Chief Digital Officers – in organizations with 1,000 employees or more in the U.S., U.K., France and Germany. The study was conducted in May and June 2017.

About Couchbase
Couchbase's mission is to be the data platform that revolutionizes digital innovation. To make this possible, Couchbase created the world's first Engagement Database. Built on the most powerful NoSQL technology, the Couchbase Data Platform offering includes Couchbase Server and Couchbase Mobile and is Open Source. The platform provides unmatched agility and manageability – as well as unparalleled performance at any scale – to deliver ever-richer and ever more personalized customer experiences.