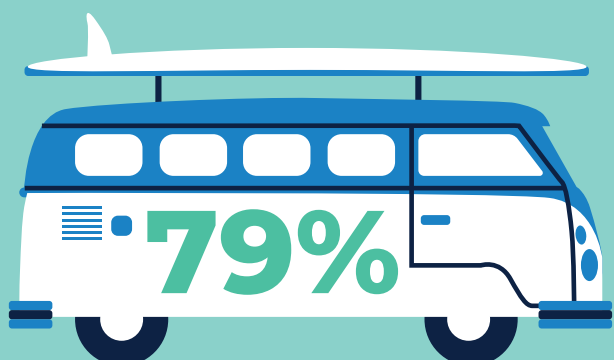


THE 2019 DATA + DIGITISATION REPORT

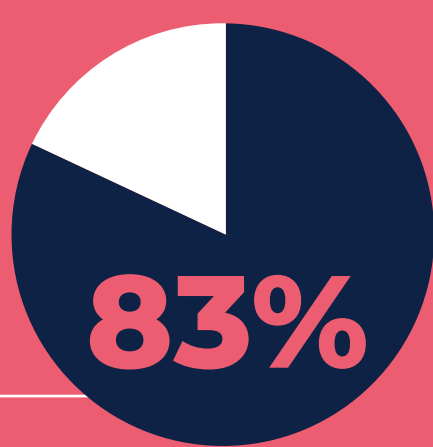
 United Arab Emirates

DATA IS PERMEATING IN EVERY PART OF BUSINESS + IS THE **KEY TO SUCCESS**



79% of survey respondents agree that data is a critical corporate asset for driving the business forward

BUSINESSES CAN'T WIN IN ANALYTICS WITHOUT THE HUMAN ELEMENT



 83% agree that everything they are investing in data and analytics is useless without people who understand it.



70% AGREE THAT DATA IS SO VALUABLE THAT IT HAS BECOME A NEW CURRENCY

CITE BETTER INSIGHTS INTO CUSTOMERS



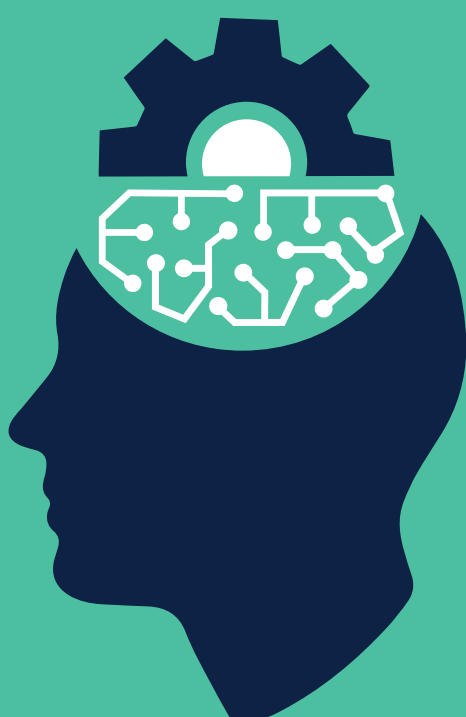
USING DATA ANALYTICS HAS HELPED BREAK DOWN INTERNAL SILOS



40% SAID ANALYTICS IMPROVED WORK-LIFE BALANCE

81%

AGREE THAT EMPOWERING PEOPLE IS THE KEY TO DIGITAL TRANSFORMATION



70%

OF DATA WORKERS STRONGLY AGREE DATA KNOWLEDGE IS KEY TO CAREER PROGRESSION