

FIVE STEPS TO THE MICROSECOND MINDSET

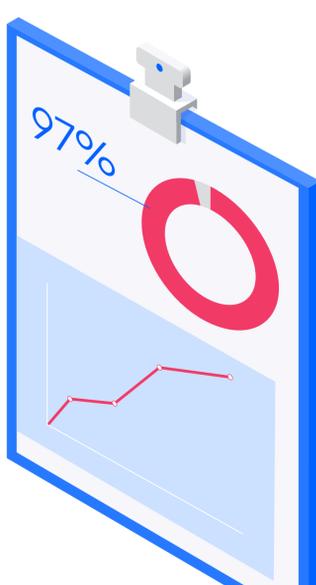
Optimize real-time data for faster, more informed decision-making. Because the quicker you can use data, the sharper your competitive edge in the digital age.



STEP 1 ASSESS AND UNDERSTAND

Your business will benefit from operating at the microsecond level if it is:

- Already processing large volumes of data from different sources
- Driving mission-critical operations with that data
- Has developed a data-led culture
- Is focused on velocity, moving from big data to fast data
- Has clear goals in mind for all data-led projects

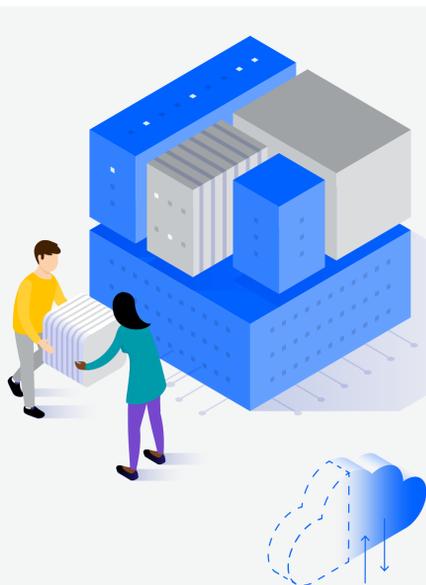


97%

of organizations surveyed saw an **increase** in the **volume** and **variety** of data during 2020

STEP 2 GET YOUR DATA IN SHAPE

The better your understanding of where your data resides, its format, and its history, the better placed you'll be to make the best data decisions. For example, businesses often think solely about the amount of data, rather than the granularity. Managing your data better will enable your business to uncover the most value.



62%

of **real-time data** leaders are likely to already be using data to make **business decisions**

STEP 3 THINK FASTER

Quick thinking leads to quicker benefits. Adopting streaming analytics enables your business to make confident decisions – fast. It can also reduce the burden of analytics and help stretched internal IT teams with data management.



64%

of businesses believe it is very important to be able **to access real-time data** in order to make **smarter** business decisions

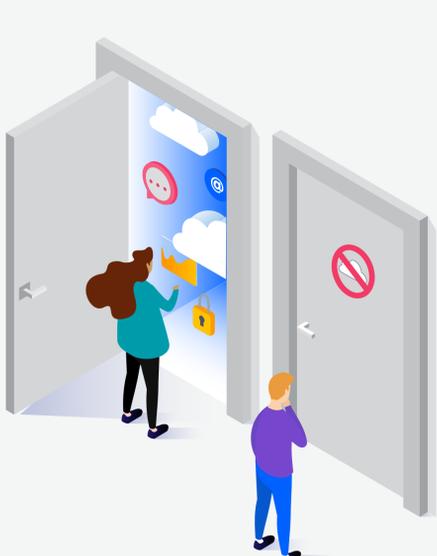
56%

of businesses agree that **real-time data** and insights create a **competitive advantage**

STEP 4 ANTICIPATE LIKELY CHALLENGES

Challenges and pushback could come from anywhere: extreme data complexity, introducing a new system, or even creating a new 'skills need' within your business.

Working in partnership with a provider will help you strengthen the Microsecond Mindset across your organization.



48%

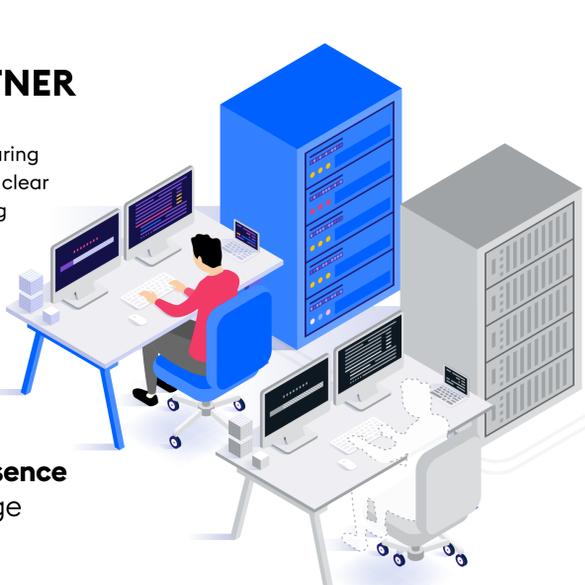
of businesses **aren't well-prepared** to utilize real-time data

STEP 5 FIND THE RIGHT PARTNER

Streaming analytics goes beyond capturing data. So always look for a provider with clear and demonstrable experience in helping businesses to confidently make those sub-millisecond decisions.

49%

of businesses identify the **absence of the right people** to manage data effectively as an issue



DATA-DRIVEN LEADERSHIP IN THE DIGITAL AGE

Data-driven leaders leverage real-time data to act as a catalyst for disruptive innovation. They are seen as:

- Advocates of real-time decision making to accelerate time to market.
- Creators of a single lens of the consumer for improved customer experiences.
- Ambassadors for an open data culture by democratizing data to relevant parties.
- Users of data to monetize products and services to drive innovation.
- Masters in automating data processes to accelerate business outcomes.

Learn more about the Microsecond Mindset and why 90% of businesses agree they need to increase investment in real-time data management to remain competitive

Start your journey by reading our new report, based on our latest research data.

[Learn more >](#)