# Cloudera Enterprise Data Maturity Research Report

Cloudera, in association with technology market research expert, Vanson Bourne, explored the correlation between the maturity of an organization's enterprise data strategy and its business performance in a 2021 survey of 2,100 IT decision-makers (ITDMs) and 1,050 senior business decision-makers (SDMs) in businesses with more than 1,000 employees across a variety of industries.

More than half of the organizations surveyed have an enterprise data strategy in place and those that do not currently, plan to in the future. Having a roadmap in place to prioritize a data strategy is crucial.