

Survey Insights From More Than 1,000 Global IT and Business Professionals



We asked, and you answered

The combination of technology that businesses are adopting to operate, communicate and stay competitive continues to grow. And the data generated through each of those tools is valuable information that can be harnessed and analyzed for business insight. But the resulting mountain of data extraction, processing, storage and analysis tools – aka, the modern data stack (MDS) – can be overwhelming.

Think of the MDS like a towering stack of pancakes. 🥞

Just like pancakes, tech stacks come in an endless variety of sizes and ingredients. Lots of goodness, but too much of a good thing can turn into a sticky, wasted, expensive mess.

We wanted to know more about the challenges of building and navigating the MDS, so we took our questions to the people who manage the hot griddle of data every day. We heard from over 1,000 global IT, engineering, finance and other departments, from entry-level positions to executives, about what their data stack looks like, how the tools they're using rank overall, and what needs improvement.

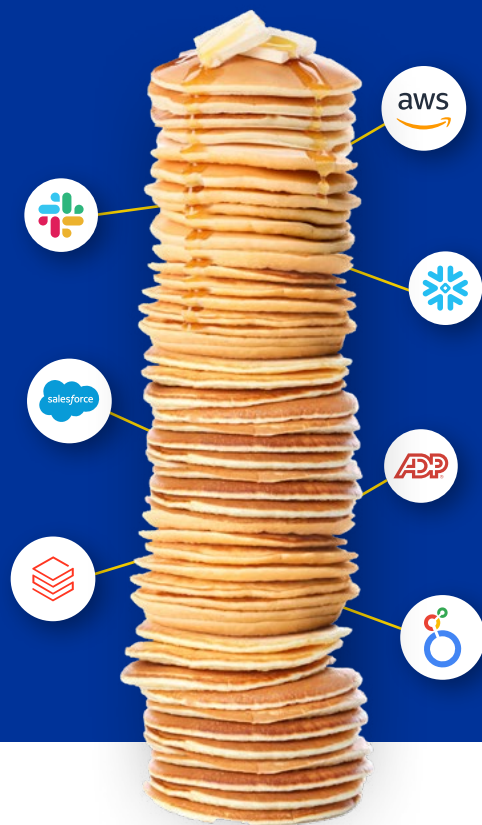
In this survey report, we'll highlight three key findings:

- #1** Many data processes are still handled manually
- #2** Increasing data sources and apps are creating complex, cumbersome technology environments
- #3** Return on investment is getting harder to control

Our survey respondents have helped us zero in on the most common challenges – and opportunities – of creating a data-driven, adaptable organization that operates...like butter.

What is a Modern Data Stack?

A modern data stack (MDS) is a collection of cloud-hosted tools that allows organizations to seamlessly integrate and manage their data with high efficiency.



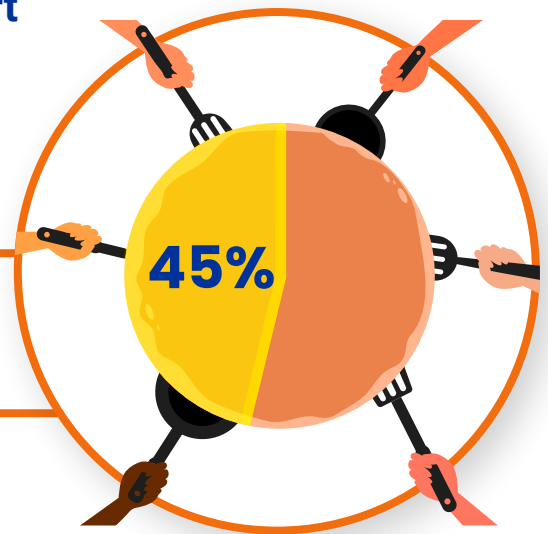
And the Survey Says...

There are 3 distinct challenges with the MDS

#1 The MDS takes a lot of manual work to support

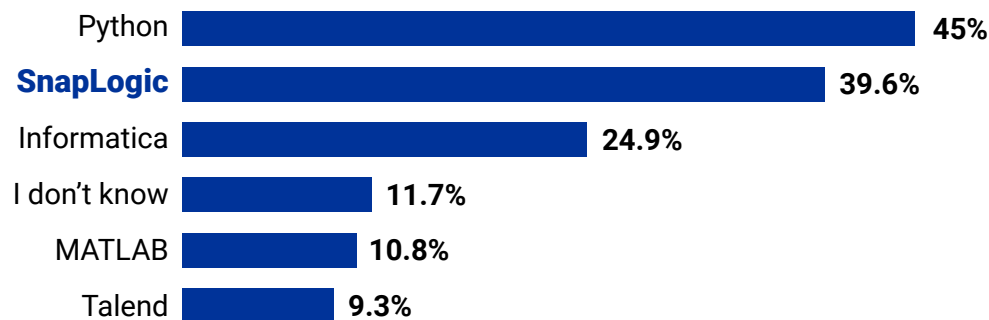
Like a diner during Sunday brunch, it takes a lot of people, time and manual work to build, support and maintain a multi-layered tech stack. Almost half of our respondents said they perform data transformation with code (typically Python).

45% of respondents use manual coding for data transformation.



What data transformation tool(s) do you use?

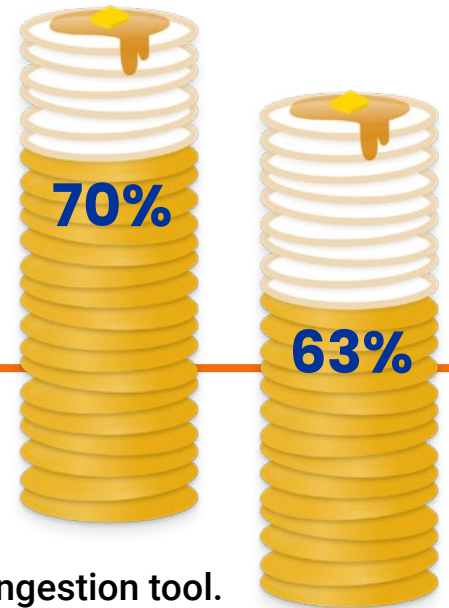
1,010 responses



Do you know **how much manual coding** your tech stack requires?

#2 Every new tool adds operational complexity

Managing a modern data stack can be a constant battle against tool sprawl. The addition of each new tool is like another pour of syrup on an already sticky stack of flapjacks. Companies have to reconsider integrations, operational processes, training, etc., over and over again. Eventually, it gets messy and creates complexity in the MDS.



70% of companies surveyed are using more than one cloud data warehouse (CDW).

63% of companies are using more than one data ingestion tool.

Do you know **how many tools** you're using?

#3 The costs of the MDS are adding up

Another pitfall of a fragmented MDS is hidden operating costs. New technology can advance an organization's objectives, but — like adding a la carte items to your breakfast order — the costs add up. This is what we call the hidden MDS "data toll," and it is a covert problem that enterprises must solve if they are to remain viable and competitive long-term.



1 in 4 IT professionals surveyed didn't know how much of their IT budget was spent on data processing tasks or workloads.

Do you know **how much you're spending** on data processing?

What's in your stack?

Now that we know what's challenging data professionals about the MDS, let's take a look at which tools our respondents have in their stack today.

What analytics and business intelligence tool(s) does your company use?

1. Power BI (Microsoft) **55.6%**
2. Tableau (Salesforce) **52.8%**
3. BusinessObjects (SAP) **20.4%**
4. Looker (Google) **12.1%**

What cloud data warehouse(s) does your company use?

1. Azure Synapse (Microsoft) **34.9%**
2. Snowflake **33.4%**
3. Redshift (Amazon) **33.1%**
4. BigQuery (Google) **18.5%**

What data ingestion (ETL/ELT) tool(s) do you use?

- ★ 1. SnapLogic **39.9%**
2. Informatica **25.8%**
3. Fivetran **11.6%**
4. Talend **9.7%**
5. Matillion **9.4%**
6. Airbyte **6.7%**

What data orchestration tool(s) do you use?

- ★ 1. SnapLogic **39.6%**
2. Airflow **23%**
3. Astronomer **9.7%**
4. Dagster **7.3%**

What data transformation tool(s) do you use?

1. Python **45%**
- ★ 2. SnapLogic **39.6%**
3. Informatica **24.9%**
4. DBT **8.7%**

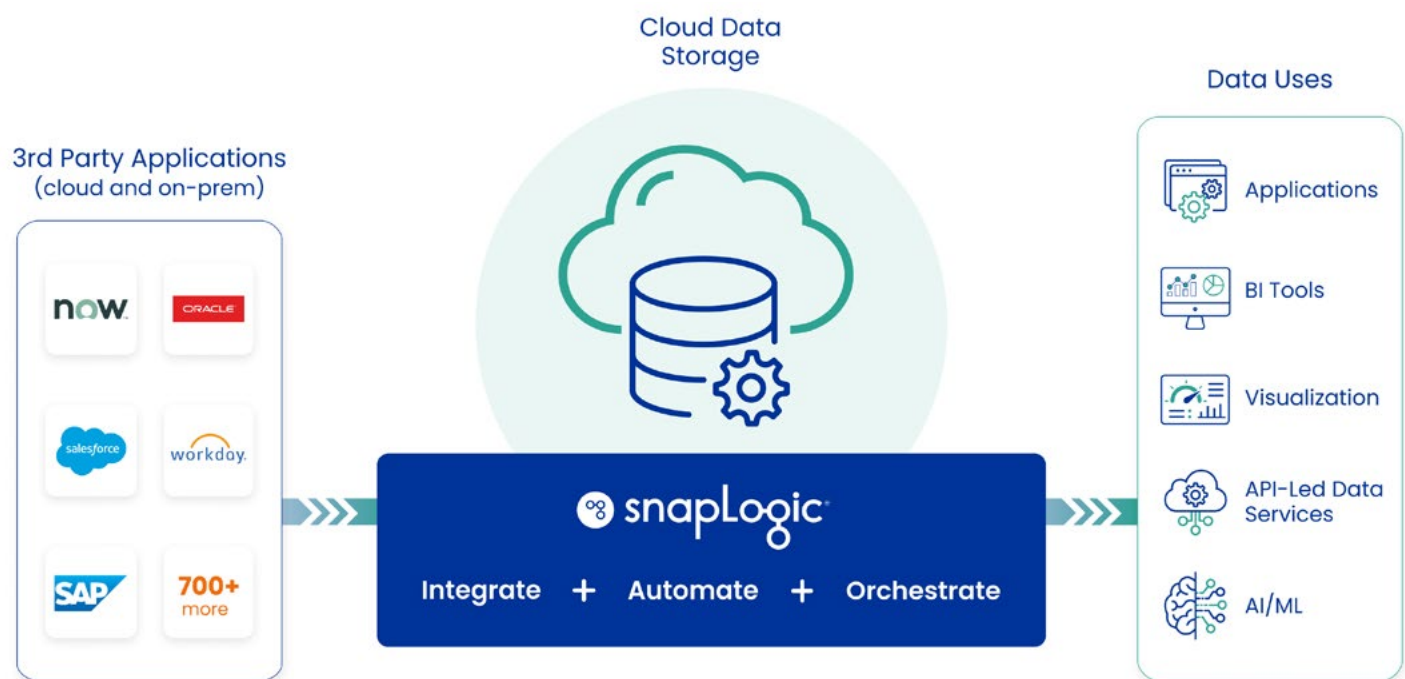
What Reverse ETL tool(s) do you use?

- ★ 1. SnapLogic **37%**
2. Informatica **23.1%**
3. Talend **13.9%**
4. Workato **7.9%**
5. Census **6.9%**
6. Hightouch **6.2%**

SnapLogic Simplifies the Modern Data Stack

Simplifying your data stack starts by choosing a platform that can automate the entire process.

SnapLogic's unified platform allows you to seamlessly integrate data and app-to-app integrations, simplify bidirectional loading patterns, and ensure the secure handling of both on-premise and cloud-resident data. With SnapLogic, businesses can get ahead of the data toll and reap the benefits of an integrated, mature technology ecosystem — and have more time for the sweeter things in life.



Contact SnapLogic today or visit **SimplifyYourStack.com**

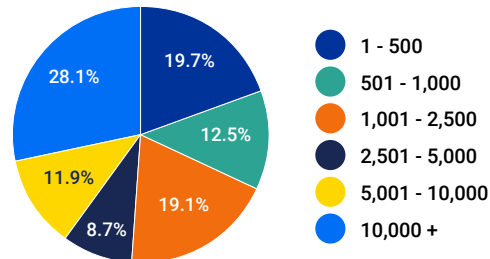


About the survey

Data from this survey was anonymously collected from more than 1000 IT and business professionals from regions all over the world, including the Americas, Europe, Africa, and Asia.

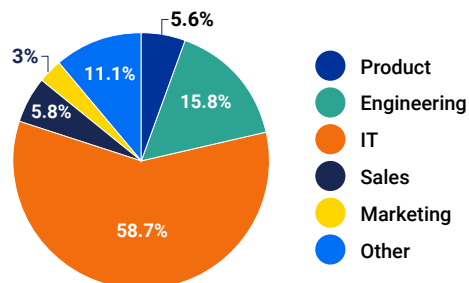
Number of employees

How many employees does your company have?



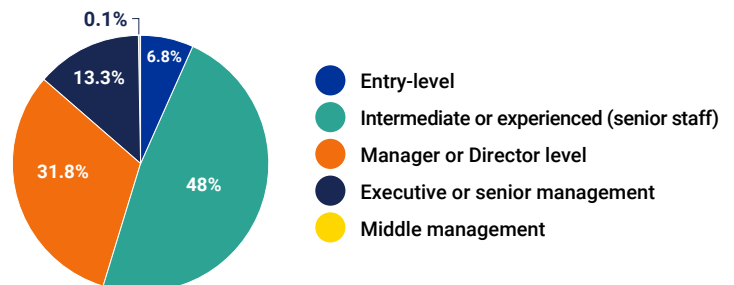
Department

What department are you in?



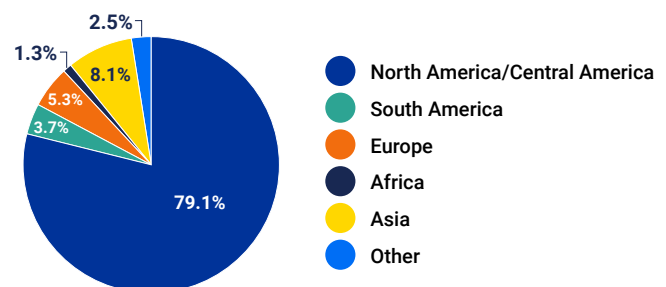
Seniority Level

What is your job seniority?



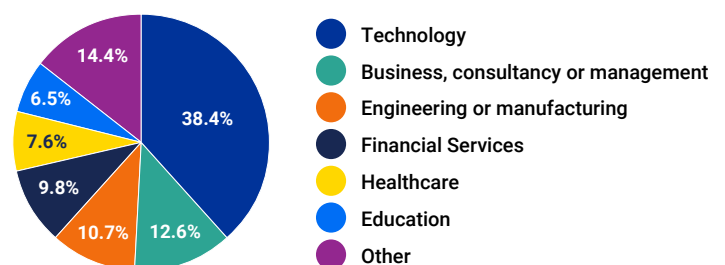
Company Headquarters

Where is your company headquarters?



Industry

What industry is your company?



What's in your stack?



SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at snaplogic.com.