

**PULSE** GATEPOINT RESEARCH  
**REPORT**

ASSET-HEAVY INDUSTRY SURVEY

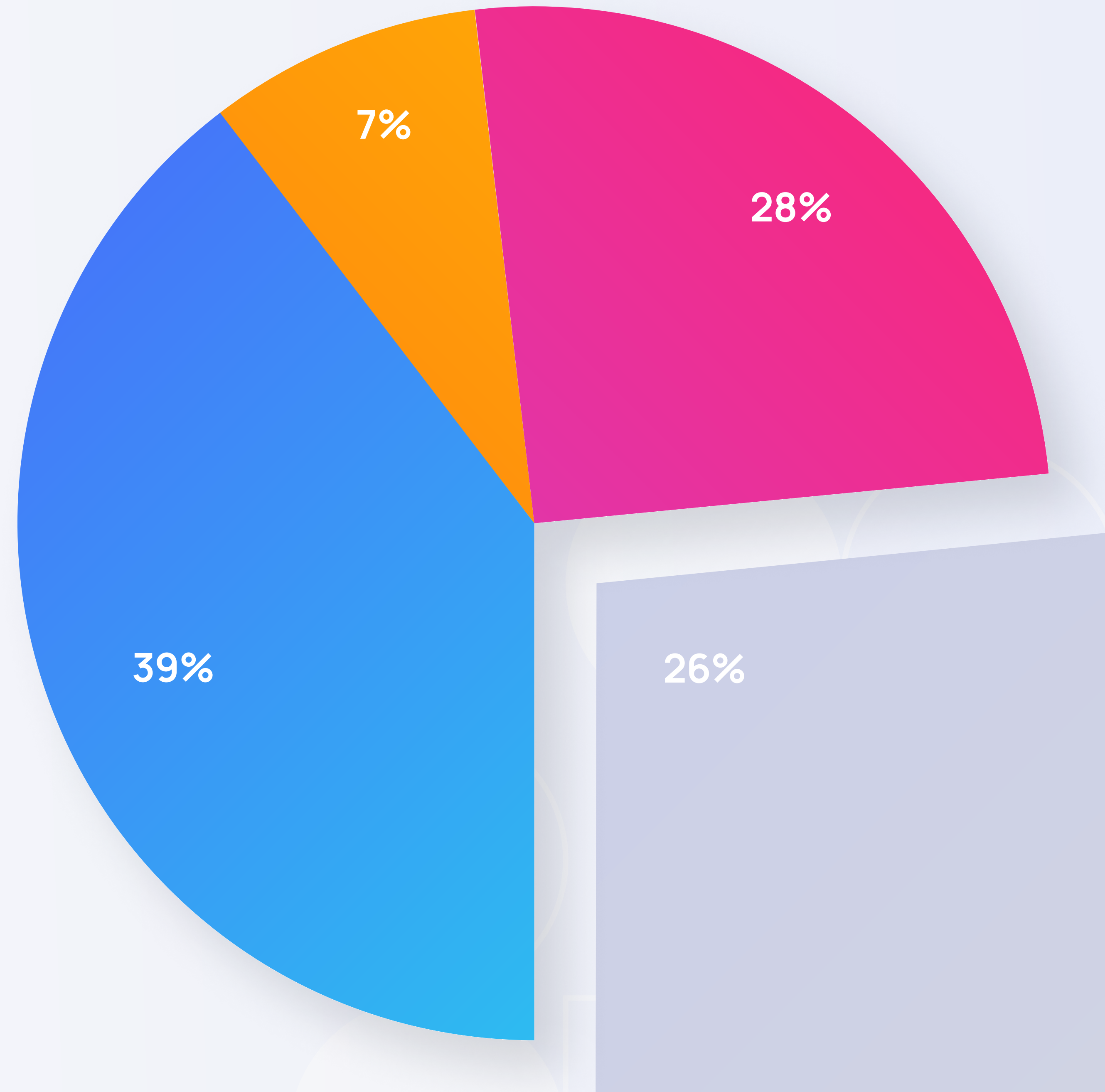
# Simple Access to Complex Industrial Data



# The survey

We surveyed 101 executives from asset-heavy industries about their data challenges and strategies.

The participants were all senior decision-makers; 74% holding executive or director-level positions in their organization.



CxO

VP

Director

Manager

# Executive summary

**Asset-heavy organizations struggle to organize operations, engineering, and IT data spread across numerous systems. As a result, it is difficult to find and analyze their data effectively.**

Most respondents emphasized the need to consolidate and contextualize data to enhance trust and reliance on data.

Industry leaders acknowledge that business-critical goals, like production optimization and reduced costs, require data-driven decisions, yet only 3% fully trust their critical decision-making data.

# Key Findings




Top three priorities for respondents include:

1. Improve production output (55%)
2. Reduce maintenance costs (48%)
3. Reduce the risk of critical asset failure (45%)



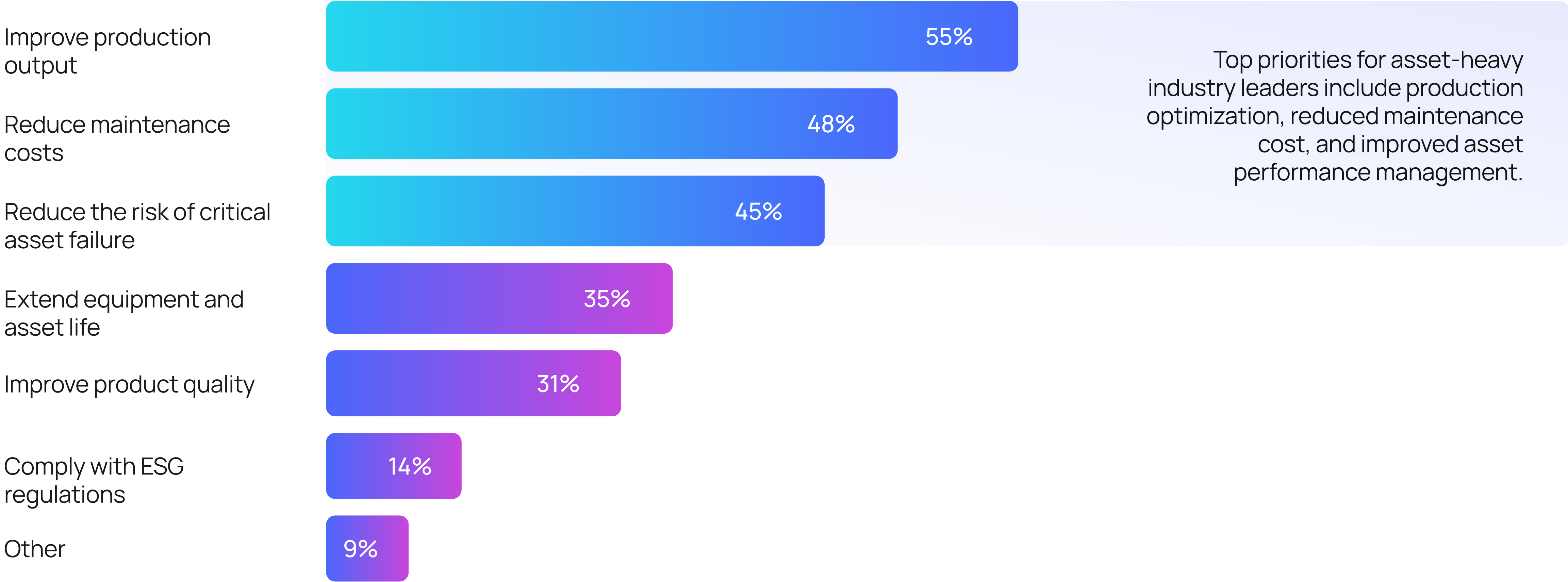
Top two challenges cited are data problems:

1. Unaligned data scattered across systems (56%)
2. No holistic view of data, making it difficult to gain insights or collaborate across teams (50%)

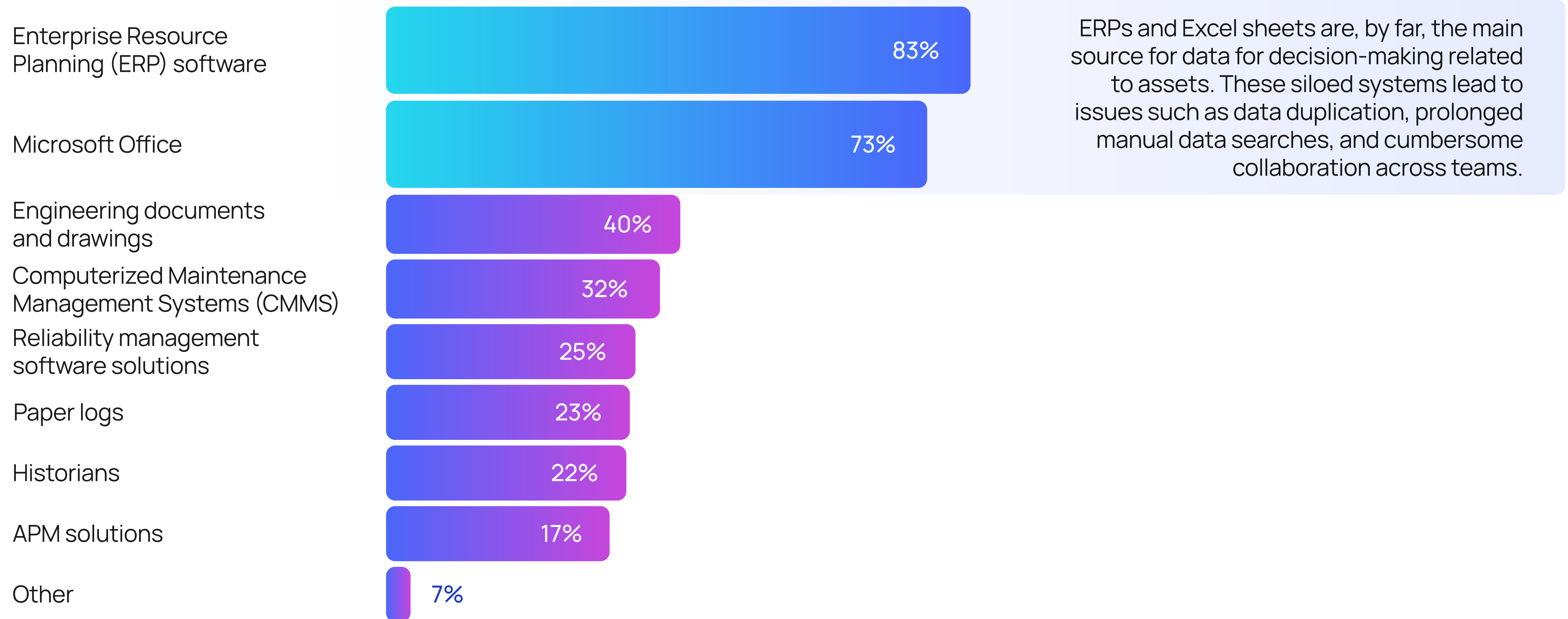


Operations, engineering, and IT data consolidation with a single view (56%), along with the ability to understand context and relationships across the data (52%), would encourage respondents to have deeper trust in the data.

# What is top of mind for you in 2023?



# What sources drive decisions regarding your assets?



# What do you find challenging about managing your sources?

Lack of data alignment among systems

56%

No holistic data view; hard to extrapolate insights, collaborate

50%

Challenges in large-scale tech implementation and adoption

36%

Takes too long to get the right information to the right people

34%

Discrepancy between reported data and actual situations

32%

Vendor lock-in

9%

Other

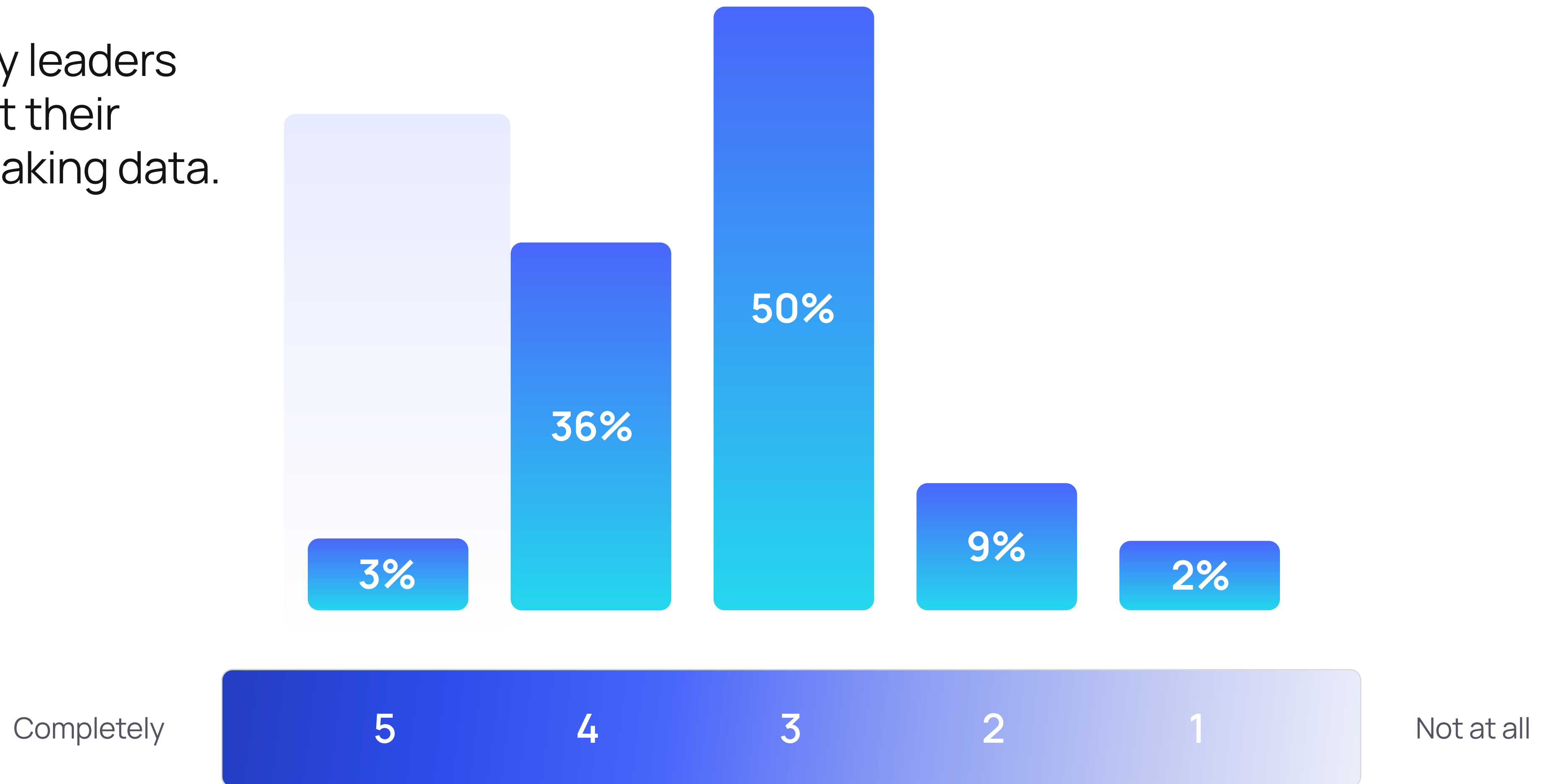
2%

The top two challenges revolve around siloed data limiting insights and collaboration, which can be addressed through data contextualization.

The remaining key challenges all relate to data foundation issues and can be resolved by implementing Industrial DataOps.

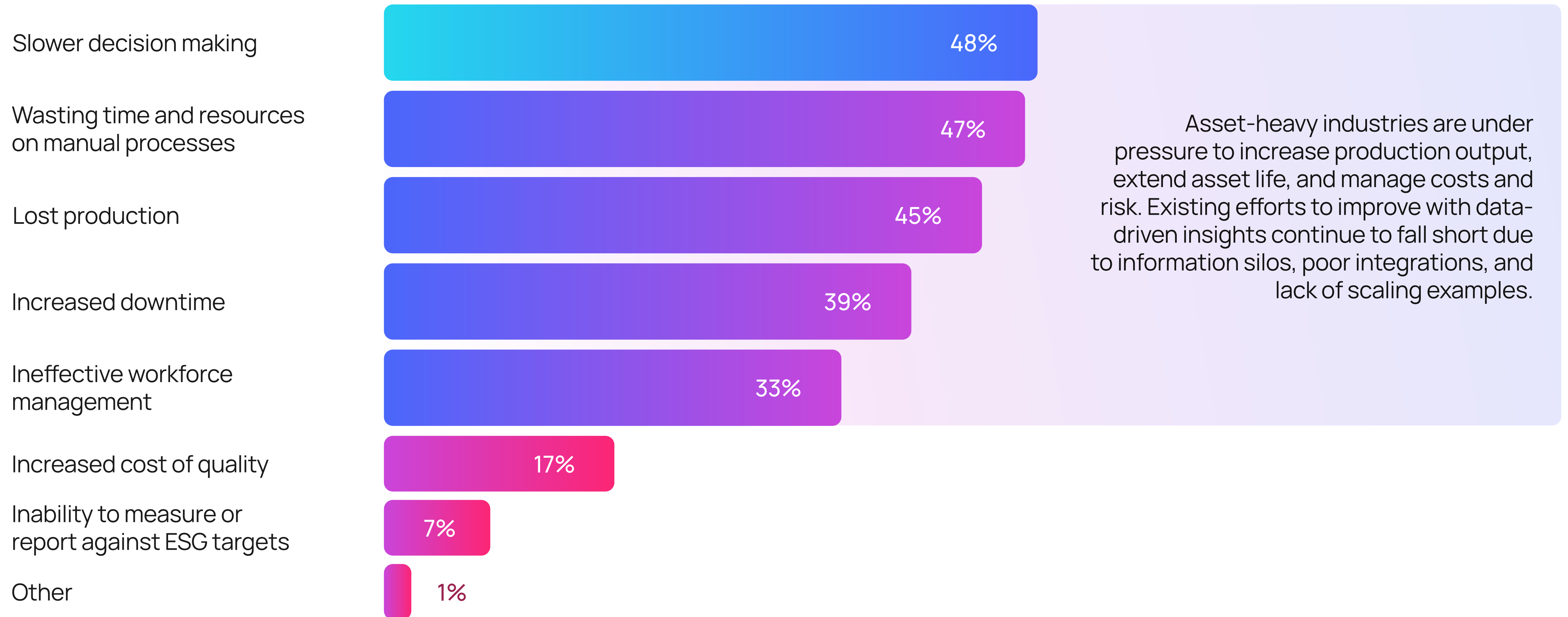
# How much do you trust the data?

Only 3% of industry leaders surveyed fully trust their critical decision-making data.

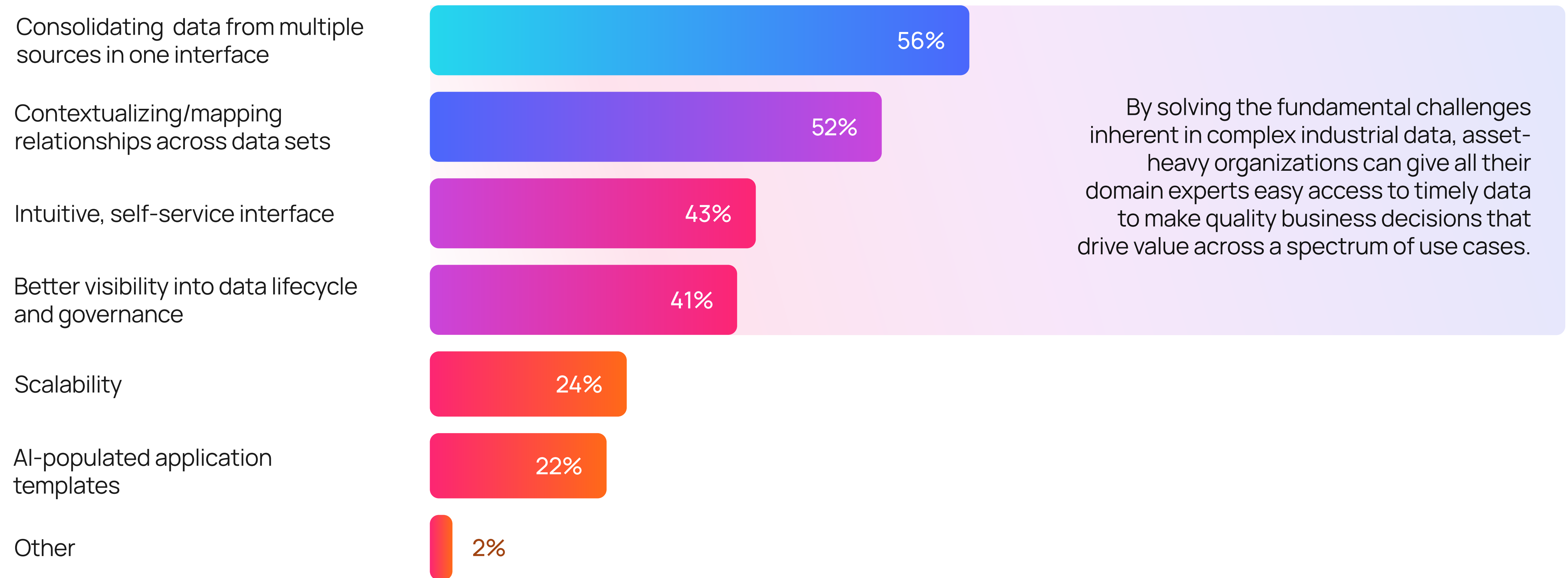




# What are the key costs of lacking simple access to trusted data?



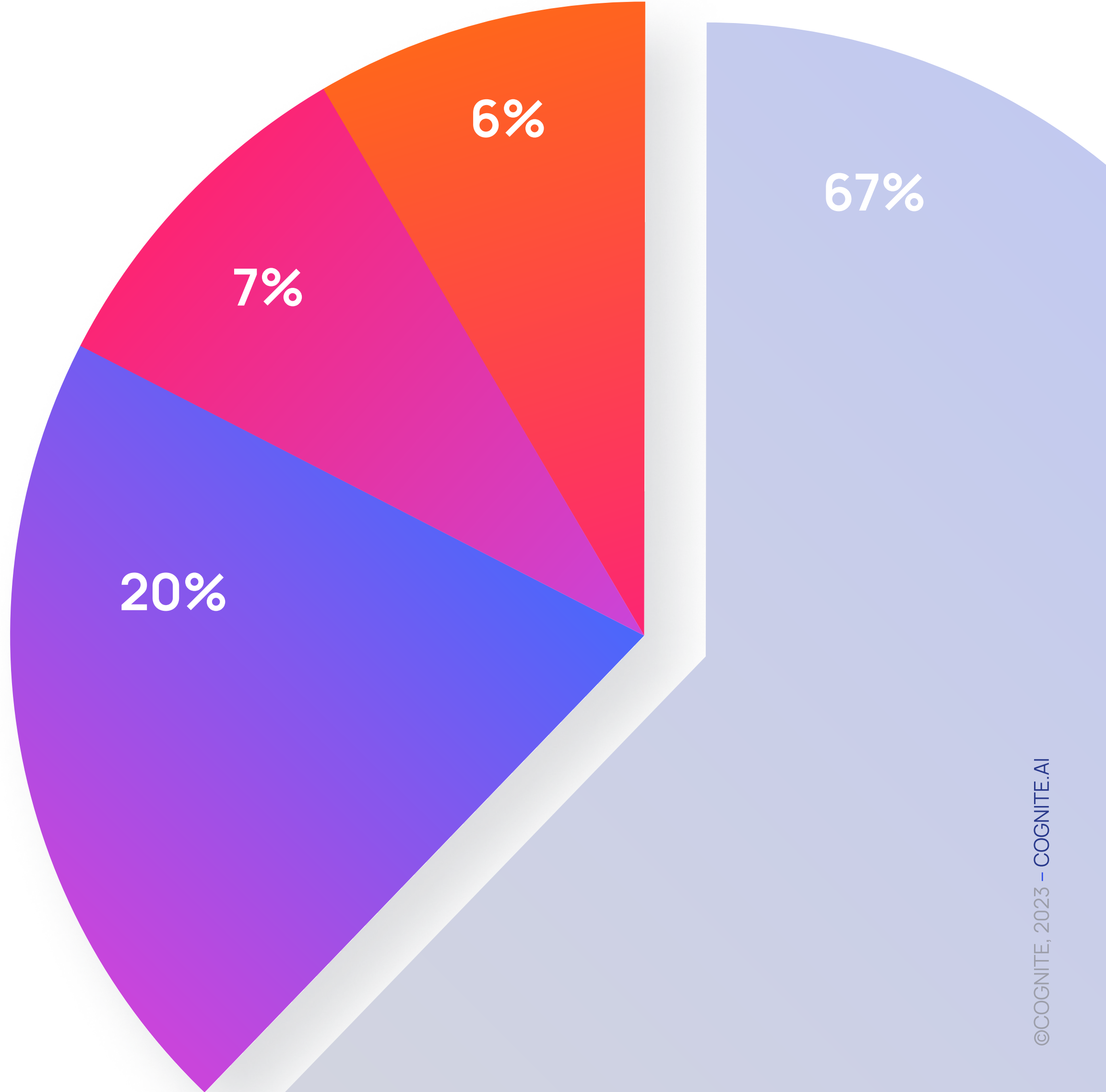
# Which capabilities would improve trust in your data?

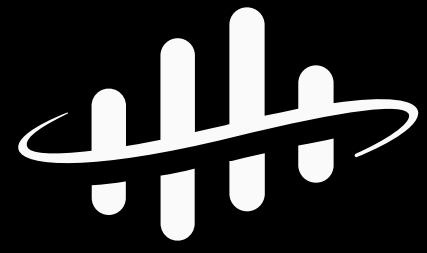


# When do you plan to add these capabilities?



Within a year, a third are pursuing improvement goals.





With its market-leading Industrial DataOps platform, Cognite Data Fusion<sup>®</sup>, and a comprehensive suite of Industrial Generative AI capabilities, Cognite AI, Cognite makes it easy for decision-makers to access and understand complex industrial data. Cognite Data Fusion<sup>®</sup> is a user-friendly, secure, and scalable platform that enables industrial data and domain users to collaborate quickly and safely to develop, deploy, and scale industrial solutions that deliver both profitability and sustainability.

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