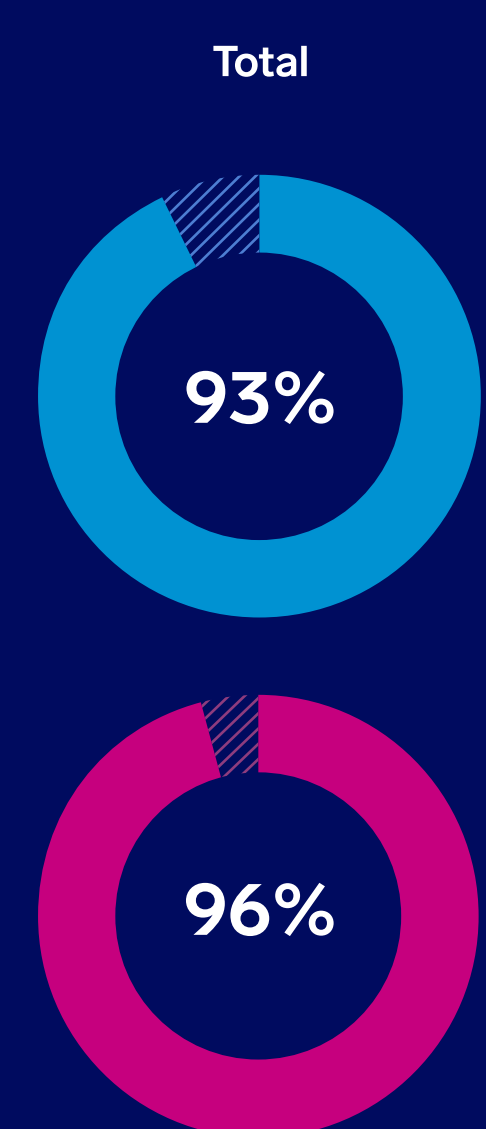


# Covid-19 pandemic accelerates Continuous Intelligence relevancy

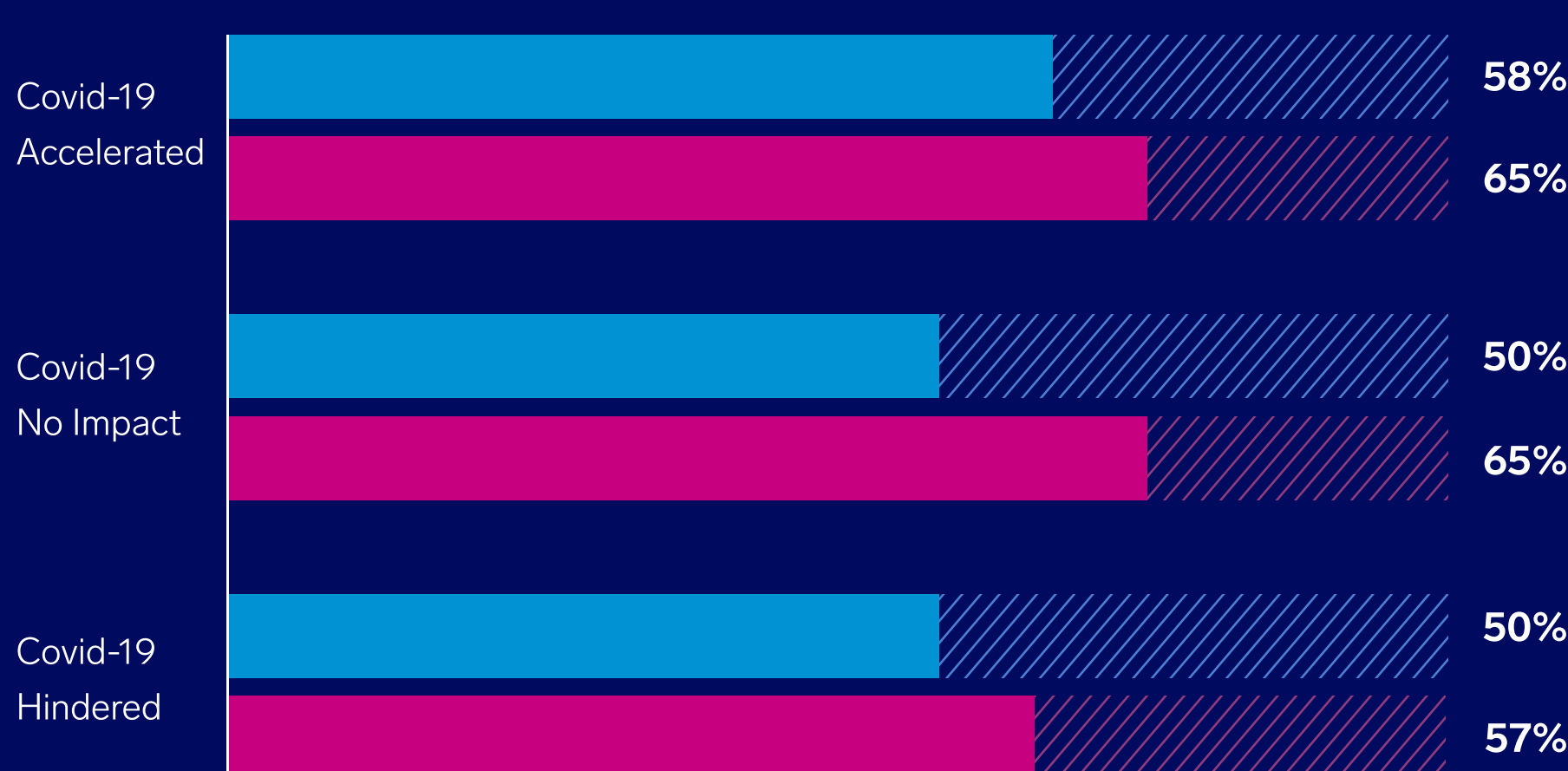
Covid-19 pandemic accelerates digital transformation, including interest in adopting continuous intelligence\* (CI), especially among cloud-mature, digital businesses. Alignment among executive decision makers (EDMs) and practitioners regarding CI's approach to addressing data needs is key to unlocking CI value for digital business success.

**1** Overall CI momentum remains strong, with the Covid-19 pandemic accelerating CI adoption enthusiasm among cloud mature companies to a greater extent than their cloud transforming counterparts.

"CI would be beneficial to my company."



"Very likely to employ CI in the new year."



Left chart: Top 4 box agreement on a 10-point scale shown (beneficial).

Right chart: Top 2 box agreement on a 10-point scale shown (very likely to employ).

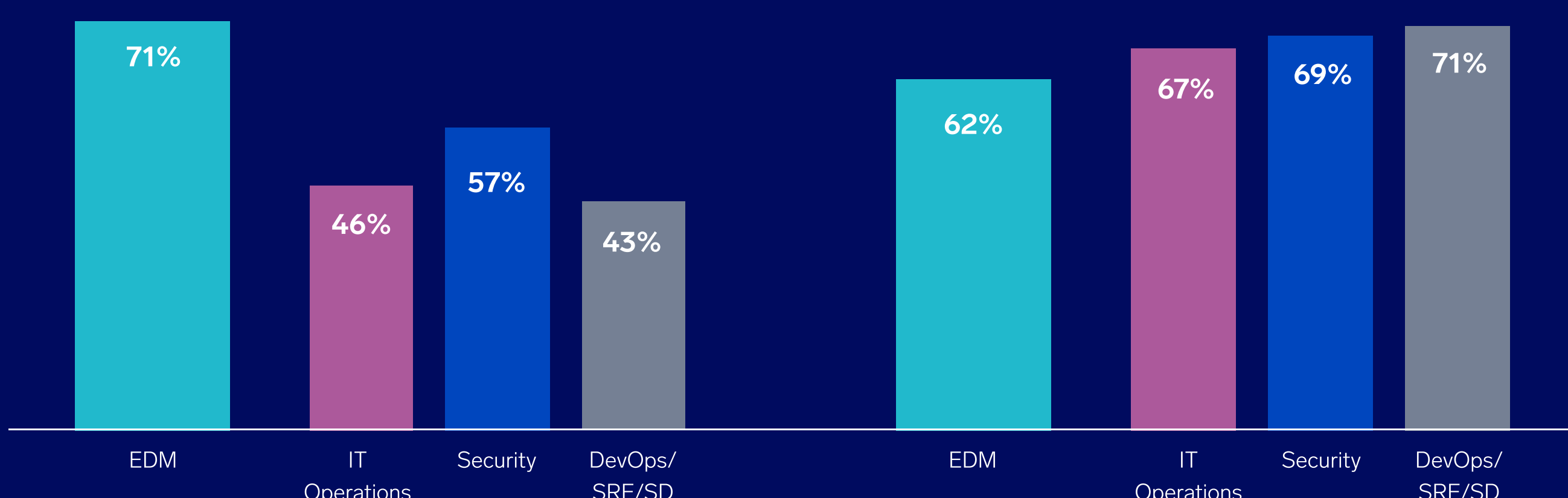
Cloud Transforming\*\* Cloud Mature+

**2** While CI's relevance is highest among EDMs in cloud transforming companies, CI's perceived relevance is more aligned among cloud mature companies...

"CI is the new approach to data that many companies will need to embrace as they become more software-driven to drive revenue."

Cloud Transforming (Total)

Cloud Mature (Total)



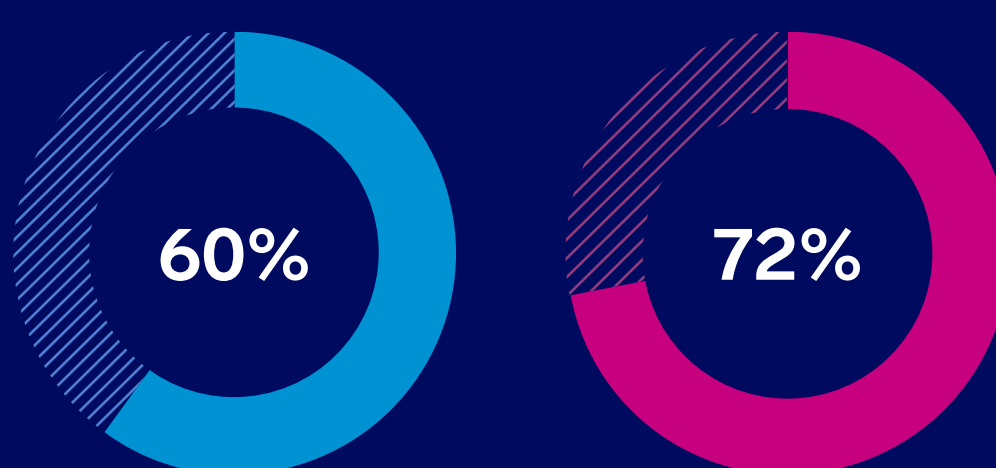
Top 2 box agreement on a 10-point scale shown.

EDM = Executive Decision Maker

**3** ...resulting in more perceived CI value—real-time data analytics; faster, better decision-making, competitive advantage and shared accountability—for cloud mature vs. cloud transforming companies.

Continuous Intelligence Data Perspectives

"Companies gain speed and agility with CI."

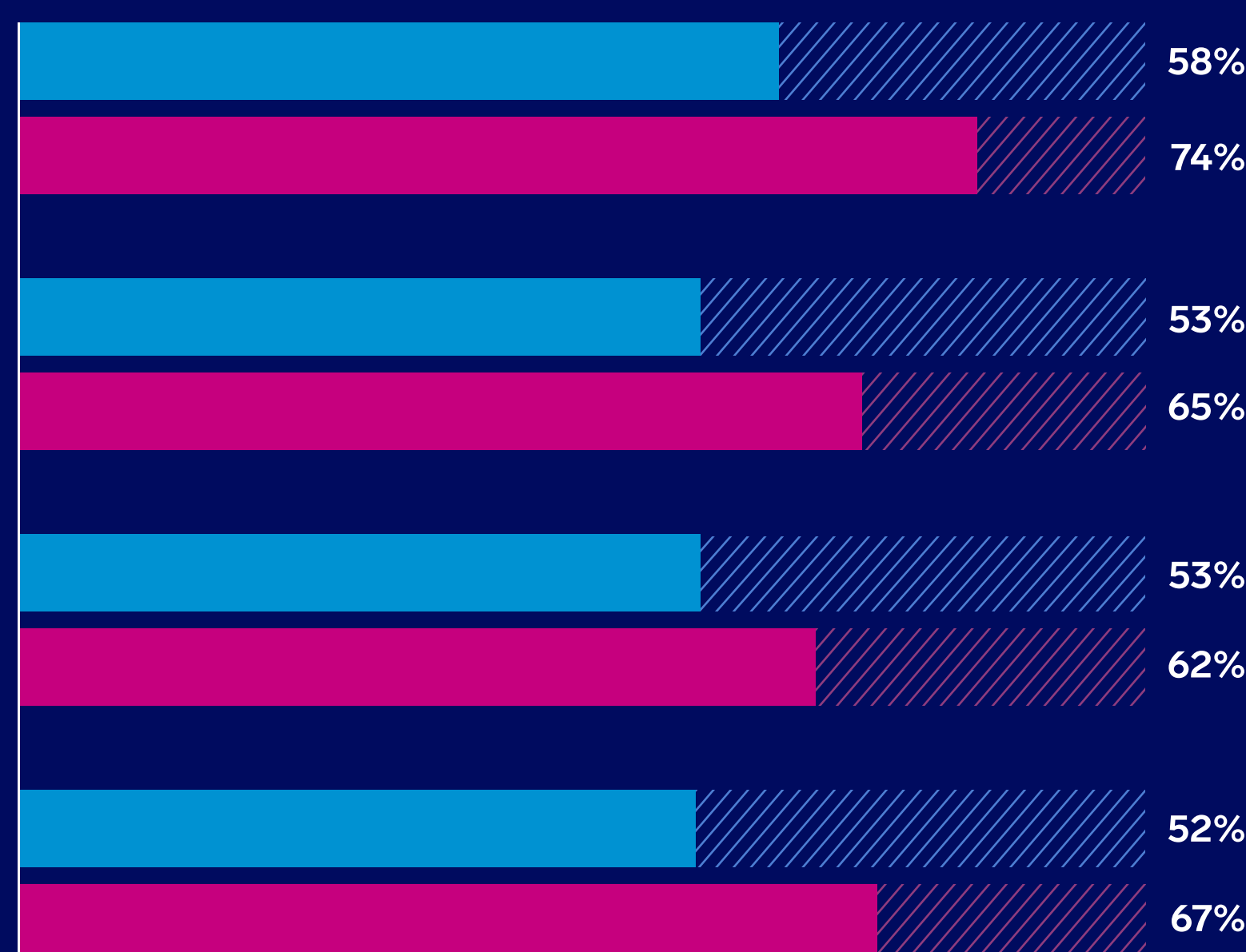


Companies will increasingly recognize the value of providing access to real-time data throughout the organization

The executive suite will utilize real-time data analytics to inform strategic decision-making

Real-time data analytics will use big data mining as the driver of competitive advantage

App developers, operators and security professionals will increasingly share accountability for driving business success via better, secure customer experiences



Top 2 box agreement on a 10-point scale shown.

Cloud Transforming Cloud Mature

## CLOUD JOURNEY DEFINITIONS

### \*\*Cloud Transforming companies

have documented cloud strategies but may **have yet to fully develop and embrace** a governance structure to measure KPIs<sup>†</sup> to improve their cloud and hybrid-cloud capabilities.

### † Cloud Mature companies

include cloud-native digital businesses that have **well developed cloud strategies and a formal governance structure** to consistently measure KPIs to improve cloud and hybrid-cloud capabilities.

<sup>†</sup> Key performance indicators

### \*Continuous Intelligence

is a new category of software, which enables organizations of all sizes to address the challenges and opportunities presented by digital transformation, modern applications and cloud computing. **Sumo Logic Continuous Intelligence Platform™** is a new approach to managing the deluge of data pouring from digital business and services by utilizing a single, cloud-native analytics platform to deliver real-time intelligence and insights across multiple use cases (e.g., operations, security and business intelligence).

Learn more at [www.sumologic.com/CI](http://www.sumologic.com/CI)

## RESEARCH METHODOLOGY

This U.S. online study was conducted in Q4 of 2020 by King Brown Partners (KBP) and commissioned by Sumo Logic. Insights were derived from 796 professionals with cloud management and leadership responsibilities. KBP is a business strategy research consultancy that specializes in working with organizations that are at the forefront of driving digital transformation.