Google Cloud

2023 Data and AI Trends in Asia Pacific

Statistics for the Asia Pacific region revealed

To understand how leaders use their data to innovate and grow, Google Cloud worked with IDC on studies involving 800 organizations across five global regions.[1] The 2023 Data and AI Trends report provides a comprehensive summary of our findings.

This infographic reviews the trends from the perspective of organizations in the Asia Pacific region.



3.05 petabytes of data will be generated every second in the Asia Pacific region by 2026.[2]

Trend 01

Show data silos the door

Unlike silos, unified data platforms integrate information and technologies and improve data usage, decision making, and customer experience.



of organizations are looking to ensure that all capabilities supporting the full data and AI workflow are tightly integrated in their cloud data platform by 2026.[3]

ShareChat manages nearly seven billion requests per day and drives growth with a unified cloud.

Mercari gives staff fast-lane data access to support ¥530.7 billion in yearly market transactions.

Trend 02

Usher in the age of the open data ecosystem

More organizations are adopting open-source software and open APIs to protect technology choice, increase IT ROI, and speed up development.

84%

of organizations consider multicloud support to be an important criterion when selecting a public cloud data and analytics platform.[4]

Tokopedia handles a 20x traffic increase and cuts operating costs by 90% with Kubernetes and multicloud.

Elevate Tech cuts elevators' gas emissions by 30% and reduces faults by up to 8x with AI, IoT, and open APIs.

Trend 03

Embrace the AI tipping point

By democratizing access to AI and ML, organizations enable more people to see patterns and insights in data to accurately solve problems at scale.

83%

say they're more likely to choose a cloud platform with embedded support for AI/ML model execution.[5]

Jardine Restaurant Group increases average order value by >30% with personalized menu recommendations.

YOOZOO Games gives gamers glitchless experiences and boosts ad clickthrough rates by 44.6% with automation and ML.

Trend 04

Infuse insights everywhere

Leaders are driving widespread BI adoption by updating strategies and delivering context-rich data experiences that will support better decision-making, streamlined development, and greater customer retention.

By investing in analytics and AI/ML over the past 18 months, **73% of organizations improved the delivery** of actionable information in the flow of work and **77% increased decision quality.**[4]

Car Next Door powers data-driven car-sharing strategies that fuel growth, efficiency, and development.

Mitsubishi Heavy Industries builds value with IoT insights, self-service analytics, and multicloud.

Trend 05

Get to know your unknown data

Organizations must understand and properly protect all the data they're ingesting and storing to lower risk and also boost productivity, collaboration, and customer trust.

Sunway Group builds a smart, sustainable city in Malaysia on a rock-solid data protection strategy.

CloudCodes protects all data on its multi-tenant platform with AI-enabled controls and the Geolocation API.

75%

of organizations surveyed moved closer to having a common language for data assets over the past 18 months.[7]

Read the full report to learn more about 2023 data and AI trends.

Go to the report

1. These resources were commissioned by Google Cloud.
2. Revelations in IDC's Global DataSphere, 2023, IDC #US49443823, September 2022.
3. Synthesizing Information for Enterprise Intelligence: Overcoming Information Overload, IDC Doc #US48494421, December 2021.
4. Unified Data Cloud for Simplicity and Intelligence to Drive Better Business Outcomes, IDC Doc #US48822022, a White Paper sponsored by Google, March 2022.
5. Ibid.
6. Future of intelligence survey, IDC, August 2021.
7. Ibid.

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