



Delivering Data Value by Activating Data Intelligence

Build trust in data with transparency to bridge the gap between data producers and consumers and deliver trusted business outcomes.

Digital-first Puts Data, First

Executives recognize the need to become data-driven companies for insightful, intelligent decision making.

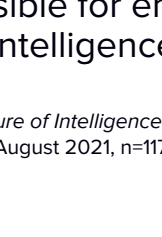


95%
of organizations are implementing a digital-first strategy.

Source: IDC Future Enterprise Resiliency and Spending Survey – Wave 1, February 2022, n=798

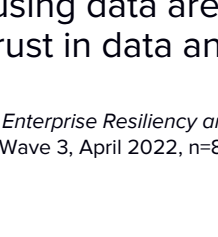


By 2027,
41%
of an enterprise's revenue will come from digital products and services.



77%
of organizations have a senior-level executive responsible for enterprise intelligence.

Source: Future of Intelligence Survey, IDC, August 2021, n=1170



74%
of organizations believe that senior management roles actively using data are critical in building trust in data and insights.

Source: IDC Future Enterprise Resiliency and Spending Survey – Wave 3, April 2022, n=828

Data-driven Expectations Are High

Organizations must bridge the gap between data-driven expectations and the availability of trusted data.



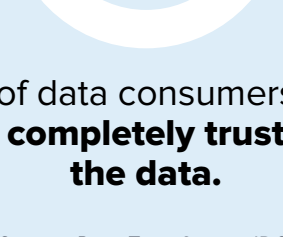
of data consumers are expected to make data-driven decisions.

Source: Data Culture Survey, IDC, December 2020, n=455



of data consumers **strongly believe their actions are driven by data**, because on average, the same percentage strongly believe they have access to the right technology, within a strong data culture, and have timely data to support decision making.

Source: Data Culture Survey, IDC, December 2020, n=455



of data consumers **completely trust the data**.

Source: Data Trust Survey, IDC, December 2021, n=500

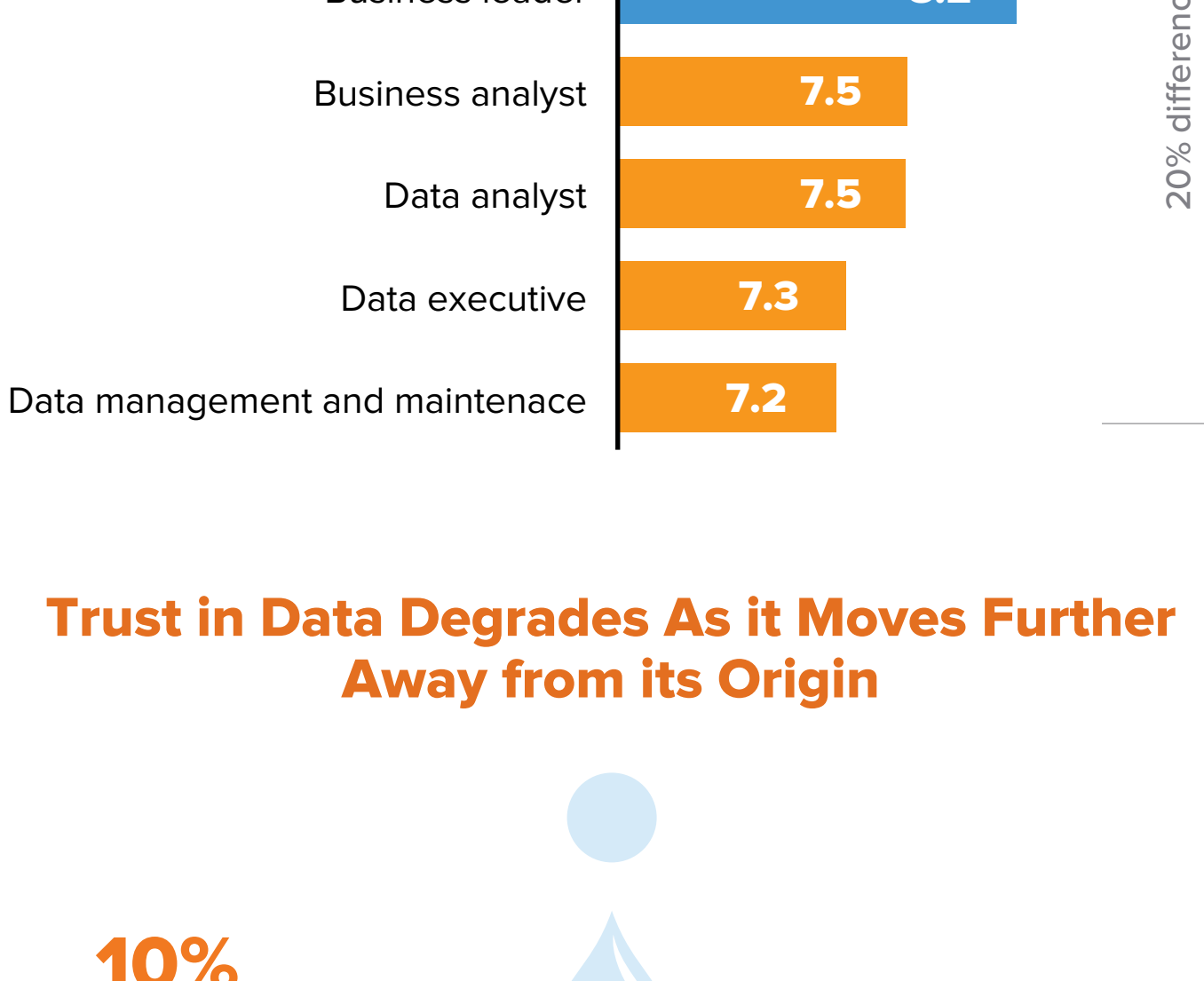
In Data We Trust — or Do We?

Those closest to the data know it the best but trust it less. Trust degrades as data moves farther away from its source.

The more you know (about data), the less you trust:

Q. To what extent do you trust the data the organization has?

Trust score (Scale 1-10)



Trust in Data Degrades As it Moves Further Away from its Origin



10%
less trust in data at the edge compared to the center

40%
fewer respondents trust data at the edge compared to the center

Source: Data Trust Survey, IDC, December 2021, n=500

Data Intelligence Drives Transparency

Transparency is required to improve trust in data and the value of data-driven business outcomes.



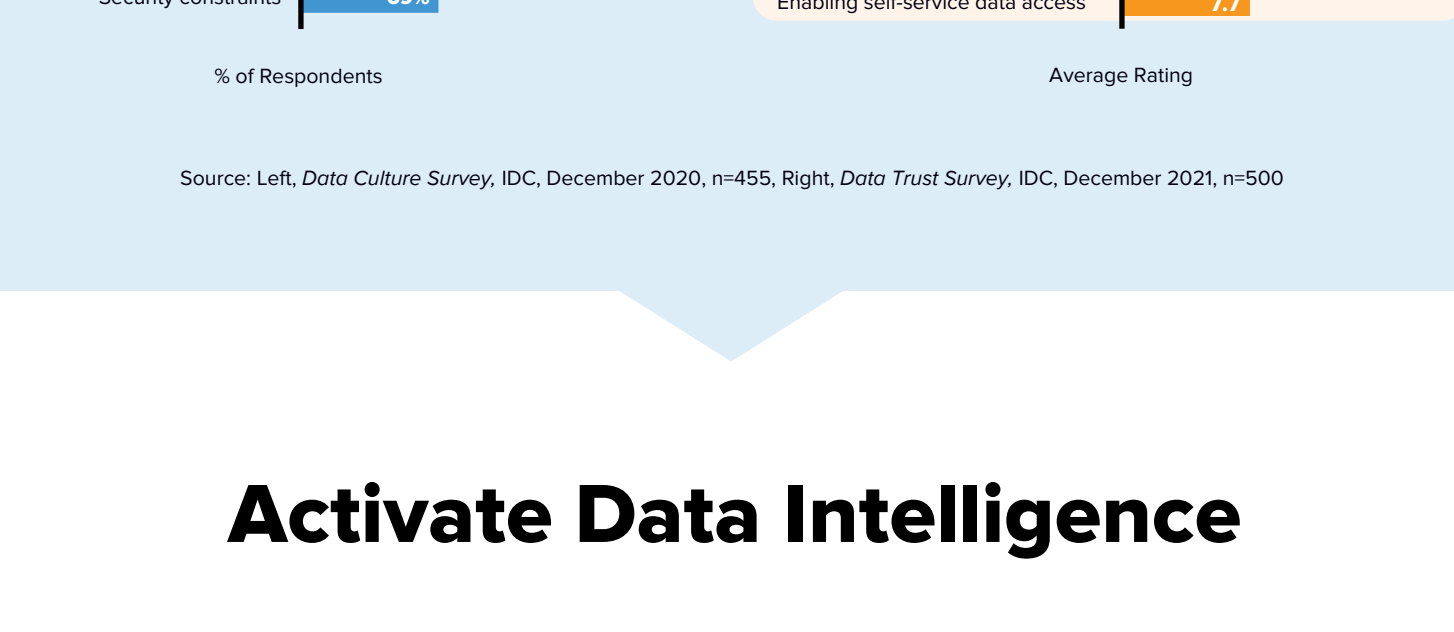
76.5%
of respondents indicated that explainability and transparency in data and knowledge assets are very or extremely critical in building trust.

(IDC Future Enterprise Resiliency and Spending Survey – Wave 3, April 2022)

Intelligence about Data Is Expected, but Not Being Delivered!

Q. What do you expect to know about data when making data-driven decisions?

Q. Rate on a scale of 1 to 10, how well your organization performs on each of the following:



Source: Left, Data Culture Survey, IDC, December 2020, n=455, Right, Data Trust Survey, IDC, December 2021, n=500

Activate Data Intelligence

Invest in a platform to capture, curate, and activate data intelligence, improving data trust and automating data delivery to improve business outcomes.



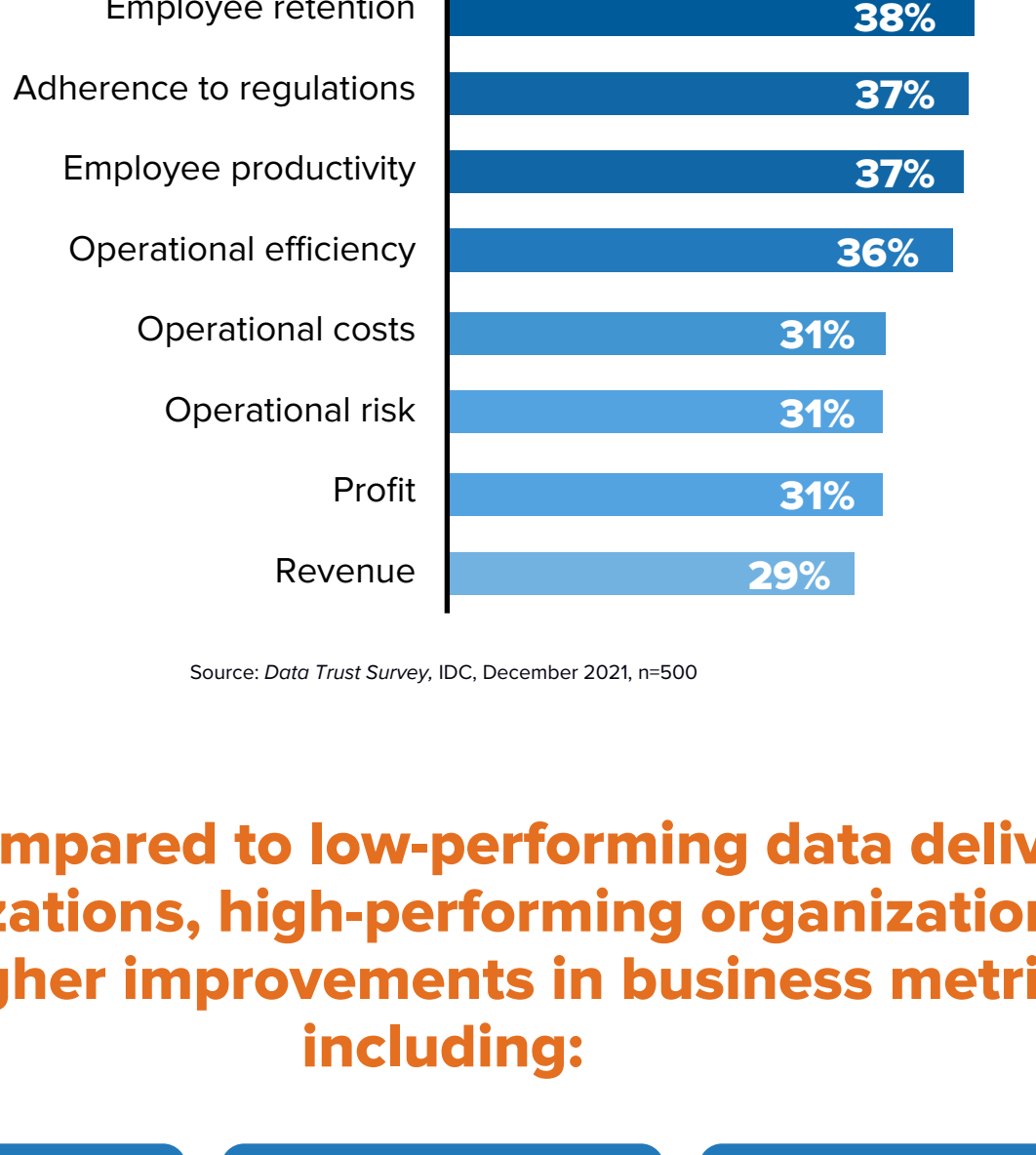
Organizations that are leveraging data intelligence in DataOps **have reduced the number of exceptions occurring in data pipelines**

by 30% and are delivering projects 50% faster.

Source: IDC DataOps Survey, December 2020, n=400

Q. How much positive impact has the level of data quality and trust had on each of these metrics?

% Improvement



Source: Data Trust Survey, IDC, December 2021, n=500

When compared to low-performing data delivery organizations, high-performing organizations have higher improvements in business metrics, including:



Message from the Sponsor

Are you able to deliver data value with the insights you need? Download your copy of “Activating Data Intelligence to Deliver Business Value,” to identify current gaps and better understand priorities for your data intelligence solution.

[Take the Assessment](#)