

# Four reasons data cloud migration needs Data Confidence™

When we asked data professionals about their top objectives, migrating data to cloud-native hyperscaler environments ranked among the top 10. Whether adopting a cloud-first strategy for new applications or modernizing your digital estate, the cloud is crucial. To navigate potential challenges effectively, here are four key aspects that high-confidence teams recommend getting right.



## Minimize disruption with unified data governance

Instead of letting disparate teams create disjointed policies, standards and controls, high-confidence teams unify governance across all platforms, teams and data sources. That enables flexible, cross-functional collaboration and control and makes everyone more confident and capable.

1

73%

Respondents of high-confidence teams are more than twice as likely to have unified data governance compared to their lower-confidence peers.



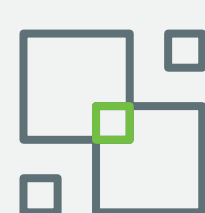
## Ensure data reliability and compliance

Concerns about data reliability are the main reason for a lack of data confidence, more than visibility, access or security combined.

2

60%

of respondents cited data quality as the biggest barrier to confident data use.



## Invest in infrastructure that scales

Teams that feel most confident in their data governance also have the most robust systems.

3

59%

of high-confidence respondents say they have fully standardized data policies and terminology across their organization, compared to only 35% of their less-confident peers.



## What data-confident organizations do differently

Successful data cloud migrations are reinforced by visibility — the foundation of confidence. The most confident organizations build transparency into the pipeline.

4

64%

report high data confidence, a rate more than three times higher than their less-confident peers, thanks to increased visibility into the health and reliability of their data.

All stats are from “The State of Data Confidence,” our latest report about how organizations evolve from uncertainty to unwavering trust in their data. Get your copy [here](#).



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