

4 WAYS BAD DATA IS BAD FOR BUSINESS

Does your organization have bad data? Chances are, it does. And simply put, bad data drives bad business decisions.

But how much does bad data really cost your business?

\$3.1 TRILLION

(Source: Harvard Business Review, 9/16)



1 WASTED TIME

Decision makers, managers, data scientists, and knowledge workers spend too much time looking for data.

REAL LIFE EXAMPLE:

A search for Lifetime Customer Value

- Involved 12 different business users



- Generated 15 emails



- Took 31 hours (or nearly 4 business days) to complete.



- Repeat this process 2x/month = your organization will waste 93 working days a year

2 FAILED BUSINESS INTELLIGENCE INITIATIVES COST COMPANIES BILLIONS

- Self-service BI and analytics initiatives have skyrocketed, but too many fail.
- There's no such thing as business intelligence if users can't quickly find the data they need.

3 STRATEGIC MISSTEPS

The recipe for business success: make good decisions based on good data, metrics, and reports

But when data is impossible to find, difficult to understand, or hard to trust, it hurts in 2 ways:

-  Delays decision-making (when critical data arrives late)
-  Sabotages decision making altogether (when critical data either never arrives or is inaccurate)

4 BOTCHED PRIORITIES

Lost in translation: When data is hidden in plain sight:

- Users don't share it because they don't know what it means
- The "big picture" remains elusive
- Decisions slow down...or stall completely
- You can't capitalize on significant business opportunities
- Data brawls erupt

DATA GOVERNANCE HELPS OVERCOME THE DATA DILEMMA

- Data governance helps businesses extract value so information can be used as a critical business asset.
- True data governance breaks down data silos so users can find the data they need, collaborate on it, easily understand its meaning – and most of all, trust the data to drive competitive advantage.

Ready to learn more?

