

**Sponsored by:**  
Collibra

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## Business Value Highlights

**510%** three-year ROI

**7 months** to payback

**\$18.9 million** higher gross

**23%** higher gross productivity by business intelligence and analyst teams

**27%** higher gross productivity by regulatory compliance teams

**69%** less time to locate data/reports



# Quantifying the Business Value of the Collibra Data Governance and Catalog Platform

## EXECUTIVE SUMMARY

Data is increasingly at the epicenter of every organization. In fact, an IDC global study of 800 organizations revealed that 47% of enterprises have a chief data officer today. The growing importance of data to remain competitive in today's business climate requires organizations to break down data silos and provide data integration to achieve greater data visibility, reliability, and traceability, in turn providing faster insights. However, these objectives become challenging as data becomes increasingly distributed, dynamic, and diverse.

To understand how better organizing and managing data in organizationwide initiatives can improve data utilization, IDC interviewed organizations that are using Collibra's data governance and catalog solutions (Collibra). These organizations reported that Collibra has provided much-needed visibility, transparency, and operating rules for their huge data environments, along with a user-friendly interface that encourages data ownership among line-of-business users. As a result, the organizations have seen benefits in terms of improving access to and quality of data, enabling employees who rely on and work with data, and creating new business opportunities. IDC's analysis shows that these organizations are realizing strong value with Collibra, and most plan to extend its use in the coming years as their organizational data initiatives mature and expand. IDC projects that on average, these organizations will realize benefits from their use of Collibra that will yield more than a six to one return on their investment (510%) over three years by:

- **Identifying and addressing new business opportunities** through data analytics use and driving new revenue streams
- **Enabling constituents such as business intelligence analysts and data scientists** by allowing them to move from finding data to applying data, thereby increasing their productivity and value to their organizations
- **Providing the basis for more efficient compliance and auditing operations**, thereby reducing the relative cost of minimizing risk in these areas
- **Increasing the productivity of teams that maintain, organize, and secure data**, such as data governance and security teams