# Are you getting full value from the data available to you?

Our research reveals many organizations are a long way from mastering their data.

## In data we (don't) trust

To make strategic decisions based on data, organizations need to trust that data.

We found a significant mismatch in perceptions between the IT and data teams and the on-the-ground reality for business users.

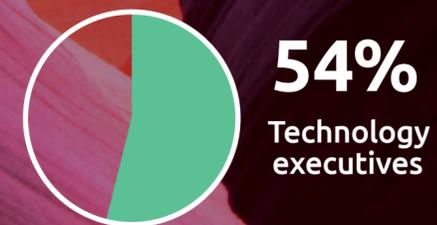### Business executives do not trust the data they get

**62%**
Technology executives

Our business executives trust and completely rely on the data for decision making

**20%**
Business executives

We entirely trust the data we get

### Data quality is a huge issue for business executives

**54%**
Technology executives

Our business users are happy with the data quality

**27%**
Business executives

We are happy with the data quality

See the full report →

# The advantages of being a data master

A small group (16%) of the organizations we surveyed are in the mature or "data masters" category.

They show significantly better performance on multiple financial metrics. Compared to the average, data masters enjoy:

**62%** higher profit

**70%** higher "revenue per employee"

**245%** higher "fixed asset turnover"

## Plus multiple other benefits:

Data masters are more confident their people possess storytelling skills

| | |
|---|---|
| Data masters | **81%** |
| Others | **21%** |
| Average | **30%** |

Our employees have the required data storytelling skills

### Customer engagement benefits realized by being data powered

| Data masters | **19%** |
|---|---|
| Others | **11%** |

Reduction in consumer complaints

| Data masters | **19%** |
|---|---|
| Others | **11%** |

Customer satisfaction - increase in Net Promoter Score

| Data masters | **22%** |
|---|---|
| Others | **12%** |

Reduced churn

Extent of consumer engagement related benefits seen

See the full report →

# Industrialized Data Engineering and AI Acceleration (IDEA)

## Accelerate your data modernization journey

The IDEA solution is suite of modular accelerators built on a metadata-driven framework enabling Data Estate & AI Modernization on the Cloud.

40% less time to value →