

Data Management in an Era of Change



Now — more than ever — organizations must respond quickly to fluctuating customer demands and market realities. It's a tall order that requires easy access to data both internally across departments and externally across organizations.

The good news: the right data management capabilities, coupled with best practices, can ensure greater business agility in these challenging times, according to a new survey by IDG.

Many companies struggle when it comes to managing data.



86%

very challenging to leverage data to provide new products/services



44%

focus on data initiatives that only support a single department



36%

still rely on manual processes to support data management

That's a missed opportunity for better data quality, smarter insights, and cost savings.

MOST APPEALING BENEFITS OF SHARING DATA EXTERNALLY:



Data management solutions can help organizations create, integrate, govern, store, consume, and analyze their information more effectively.

DATA MANAGEMENT CAPABILITIES INCLUDE:

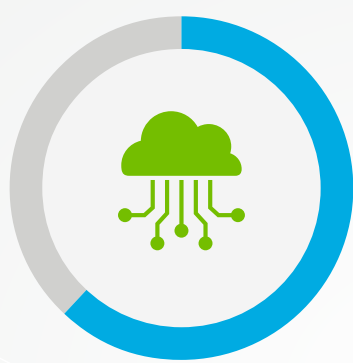


Taken together, respondents say these capabilities can significantly boost business agility



69%

enhance master data records with data from external providers



62%

enable cloud-based MDM deployment



54%

improve data quality



52%

gain a single view into data, including relationships and patterns and variations

Forward-looking companies recognize the potential

No wonder **over half of organizations plan to expand deployment of data management solutions** to enable data harmonization for initiatives such as executive management, customer service, R&D and legal.



In fact, the more employees share data around developing new products and personalizing customer service, the better experiences they create for customers, and the faster they're able to respond to evolving customer needs.