

TOP 10



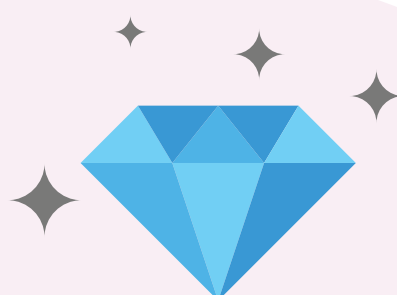
DATA MANAGEMENT TRENDS FOR 2020

The demand for data-driven insights and innovation has never been higher.

Explore this year's top global data management trends, challenges, best practices, and more.

DATA IS A VALUED BUSINESS ASSET

85% of businesses view data as one of their most valuable assets.



CUSTOMER EXPERIENCE REIGNS SUPREME

55% of organizations say improving the customer experience is a key business priority for the coming year.

DATA DEBT DRAINS NEW INITIATIVES

66% of organizations say a backlog of data debt negatively impacts new data initiatives like AI, machine learning, or analytics.

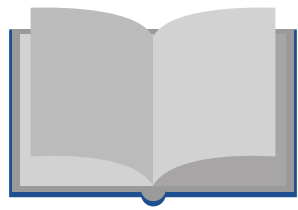


THERE IS A LOT OF BAD DATA

28% of organizations believes that of their current customer/ prospect data is inaccurate in some way.

WIDER DATA USAGE IS ON THE HORIZON

77% of organizations are actively working to put data insights into the hands of more people across the business.



DATA LITERACY IS A CORE SKILL

84% of businesses see data literacy as a core competency that all employees need to have in the next 5 years.

A BIG INVESTMENT IN SPECIALIZED DATA ROLES

87% of organizations see specialized data roles such as chief data officer, data analysts, and data scientists as difficult to hire.

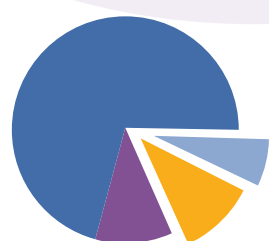


CDO IS THE DRIVER OF DATA-DRIVEN CULTURE

52% of organizations have a CDO and this person is viewed as a critical member of the leadership team with a seat at the table.

OVERWHELMING DISTRUST IN DATA

94% continue to see a level of distrust in data. In fact, businesses continue to suspect nearly 1/3 of customer/prospect data is inaccurate.



THERE'S ROOM TO GROW IN YOUR DATA QUALITY MATURITY

23% of organizations are mature in their data management practices.

Data management practices are evolving. Learn how you can leverage data at your organization by downloading our 2020 global data management benchmark report.

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