

# Data democratization

How a data-driven culture is key to organizational success

Dreaming of shifting to a data-driven workforce? Discover how data democratization is achievable and why it is more important than ever before.



Our recent study shows us:

**A data-driven culture is attainable when supported by a program synced with data democratization, DataOps, and data literacy.**

**4 out of 5**

say data democratization is a key initiative over the next 12 months.

**85%**

say data ops and data literacy are essential to achieving data democratization.



**57%** of business leaders are already underway with data democratization.

Data democratization is the process of making data and insights accessible to a wider range of clients within the business. Here's why it's important:

**Data democratization is becoming more essential with the current global crisis.**

### More remote employees

**9 out of 10** businesses say data democratization is more important than ever when large numbers of employees are working from home.

### Digital transformation

**87%** of respondents say data insight is essential to managing the customer experience and operational efficiency in the digital environment.



### Benefits of data democratization

Better & faster decision-making	62%
Improved operational efficiency	59%
Better customer experience	57%
More empowered employees	53%
Better security or reduced risk	50%

**99%**

of businesses say they see **benefits from data democratization.**

### Top 3 challenges to watch for when data democratization is underway

Lack of trusted data	38%
End user expertise in using insights	37%
Lack of data access	32%

Business leaders are moving forward with data democratization, but not because it's easy. Here's how you push through the roadblocks to reap the benefits:

**DataOps and data literacy enable the shift to a data-driven culture. Why?**

### DataOps brings agility & innovation.

**What is DataOps?** It's the automation and monitoring at all steps of data pipeline construction, from data integration, testing, releasing to deployment and infrastructure management. It aims at shorter development cycles, increased deployment frequency, and more dependable releases of data pipelines, in close alignment with business objectives.

#### DataOps underway

**Over half** of businesses have some sort of DataOps program today.



### Data literacy informs data-driven decisions.

**What is data literacy?** It's the ability to read, write, and argue with data.

#### Benefits of a data literate workforce

**Meet key business objectives**



**Recognize higher ROI**



**Leverage high-quality data**



**Better compliance with regulation**



### Top ways to format a data literacy program

Robust, formal program	10%
We have training being rolled out to all employees	25%
We are in a pilot program with specific employees	35%
We have dedicated staff focused on data literacy	45%
It is in very early planning stages	55%
We haven't made any plans around data literacy yet	65%



Today, companies need to operate with data-driven agility to stay ahead of the competition. **Read the full report to learn why a data-driven culture is key for success in digital world.**

