



Mastering tomorrow's markets: The data quality revolution

Our 2023 data management research report is here!

We surveyed 500 business leaders to gain insight into the current state of data quality and its role in combatting growing market disruptors. Professionals across industries shared which major market disruptors they're facing, how they plan to use data quality to overcome them in the following year, and what they expect to gain from their investment.



Market disruptors are testing businesses

88% of respondents say market disruptors and challenges look set to intensify over the next 12 months. These disruptors affect wide-ranging aspects of business.

Tech advancements (33%)

Increased operational costs (32%)

Skill shortages (29%)

Changing customer behavior (27%)

Supply chain issues (27%)

Companies invest in data for better market response



Companies are responding to market disruptors by investing in data quality and automation

87% of respondents said that high quality, trusted data plays a critical or very important role in responding to market disruptors and challenges. Let's take a closer look at why businesses will continue to invest in their data quality—specifically, people, processes, and tech.

What companies expect from their data quality investment



80% Want to reduce risk

Organizations say data observability will be important over the next 12 months to reduce risk and empower market response



77% Want to automate for better agility

Organizations say they want to implement data solutions that can scale monitoring and reporting, are easy to use, integrate into applications, and are cloud-based



47% Want to invest in data skills

Investment in data to respond to market disruptors and pressure points is most likely to focus on investing in data skills to help them use and manage insights more effectively



Conditions of data quality today



A third of our respondents exceed targets for the year

What makes these organizations different? Data maturity. They are 2x more likely to be in the most mature data quality segment.

What they understand about the market

- More likely to see market disruptors having significant impact on business
- More likely to see data quality automation as important to organization moving forward
- More likely to see data observability as important in the next 12 months

The actions they take

- Use more data quality tools
- More likely to be hiring data roles
- More likely to create a data center of excellence
- More likely to use solution implementers for data quality tools
- More likely to integrate data quality capabilities into apps to scale and innovate

[Read the full report](#)