

BENEFITS

OF A DATA-DRIVEN ORGANIZATION

Companies across industries are catching on: High-quality data is the element of success. Our latest research proves that powering your business with quality data management will result in business growth and higher ROI.

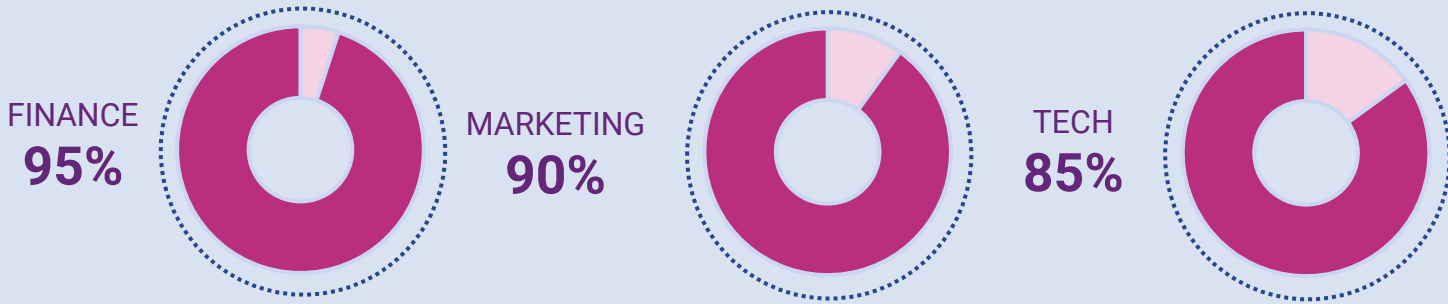
Find out what the top benefits of growing your data maturity are for your industry.

8 out of 10 say investing in software to improve their data quality has resulted in high ROI for business initiatives.

1 BETTER & FASTER DECISION-MAKING



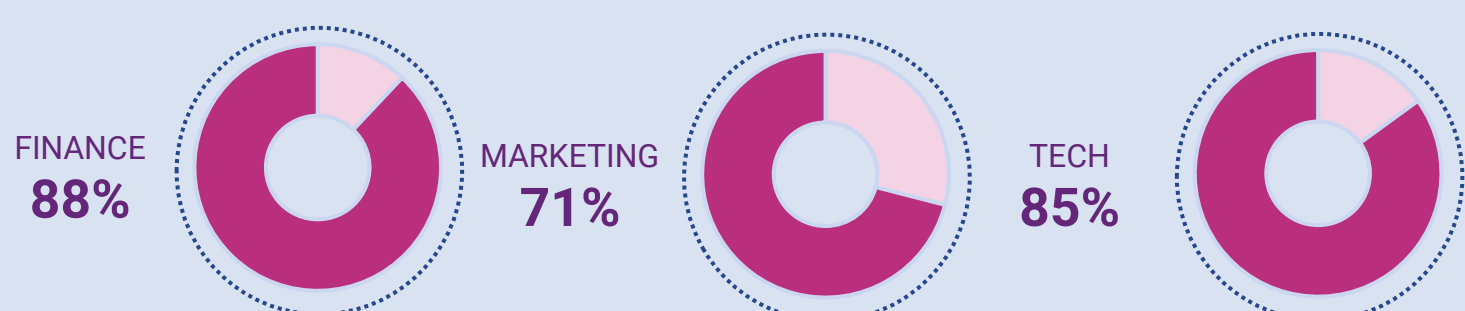
Quick and accurate decision-making is essential in an unstable market; the environment is changing daily, and you need to be able to forecast success and pivot. **See what your peers are saying about data management impacting effective and efficient decision-making.**



2 IMPROVED CUSTOMER EXPERIENCE



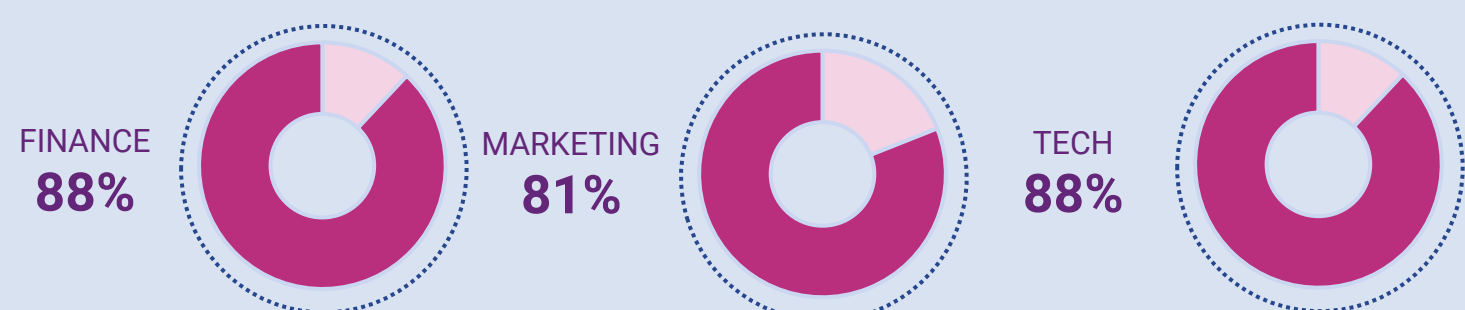
Customer experience continues to be a top priority for organizations as the market becomes more competitive and they adapt to changing consumer buying behaviors. **See what your peers are saying about data management benefitting customer experience.**



3 OPERATIONAL EFFICIENCY



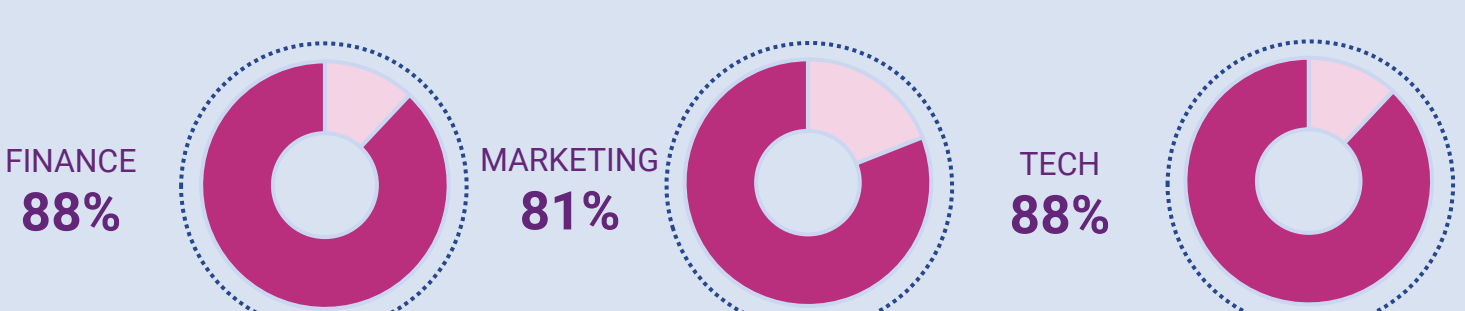
Slow operations means the job isn't getting done efficiently nor effectively. In this case, this could impact customer experience, employee morale, and eventually bottom-line growth. **See what your peers are saying about data improving operational efficiency.**



4 COST SAVINGS



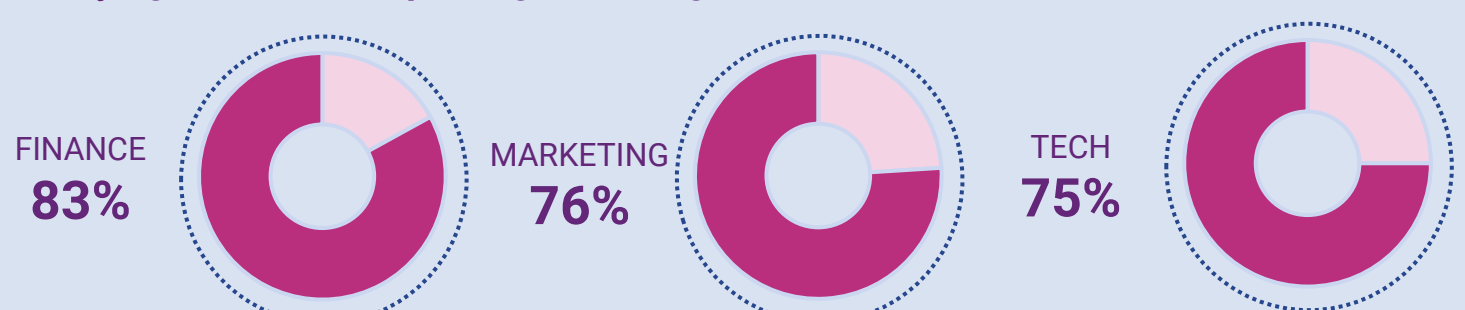
Organizations who have invested heavily in data this past year say data management greatly benefits cost savings. **See what your peers are saying about data helping them save unnecessary spending.**



5 REVENUE



Organizations are saying that data management directly impacts business growth. This is a huge benefit as organizations invest in their data maturity. **See what your peers are saying about data impacting revenue growth.**



Experian recently surveyed over 500 business leaders in the U.S. on their journey to data maturity—and the benefits they are seeing from increased investment in data management.

Download the research on edq.com

