

**“You merge organizations, you replace your systems, you hire new people...but the one thing that remains **through it all is your data.**”**

*--customer just starting a governance initiative*

# Unlock the Power of Data

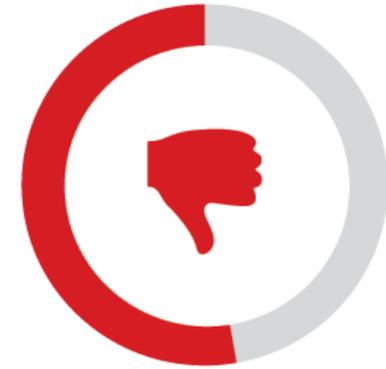
**Rex Ahlstrom**  
Chief Strategy Officer  
September 26<sup>th</sup>, 2014



# Why Care About Data?

**53%**

Suffered losses, problems, or costs<sup>1</sup>



**40%** of business initiatives fail<sup>2</sup>



**Only 10%** monitor and measure programs<sup>3</sup>



**20%** of labor productivity affected<sup>4</sup>



**77%** bottom line affected by bad data<sup>5</sup>

1. Source: TDWI
2. Source: Gartner
3. Source: Forrester
4. Source: Gartner
5. Experian/QAS



Organizations are losing  
**\$8.2 Million**  
on average per year due to  
**poor data quality**



# How Fast is Your Data Growing?



The total amount of global data is expected to grow to **2.7 zettabytes during 2012** – up **48%** from 2011<sup>1</sup>

The total digital universe will reach **7.9 ZB in 2015**<sup>2</sup>



Structured data grew by more than **40%** per year<sup>2</sup>



Traditional content types, including unstructured data, are growing by up to **80%** per year<sup>2</sup>

1: IDC Predictions 2012: Competing for 2020, doc #231720, December 2011; 2: IDC Digital Universe Study, sponsored by EMC, June 2011;

2: Gartner, Information Governance: 12 Things to Do in 2012, Published: 27 January 2012



# 57%

increase in customer satisfaction if a company has **high-quality, business-driven data**<sup>1</sup>



A 10% increase in usability of data translates to an **increase of \$2.01 billion in total revenue per year**<sup>2</sup>



A 10% increase in accessibility to data translates to an additional **\$65.67 million in net income per year**<sup>3</sup>



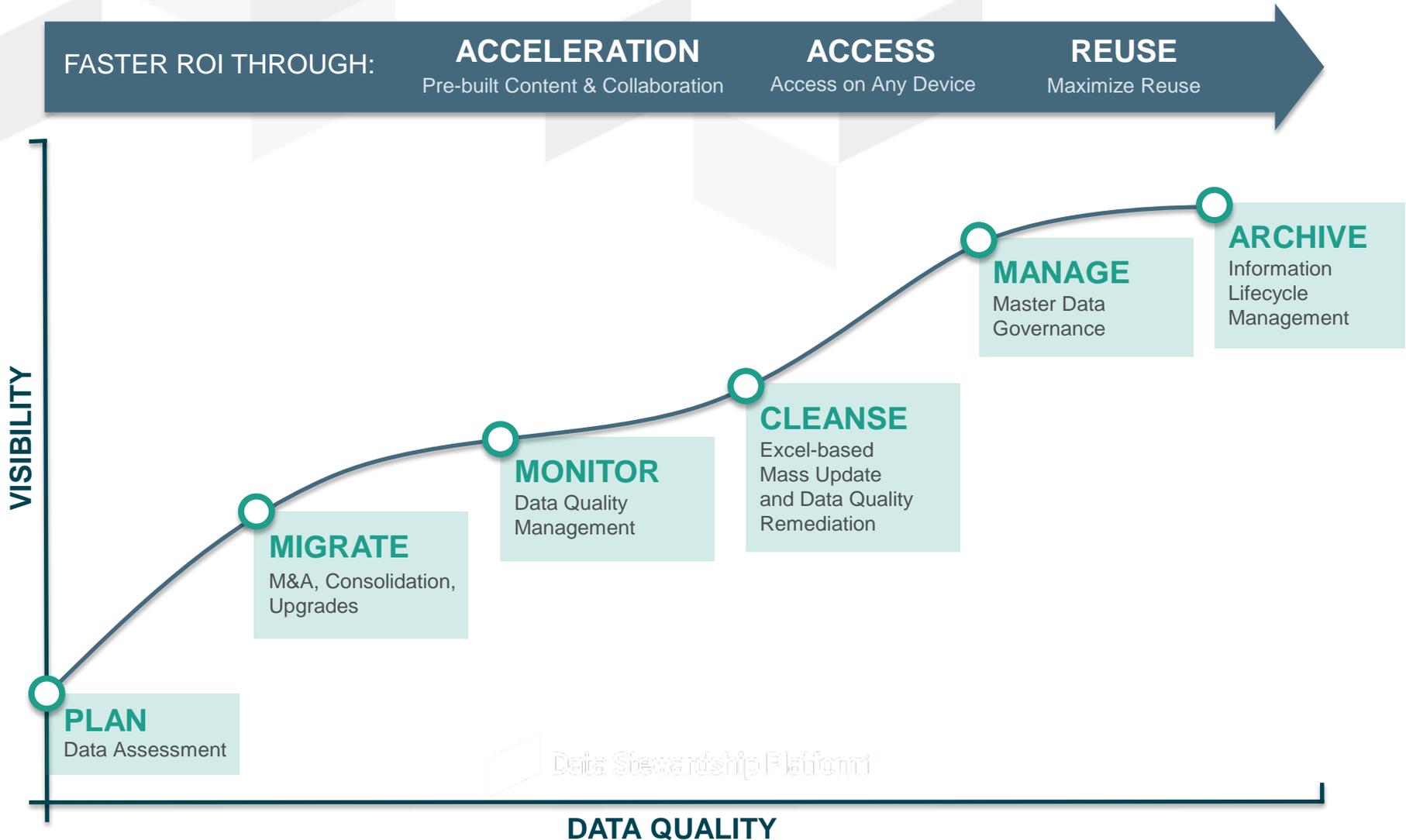
**Risk Reduction:** Data migration projects present an opportunity for legal and IT professionals to eliminate redundant, outdated and trivial data, **by up to 60%** in some cases, decreasing data management costs and reducing legal and regulatory risks<sup>4</sup>

## Benefits of Information Governance Strategies

1. Source: TDWI  
2. Source: Sybase/Univ of Texas Austin  
3. Source: Sybase/Univ of Texas Austin  
4. Source: Gartner

# Systems Change — Data is “Continuous”

## The Data Journey



# Every Agency should have .....

- > A comprehensive data strategy
- > Confidence in their data for reporting and decision making
- > 100% business ready data
- > Data that will support business processes
- > Integrated Data Governance to ensure high quality data
- > Repeatable processes to support on-going governance efforts
- > Lower risk due to better data

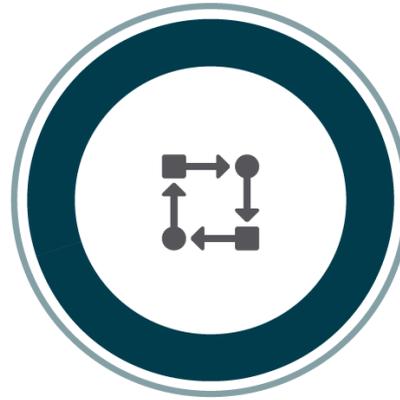
# High Quality Data is a Function of.....



## **EXPERTISE**

Focused data quality expertise and a depth of varied experience

***Linking Data to Business Process Execution!***



## **METHODOLOGY**

An agile, repeatable approach to the ad-hoc nature of dealing with complex data

***Move from Reactive to Proactive!***

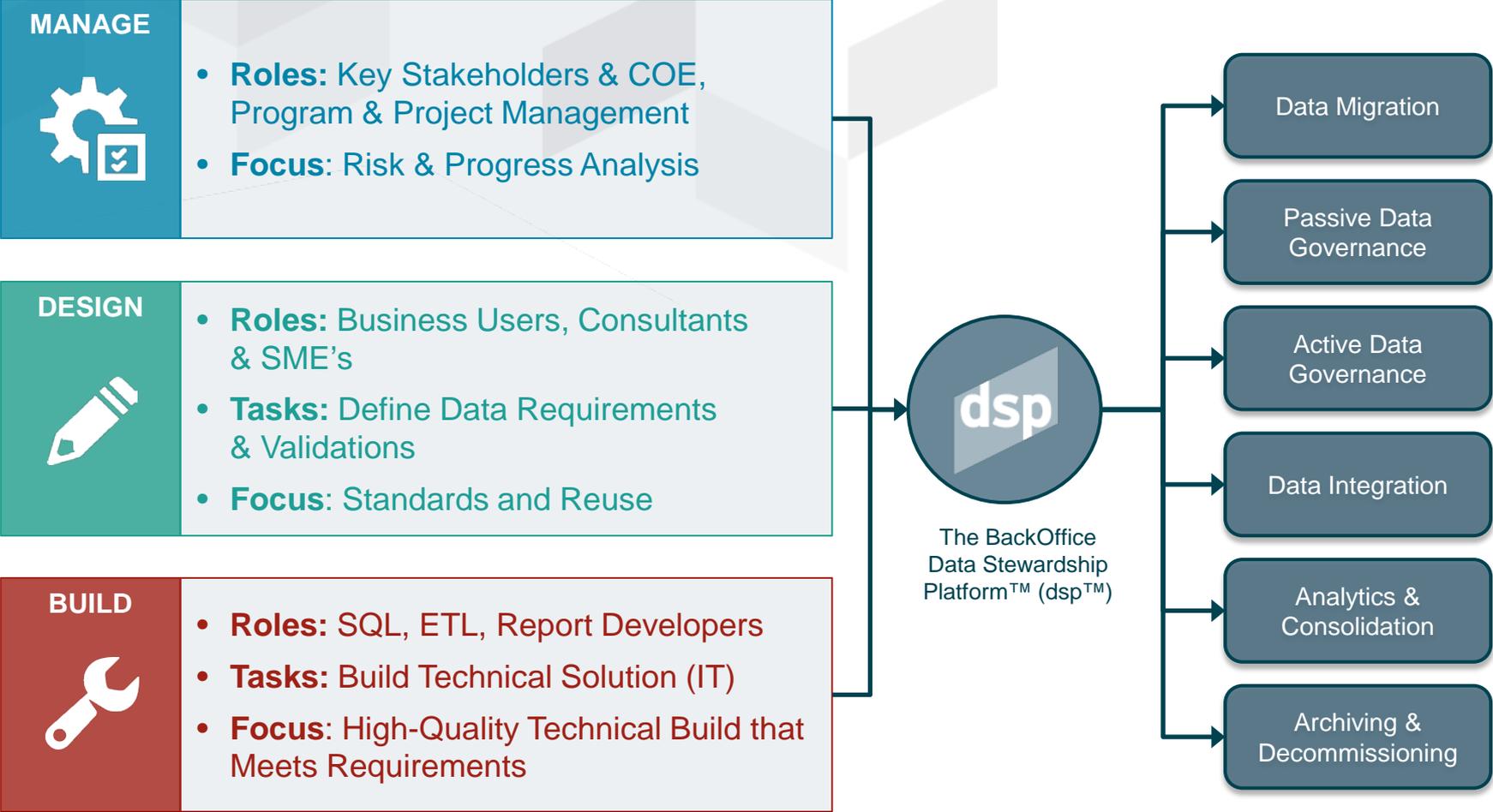


## **TECHNOLOGY**

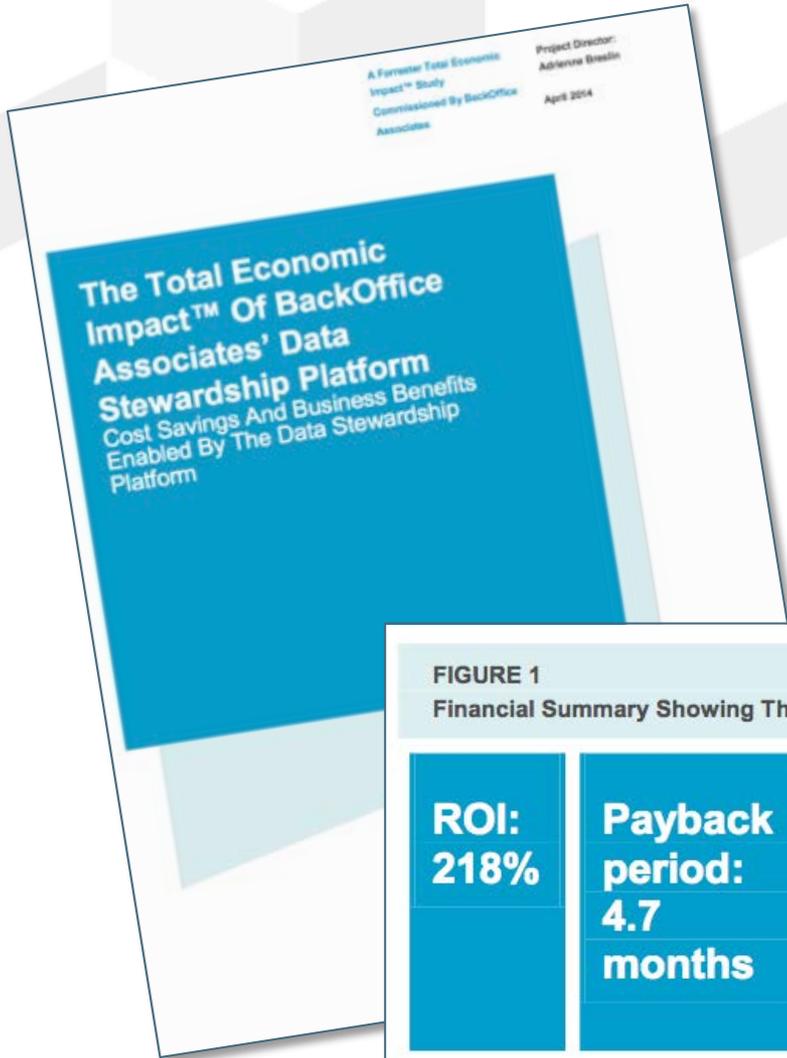
Powerful Data Stewardship Platform™

***Vast System, Industry and Line of Business Content Library!***

# One Solution for All Constituents and Data Initiatives



# Forrester Total Economic Impact Study



# Thank You

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