

# Four ways you can empower business growth and innovation with data sharing

How do you ensure your organization realizes the greatest value from its data? By treating it as the valuable resource that it is. When teams can confidently find, understand, trust and access data, they discover new ways to fuel business growth and unlock new opportunities.

1



## Define your “why”

Align your data sharing strategy with your organization's objectives and define the "why" to gain support and foster a cultural shift towards data sharing.

25%

of companies realize the potential of their data initiatives<sup>1</sup>

2



## Build a strong foundation for organizational success

Organizations need to align their efforts and establish clear rules to share data effectively and build a data-driven culture.

78%

of CDOs cite culture as the top hurdle to becoming data-driven<sup>2</sup>

3



## Enable self-service access to reliable data

Democratizing data empowers users to access trustworthy data independently, breaking down silos, streamlining decision-making and driving innovation.

70%

of employees expected to use data heavily by 2025<sup>3</sup>

4



## Monitor KPIs and feedback for continuous improvement

Regularly measuring progress and gathering insights from stakeholders helps ensure that your data sharing program remains effective.

13%

improvement in data analytics team productivity with a data intelligence solution<sup>4</sup>



Read our ebook to learn more about how to create a successful data-driven culture.

1. [A new dawn for dormant data](#), Accenture 2023

2. [2024 Data and AI Leadership Executive Survey: Executive Summary of Findings](#), Wavestone, January 2024

3. [Building Data Literacy](#), Forrester, February 2022

4. [The Business Value of Collibra Data Intelligence Cloud](#), IDC Business White Paper, October 2022