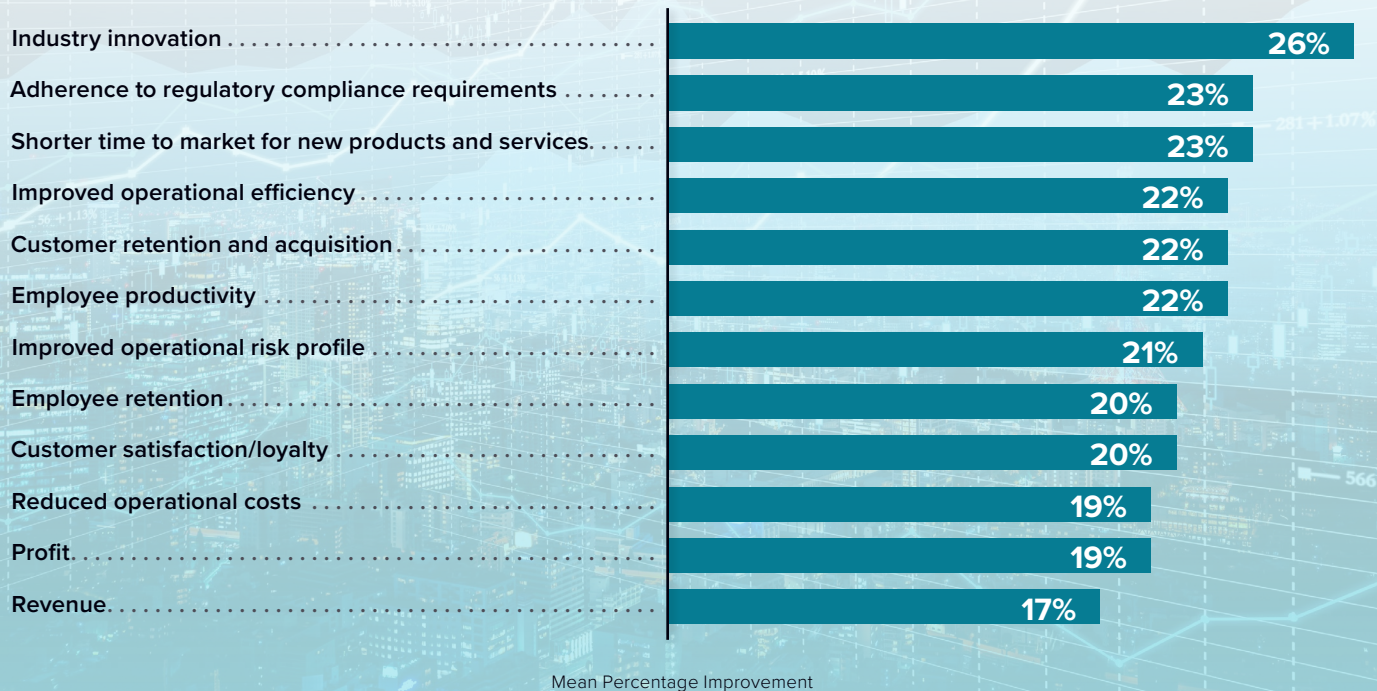




Data Intelligence Maturity Drives Three Times Better Business Outcomes

Business Outcomes Resulting from Investments in Data Intelligence



Source: Collibra Data Intelligence Survey, IDC, February 2022

Companies are investing in data intelligence specifically to drive business outcomes and are seeing significant improvements. Industry innovation is at the top of the list, followed by adherence to regulatory compliance requirements and shorter time to market for new products and services. Profit and revenue are the metrics least improved by investments in data intelligence, but the magnitude of improvements is significant for any organization.

Mature data intelligence organizations have clearly defined roles and responsibilities for data and analytics, take a holistic approach to data intelligence, expect availability of data intelligence, measure more data metrics, and **are achieving three times these business outcomes** compared to the least mature organizations.

Data intelligence is increasingly important for organizations:

- ▶ 98% have a single role that is directly responsible for data intelligence
- ▶ 35% have people in data leadership roles responsible for data intelligence
- ▶ 22% have a CIO/CTO/CISO responsible for data intelligence
- ▶ 56% of organizations have a single group accountable for data intelligence

The Characteristics of a Mature Organization

Gathering data intelligence on its own is important, but how organizations activate data to compete in the digital economy is what differentiates leaders from laggards. Activating data intelligence is a combination of data cataloging, governance, quality, and metrics, combined with organizational design to build data culture and improve data literacy. The most mature organizations are activating data intelligence with efficiency and effectiveness and, as a result, are achieving better data and business outcomes.

The level of data intelligence maturity is influenced by organizational structures and accountability, the approach to data intelligence and expectations for intelligence about data, and what metrics are being measured. The most mature organizations have:

- ▶ Clearly defined roles and responsibilities for data and analytics
- ▶ Take a holistic approach to data intelligence
- ▶ Always expect intelligence about data to be available when making a data-driven decision
- ▶ Measure more data metrics

A Data Intelligence Maturity Index

The most mature organizations are able to make more data-driven decisions and are experiencing improvements in business and data outcomes. Compared with organizations at the bottom of the maturity index, 83% more organizations at the top of the index are making data-driven decisions. Organizations at the top believe most of their decisions are data-driven, whereas organizations at the bottom believe that half of their decisions are based on data and the other half are based on gut instinct.

Improvements in data outcomes for organizations at the top of the index include an increase in trust around data as well as improvements in quality of decisions, the time it takes to make decisions, and delivery of actionable information. Four times as many organizations at the top of the index have experienced improvements in data outcomes such as enterprise-wide knowledge capture and sharing, quality and timeliness of decisions, use of process automation, trust in data and information, and employee productivity, compared to those at the bottom of the index.

Those at the top have also experienced three times the business benefit on average across a common set of business KPIs, with the most benefit in profit, revenue, customer satisfaction, employee productivity, operational efficiency and risk profile, and regulatory compliance.

Implementation of data intelligence alone is not sufficient, but adoption is critical to success. Compared with organizations at the bottom of the curve, more than four times as many organizations at the top have adopted data intelligence. Organizations at the bottom of the curve have a good level of implementation but fall short when it comes to active data intelligence adoption across the organization. Lack of adoption is a significant inhibitor to activating and realizing the true value of data intelligence.

Conclusion

Data on its own does not hold a lot of value, but data in context can deliver insights to analytics and decision making. Data context is provided by intelligence about data, and it is imperative not only that organizations collect and curate data intelligence but also that data intelligence is activated throughout all levels of the organization. How an organization activates data intelligence determines where it is on the maturity index, and subsequently how much value it is realizing. As the modern data environment continues to grow in complexity, organizations will need to make further improvements and investments across their organizational structure, processes, and technology around data intelligence, to put data first and improve business outcomes in a digital-first world.

Message from the Sponsor

Since 2008, Collibra has been uniting organizations by delivering trusted data for every user, across every source. Collibra Data Intelligence Cloud is the single system of engagement for data, with data catalog, governance, lineage, quality and observability, and privacy capabilities. With Collibra, teams can find, understand, trust, and access their data.

[Learn about Data Intelligence maturity](#)

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