

Data Integrity Trends: Chief Data Officer Perspectives in 2021

*How 300+ C-Level Data Executives in the
Americas, EMEA and Asia Pacific are
Managing Enterprise Data Assets to Fuel
Reliable Data-Driven Decision-Making*

precisely

 **Corinium**

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Executive Summary

Effective business decision-making depends on providing staff, business intelligence (BI) tools and AI or analytics models with data that's accurate, consistent and framed with the right context.

We call this 'data integrity', and our first Data Integrity Trends survey seeks to measure how effectively enterprises are doing this across the world.

This report summarizes what we discovered to paint a unique picture of how successfully enterprises are establishing and maintaining bases of high-integrity data to fuel their data-driven business transformations.

Our findings suggest that most enterprises believe they have now laid the foundations for data-driven decision-making and automation at least quite successfully, but they also reported significant struggles. There's still a way to go before staff will trust data-driven insights over their own intuitions.

Currently, 45% of the executives we surveyed are democratizing data to empower staff to self-serve their own data-driven insights. But most have yet to take these projects beyond the 'early adopter' phase.

Achieving strategic objectives like this will mean overcoming a range of technical and human challenges. Most of our survey respondents still lack the staffing resources and tools they need to manage their data effectively, while 73% say a lack of technology or services to facilitate data integration is creating challenges for their teams.

However, our research also shines a light on the work top executives are doing to overcome these challenges. Automating data management processes, breaking down data silos, augmenting company data with third-party datasets, leveraging location information for business insights and embracing low-code/no-code environments have emerged as steps enterprises can take to help enhance the integrity of their data. ■

Key Findings

40%



is the average proportion of their time data teams spend on data cleaning, integration and preparation

88%



have started building automation into their data management processes

35%



of respondents say staff will trust a data-driven insight that conflicts with their own intuitions

82%



say data quality concerns represent a barrier to their data integration projects

88%



say a lack of staff with the right skills is creating challenges for their data integration projects

80%



find it challenging to ensure data is enriched consistently at scale

Source: Corinium Intelligence, 2021

Methodology

This representative global survey of 304 data-focused leaders was conducted in April and May 2021. Of these, 60% were from the Americas, 20% were from EMEA and 20% worked in the Asia Pacific region.

Respondents were selected from global enterprises with at least 2,500 employees and are responsible for their organizations' data strategy functions. They have job titles ranging from C-level to SVPs, VPs, directors and heads of department.

Their enterprises operate in the financial services (20%), insurance (15%), retail (15%), telecoms (15%), healthcare or pharmaceutical (10%),

transportation or logistics (5%), government or education (5%) and software or technology (5%) sectors. The remaining 10% were selected from other industry verticals.

We asked respondents 15 questions about their organizations' data integrity strategies, including their approaches to data quality, data integration, location intelligence and enriching company data with data from third-party sources.

Then, we combined our findings with commentary from eight industry experts to put these insights into context and convey the true state of enterprise data integrity in 2021. ■

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The State of Global Data Integrity in 2021

KEY FINDING

Leading global enterprises are seeing success with analytics and AI projects. But poor data integrity is hampering data-driven initiatives for many

When the responsibility for critical decision-making rests at the feet of data and analytics professionals, it is essential that the information they are passing to company stakeholders is wholly reliable.

Our first ever *Data Integrity Trends* survey of 304 data, analytics and AI executives shows that enterprises today have a range of critical business priorities that require a foundation of trusted data.

First and foremost, 63% say business initiatives geared toward meeting customer experience demands are influencing their 2021 priorities. Meanwhile, 58% say their priorities include launching or scaling AI and advanced analytics initiatives and 49% say the same about meeting compliance and regulatory requirements. ►

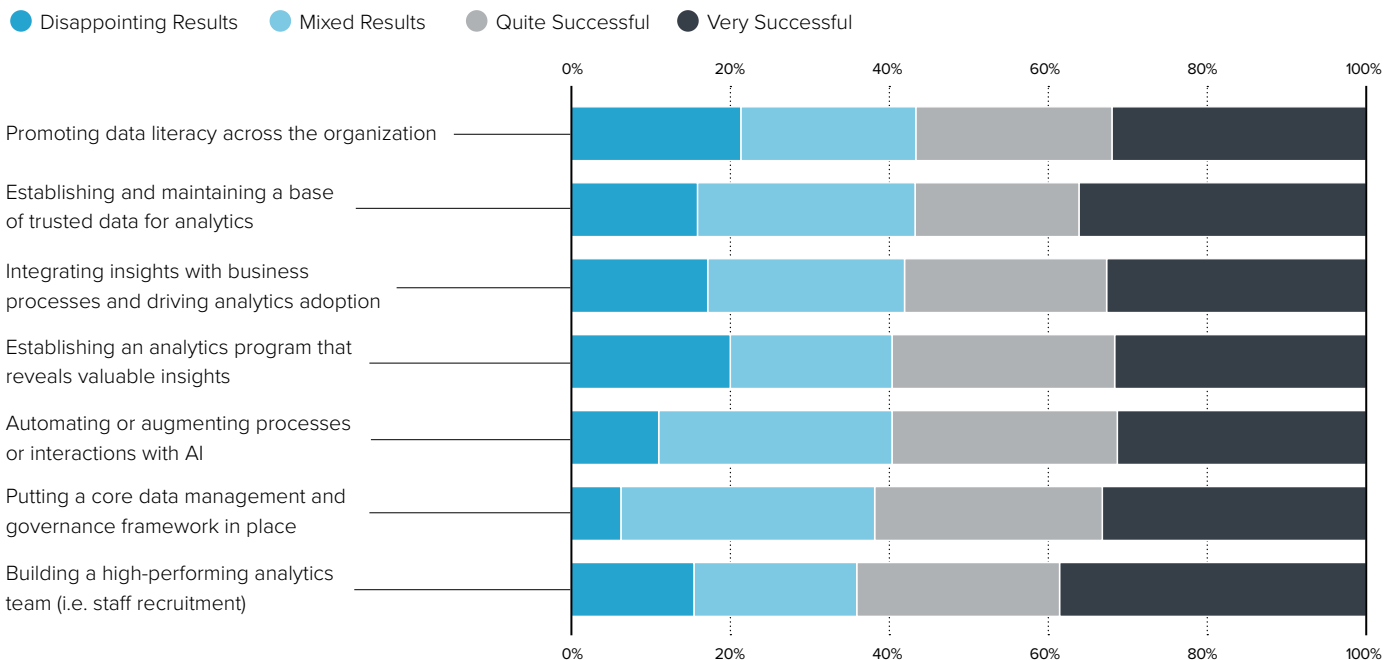
“There’s a genuine sense of urgency as businesses in all industries and all regions engage in significant digital transformation initiatives”

Amy O’Connor

Chief Data and Information Officer, Precisely

Data-Driven Investments are Delivering Mixed Results

Please rate your organization's level of success to date with each of the following data and analytics strategy objectives



Source: Corinium Intelligence, 2021

At the same time, 48% are factoring enabling remote working, facilitating hyper personalization and rationalizing company data following merger or acquisition activities into their 2021 plans.

"There's a genuine sense of urgency as businesses in all

industries and all regions engage in significant digital transformation initiatives," says Amy O'Connor, Chief Data and Information Officer at data integrity specialist Precisely. "These programs must be built on a foundation of data integrity if they are to be successful."

'Data integrity' is foundational to success in analytics and insight projects. Ensuring that data is recorded correctly and remains accurate when retrieved or used throughout its lifetime is essential for preserving data integrity. However, it's important that data integrity is not merely another expression for data quality.

Precisely defines data integrity as ensuring a company's data is accurate, consistent and provides the right context for confident decision-making.

Our research shows that most enterprises still have work to do if they are to meet this standard and establish a base of high-integrity data that company stakeholders genuinely trust to inform their business decisions. ►

"You need to add another dimension to your data and consider it in context – not only the who and the what, but the when, where, and why"

Amy O'Connor

Chief Data and Information Officer, Precisely

Data Integrity is Enabling Analytics Success

Our research suggests that many enterprises believe they've successfully laid the foundations for data-driven decision-making and automation.

Of the executives we surveyed, 61% say they have put their core data management and governance frameworks in place at least 'quite successfully', with 33% saying they've done this 'very successfully'.

Meanwhile, 55% say they've established and are maintaining a base of trusted data for analytics at least 'quite successfully'. However, 42% report that their attempts to do this have yielded 'mixed' or 'disappointing' results. In the financial services sector, this figure jumps to 50%.

"From what I've seen in my previous roles, [data integrity is] an area that we can all improve on in APAC"

Gladwin Mendez

Data and Information Security Officer, Fisher Funds

"We are slowly maturing as an industry," says Guy Taylor, Director of Data Science and Analytics and Interim Director of Experimentation at online travel company Booking.com. "We are slowly getting our heads around the kind of capabilities that we need in order to do our jobs better."

However, the proportion of respondents reporting

disappointing or mixed results in these two objectives shows many enterprises still have work to do to ensure the integrity of the data they're managing.

"From what I've seen in my previous roles, [data integrity is] an area that we can all improve on in APAC, with a few notable exceptions, who are typically startups and began with a data-first mindset," says Gladwin Mendez, Data and Information Security Officer at investment company Fisher Funds.

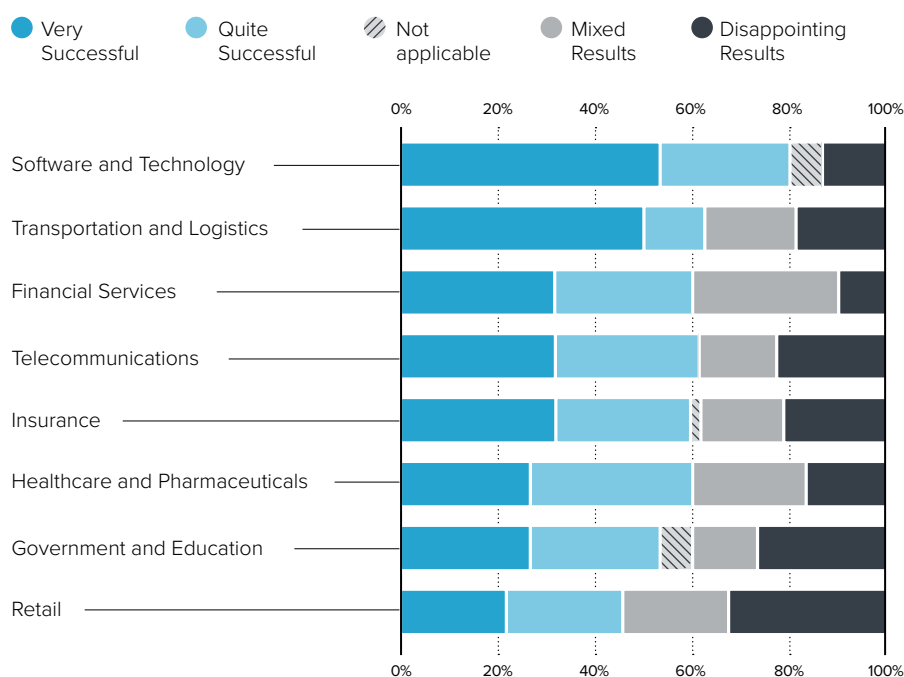
Putting these 'data foundations' in place is essential to the success of initiatives geared toward driving value with a company's data assets. This may be why 41% say their attempts to establish a value-driving analytics program have yielded 'mixed' or 'disappointing' results.

Similarly, 42% are struggling to automate or augment processes with AI, drive analytics adoption or integrate insights with business processes, reporting 'mixed' or 'disappointing' results in all these areas.

The public sector and education sectors are the least mature, when it comes to analytics adoption. A full 73% of respondents in these verticals say their attempts to integrate insights with business processes have yielded 'mixed' or 'disappointing' results. ▶

Tech Companies Lead the Way on Insight Generation

How successfully have you established an analytics program that reveals valuable insights?



Source: Corinium Intelligence, 2021

Few Trust Data Over Their Own Intuitions

While many respondents claim to have established trusted data sources staff can use to uncover valuable insights, their comments about how stakeholders use those insights tell a different story.

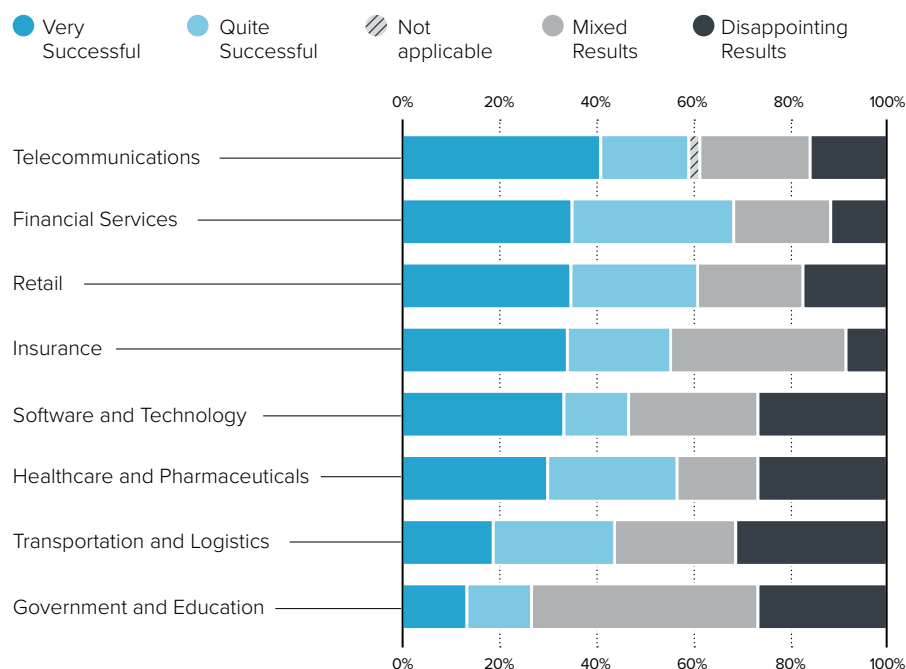
Only about a third of respondents say their colleagues will trust data-driven insights that run contrary to their own intuitions. Meanwhile, 22% say staff generally don't trust data-driven insights and 44% report that staff won't trust insights from data that don't confirm their 'gut feels'.

These findings shed light on the true state of data integrity in the world today. When data-driven insights aren't repeatable and consistent across business units or aren't presented in the right context for accurate decision-making, staff may feel justified in mistrusting them.

"If people don't trust the insights, they're not going to act on them, especially when the insights conflict with their so-called gut reaction," notes Dan Power, Managing Director of Data Governance, Global Markets for financial services company State Street. "Solving this

Most Enterprises are Rushing to Embrace Analytics

How successfully is your company integrating data-driven insights with existing business processes and driving analytics adoption?



Source: Corinium Intelligence, 2021

challenge is partly about trying to work backwards from the statement of, 'I don't trust the results.'"

Power argues that poor trust in data can have its roots in questions about the quality of the source data, or mistrust of 'black box'

algorithms that function in ways staff can't understand.

"The potential impact of data is orders of magnitude greater than just serving decision-makers' confirmation bias," adds O'Connor. "The real value in data is about uncovering hidden connections and unlocking new insights that help a business truly transform and grow."

Establishing trust in data within an enterprise starts with data integrity. Data that's used for insight generation must be accurate, consistent and filled with context for business decision-making.

While most enterprises are reporting at least some success with the data integrity basics, our research suggests that they have a way to go if they want to arm staff with valuable, trusted insights at scale. ■

"If people don't trust the insights, they're not going to act on them, especially when the insights conflict with their so-called gut reaction"

Dan Power

MD of Data Governance, Global Markets, State Street

Data Preparation Remains the Top Data Team Task

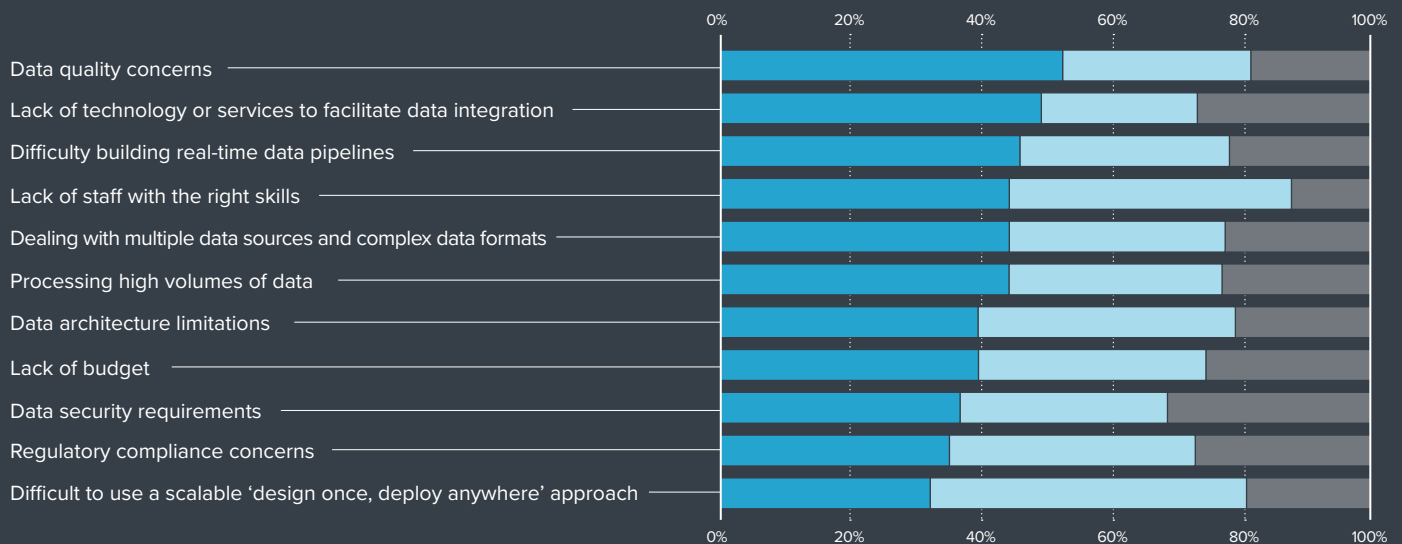
KEY FINDING

Enterprises are still grappling with a range of data integrity challenges. As a result, data and analytics professionals still spend the lion's share of their time on data preparation

Data Integrity Issues Plague Data Integration Projects

Please rate the following potential barriers as they apply to your enterprise's data integration capabilities.

● Very Challenging ● Quite Challenging ● Not Challenging



Many Issues Affect Enterprise Data Quality

Please rank the following potential barriers as they apply to your organization's data quality initiatives.

Most challenging 1 2 3 4 5 6 7 8 Less challenging



3.7

Dealing with misfielded data

4.4

Connecting policies and rules to data

4.6

Dealing with incomplete data

4.8

Dealing with inconsistent data definitions

5.0

Reconciling inconsistent data formats

5.7

Processing high volumes of data

6.4

Lack of staff with the right skills

6.6

Managing many sources of data

6.9

Inadequate data quality management tooling

7.1

Inefficient processes for measuring data quality

40%

The average proportion of their time that data teams spend on data cleaning, integration and preparation

80%

The proportion of their time some respondents spend on data cleaning, integration and preparation

Source: Corinium Intelligence, 2021

Data Integrity is Essential for Stewardship and Automation

KEY FINDING

Automating data quality checks and developing effective data stewardship processes will free data teams up to spend less time on data preparation and more time driving value

As the volume, velocity and variety of data enterprises handle increases exponentially, data teams will find assuring data integrity increasingly challenging.

Our 2021 *Data Integrity Trends* research suggests that the average data team spends 40% of its time cleaning, integrating and preparing data for use in analytics. Some survey respondents report spending as much as 80% of their time on these tasks.

While data processing activities are time consuming, the companies that jump straight to 'doing analytics' on their data risk undermining the trust company stakeholders have in data-driven insights.



As a result, enterprises must help their data teams reduce the time they spend on these tasks by optimizing processes in the data lifecycle.

"Data management and data architecture is a slow game," says Tomas Sanchez, Chief Data Architect at the UK's Office for National Statistics (ONS). "It takes a long time to plan and even more time to make sure that the data management practices are actually being followed." ►

"You need to ensure that you've applied the right lenses to qualify your data as 'fit for purpose'"

Vipul Parmar

Global Head of Data Management, WPP

Top Data Quality Challenges

Data quality is a key component of data integrity, and one that's vital to the success of any data and analytics strategy. Yet, our research shows that many organizations are still operating without the tools and resources they need to manage the quality of their data effectively.

Of the 300+ executives we surveyed, only 60% agree that they have the staffing resources they need to manage their data effectively.

"There's a lot of cleaning that goes on, but it's not always effective," notes Vipul Parmar, Global Head of Data Management at advertising giant WPP. "People need to have an appreciation of the lenses of data quality. You need to ensure that you've applied the right lenses to qualify your data as 'fit for purpose'."

Hartnell Ndungi, Chief Data Officer at Absa Bank Kenya, says

"[Overcoming data integration challenges is] about knowing where to start, avoiding paralysis from analysis, being pragmatic and getting buy-in from various stakeholders"

Gladwin Mendez

Data and Information Security Officer, Fisher Funds

the complex web of legacy systems that enterprises must deal with makes understanding and managing data all the more labor-intensive.

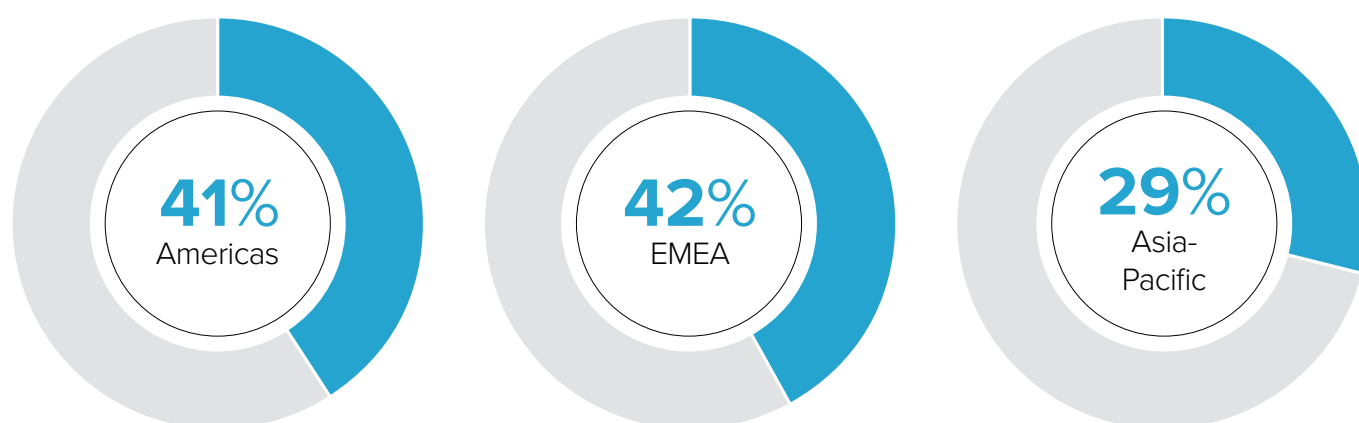
"Anytime you bring on board a new platform or application, there's a lot of integration that comes into play," Ndungi says. "That creates a very complex web of data and systems architecture. Most of the time, you have to create some

affordances or work-arounds as to how lineage is achieved."

As a result of these challenges, 26% of respondents say their teams don't know what data their enterprises have or where it's stored, 29% say they lack well-maintained master or reference datasets and 27% say their data governance policies don't ensure regulatory compliance and data quality. ►

European Companies Report Spending Most Time Cleaning Data

On average, what percentage of their time do your data teams spend on data cleaning, integration and preparation tasks?



Source: Corinium Intelligence, 2021

Two Ways to Enhance Enterprise Data Quality

Our research highlights two steps data leaders must take to improve the quality of their enterprises' data.

First, data-focused executives must secure buy-in for implementing new processes to fix the issues their teams identify at the source.

Today, just 43% of our survey respondents say they have clear and effective data ownership or stewardship processes in place. Meanwhile, 34% say that they either have not established these processes, or that they do not function effectively.

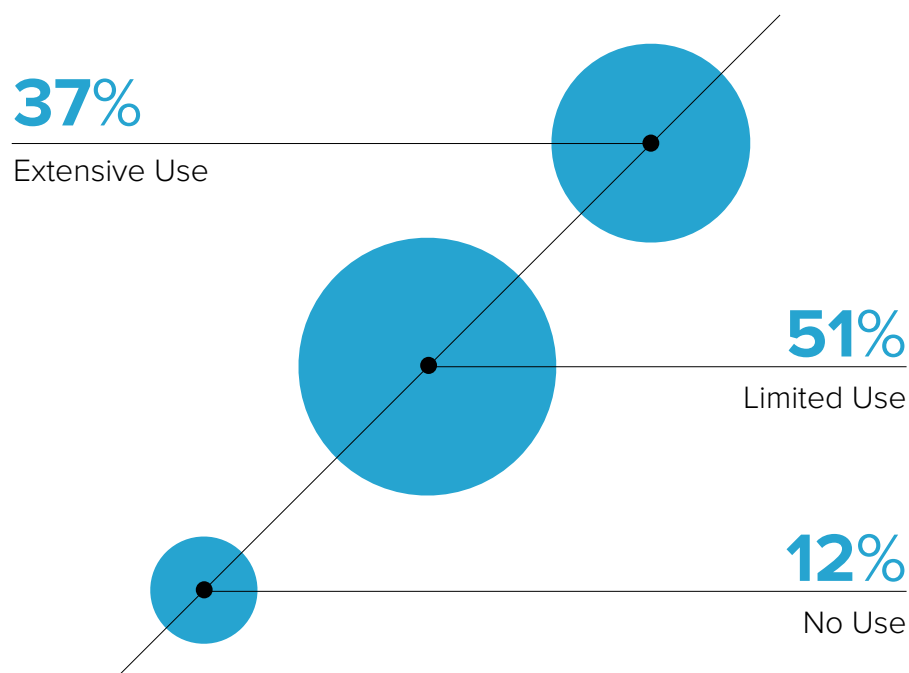
"You have to have a team of data stewards or data operations people that are responsible for fixing data quality issues," says Dan Power, MD of Data Governance, Global Markets at State Street. "I've seen cases where those exceptions are being written to an exception log and no one ever looks at it!"

"Measuring and identifying data quality issues is the easy part," agrees Gladwin Mendez, Data and Information Security Officer at Fisher Funds. "Remediating it and getting people on board to remediate it is the real challenge."

Secondly, enterprises must use automation to streamline data quality

Data Quality Process Automation Usage is Still Limited

How would you describe the current level of automation integrated with your organization's data quality processes?



Source: Corinium Intelligence, 2021

processes as much as possible.

Our research suggests that many enterprises are investing in this area. A full 88% of survey respondents say they have built some automation into data quality processes, with 37% saying they

make extensive use of automated data quality checks.

Building greater automation into these processes will have secondary benefits, such as reducing the amount of staffing resources it takes to manage company data effectively. In turn, this will make it easier for data teams to address the other data integrity challenges they are facing today.

"The biggest killer of data governance programs is lack of automation," Power concludes. "Data quality tool vendors, whether they're integrated into a data management catalog or not, need to do better at incorporating AI and ML techniques." ■

"The biggest killer of data governance programs is lack of automation"

Dan Power

MD of Data Governance, Global Markets, State Street

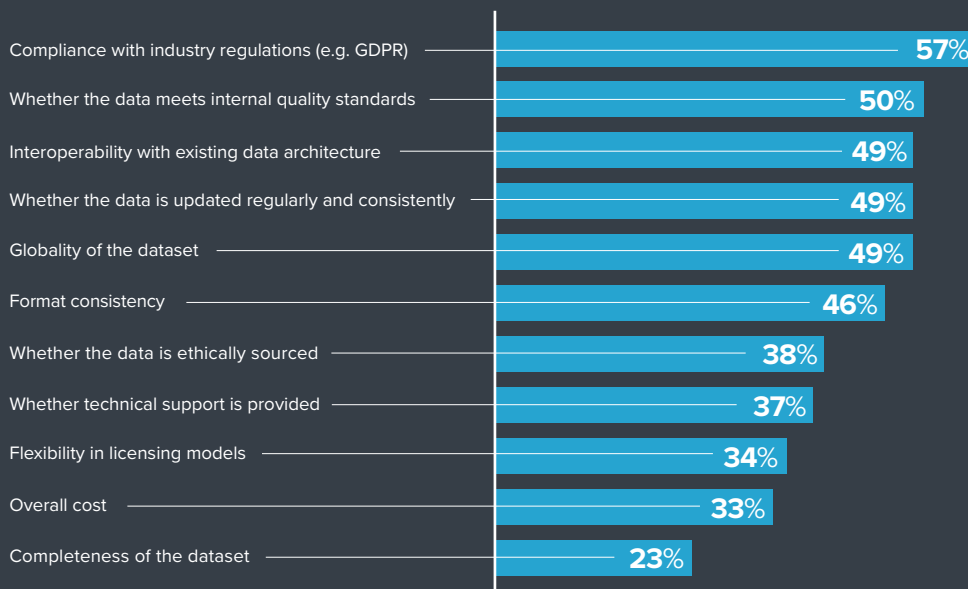
Enterprises are Working to Enrich Data Consistently at Scale

KEY FINDING

Companies are enriching their own data with data from third-party sources. But most say doing this consistently at scale is challenging

Executives Use Many Criteria to Evaluate New Data Sources

When evaluating external data sources, which of the following are important factors to consider?



27

The **average** number of third-party data sources an enterprise currently has integrated with its data architecture

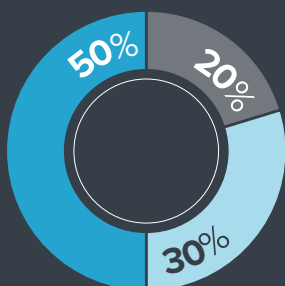
90

The **maximum** number of third-party data sources respondents report having integrated with its data architecture

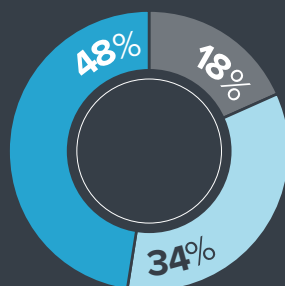
Harnessing Location Intelligence is Challenging

Please rate the following potential barriers to leveraging location for business processes in your organization

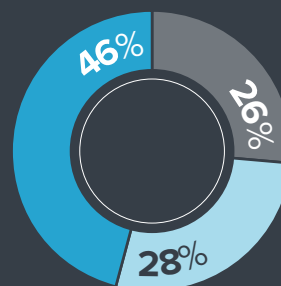
● Very Challenging ● Quite Challenging ● Not Challenging



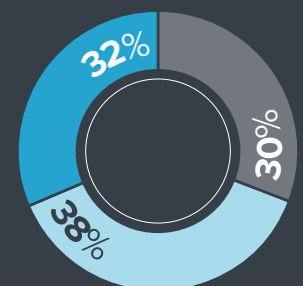
Difficulty enriching data consistently or at scale



Difficulty deploying accessible location analytics across the enterprise



Difficulty making address data fit for purpose



Difficulty getting a consistent view across multiple data formats

Source: Corinium Intelligence, 2021



Overcoming Key Data Integration Challenges

KEY FINDING

Data leaders see shared data platforms and low-code environments as cost-effective ways to address a shortage of data integration resources and talent

Integrating data from multiple source systems is essential for providing company stakeholders with consistent and valuable insights at scale.

However, the sheer variety of data sources that enterprises are processing today makes connecting, aggregating and governing all this data to provide trusted 'sources of truth' challenging.

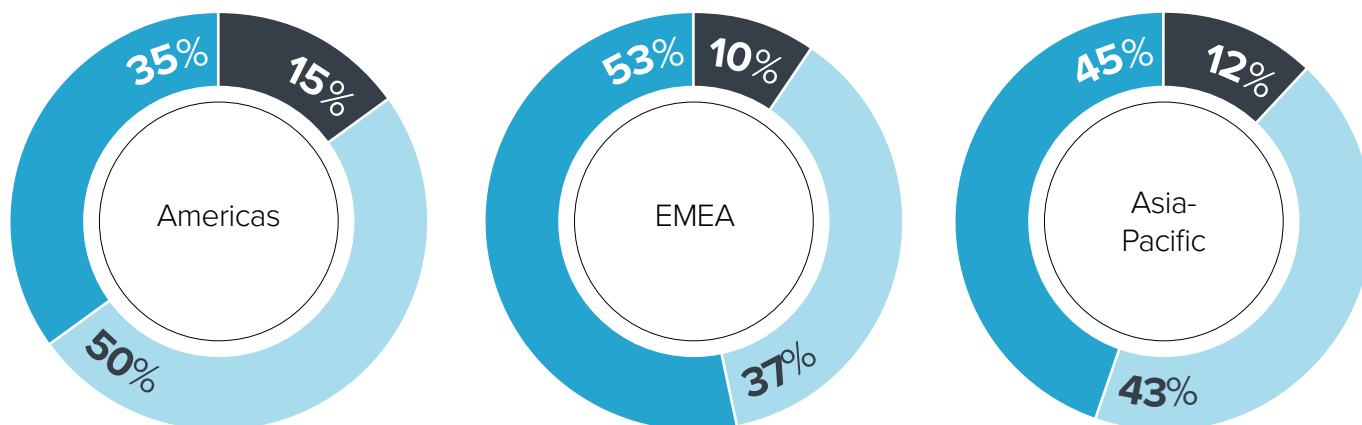
Our research has identified a range of challenges that are impacting the ability of data teams to preserve the integrity of their data as units across their businesses integrate datasets for use in analytics.

Dan Power, MD of Data Governance, Global Markets at State Street, says: "With a technical topic like data integration, technology issues, such as affordability or staffing, or sophistication of the tool, mean the trend is definitely toward low-code/no-code." ►

Staff with Data Integration Skills are Scarce

Please rate the challenge a lack of staff with the right skills represents to your enterprise's data integration capabilities

● Very Challenging ● Quite Challenging ● Not Challenging



Source: Corinium Intelligence, 2021

The Enterprise Data Integration Skills Shortage

The greatest challenge for enterprise data integration capabilities today is a lack of staff with the right skills. Of the executives we surveyed, 82% say securing the right staffing resources is at least 'quite challenging', with 44% describing it as 'very challenging'.

"Developers are very costly," notes Power. "They're scarce and they're expensive."

At the same time, 77% say processing high volumes of data is at least 'quite challenging', while 73% say their teams find dealing with multiple sources of data and complex data formats at least 'quite challenging'.

Similarly, 81% say ensuring the quality of this data as at least

'quite challenging' and 73% say a lack of technology or services to facilitate data integration is creating challenges for their teams.

Difficulty building real-time data pipelines is another hurdle faced by many, with 78% of respondents describing this as at least 'quite challenging'.

Mendez says: "We are facing the same challenges most organizations face. For data integration, it's 1) overcoming legacy issues with processes, technology or data model and data quality, and 2) data in different systems not being synchronized and having different levels of timeliness."

ONS Chief Data Architect Tomas Sanchez concludes: "It's no secret that the UK government has been wanting to improve data sharing and data interoperability across departments for a very long time now. Now, there is real momentum towards achieving that ambition." ►

"Technology issues, such as affordability or staffing, or sophistication of the tool, mean the trend is definitely toward low-code/no-code"

Dan Power

MD of Data Governance, Global Markets, State Street

Overcoming Barriers to Effective Data Integration

Our research has identified two main strategies for overcoming the barriers to effective data integration enterprises are grappling with today.

On the organizational side, data-focused executives are working to 'join up' the data their various business units and teams are looking after. To do this, they're developing shared data platforms and organizational structures geared toward breaking down data silos.

"We've been discussing with our partners across government, and we've put forward a specific proposal for how to create a platform to achieve that data sharing," Sanchez says. "Rather than have departments talking to each other to exchange data for their project needs, we will have a platform to facilitate that sharing of data for specific research projects."

"WPP [has launched](#) a new organization called Choreograph,"

"We are looking to embrace low-code/no-code everywhere. We're looking to do it for data quality, for data integration and data transformation"

Dan Power

MD of Data Governance, Global Markets, State Street

adds Vipul Parmar, Global Head of Data Management at WPP. "What it does is draw upon our 'data giants', as well as some of our smaller agencies and the pockets of resources that have been effectively working in silos, to support clients by doing the same things.

"This was an important step toward breaking down those silos, bringing those people together under one umbrella organization."

On the technical side, executives are also investing in technologies that allow non-data scientists to handle some data integration tasks.

"Low-code, no-code means that a savvy business user from one of our business lines can become a configurator," Power concludes.

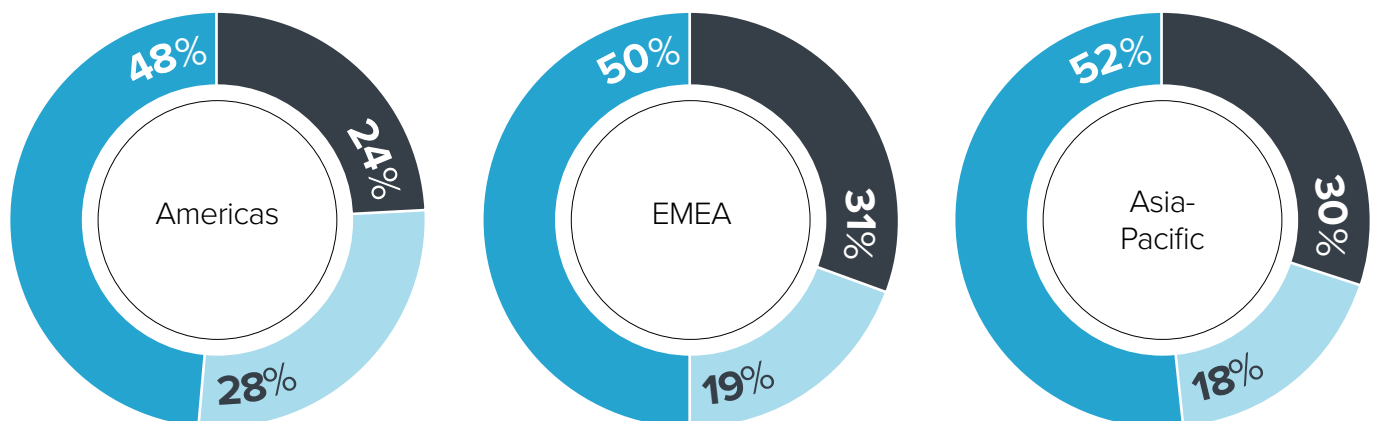
"It's not a Nirvana, but it does tend to shorten the cycles. We are looking to embrace low-code/no-code everywhere."

Further investment in technologies like these may be necessary to address the data integration challenges facing businesses today. Just 58% of our survey respondents agree they have the right tools to access data, process it and put it where it needs to be. ■

Enterprises Must Invest in Data Integration Technologies

Please rate the challenge a lack of the right technology or services represents to your enterprise's data integration capabilities

● Very Challenging ● Quite Challenging ● Not Challenging



Source: Corinium Intelligence, 2021

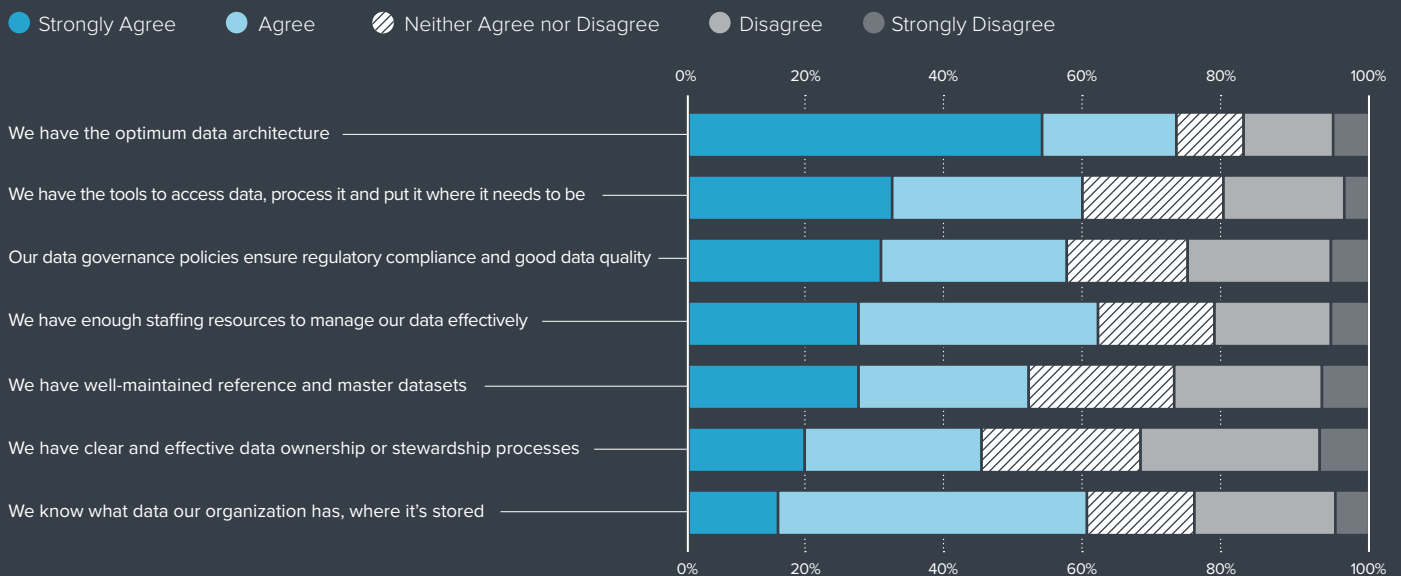
Few Enterprises are Truly Data-Driven

KEY FINDING

Enterprises are laying the foundations for data success. But few staff can self-serve data-driven insights and most still trust their intuitions over what the data tells them

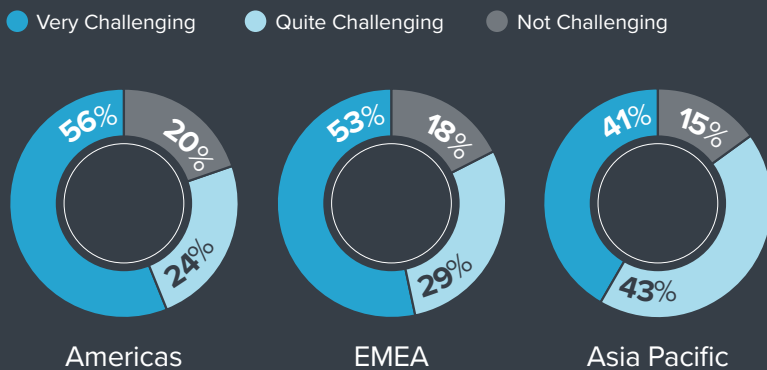
Many Enterprises Still Have Weak 'Data Foundations'

Please rate the following statements about your organization's current data maturity level

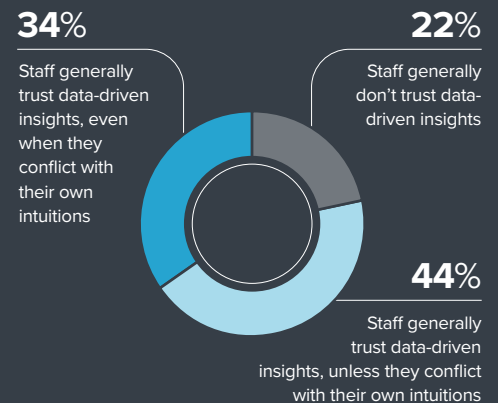


Most Enterprises Struggle with Poor Data Quality

Please rate the challenge 'data quality concerns' represent to your enterprise's data integration capabilities



Most Staff Trust Their Guts Over Data-Led Insights



Source: Corinium Intelligence, 2021



Future Trends in Data Integrity

KEY FINDING

Data leaders set their sights on breaking down data silos and using third-party data sources to enrich company data in 2021

Data integrity initiatives are firmly at the top of the data and analytics agenda in 2021. Our research shows there is widespread acknowledgement that data strategy success depends on ensuring data is accurate, consistent and provides the right context for effective decision-making.

Of the 304 data-focused executives we surveyed, 60% say breaking down data silos is a top priority for them over the next 12-24 months. Meanwhile, 56% say the same about augmenting company data with location data, making these the top two priorities among our survey respondents.

“We are prioritizing being able to trust our data more and focusing on key strategic pillars like data quality,” says Gladwin Mendez, Data Officer at Fisher Funds. “The board

and executives understand that a concerted effort needs to be made if we are to truly be a data-driven organization.”

“Location data is very critical for us,” adds Hartnell Ndungi, Chief Data Officer at Absa Bank Kenya. “We are looking at different hypotheses that will enable us to predict the usage and behavior of our customers, based on

the different regions that they consume our products from.”

Other frequently cited strategic goals include creating an enterprise data store, improving metadata management processes and improving data governance or stewardship processes. Respectively, 49%, 46% and 44% cite these as ‘high priorities’ for their organizations. ►

“Along with most organizations, we are prioritizing being able to trust our data more and focusing on key strategic pillars like data quality”

Gladwin Mendez
Data Officer, Fisher Funds

“We cannot afford to drop the ball on data governance and go back to the bad old days,” says Dan Power, MD of Data Governance, Global Markets at State Street. “One of my major goals for the coming year is to get a new data governance coordinating body in place across Global Markets.”

Lastly, 43% of respondents say improving data quality processes and harnessing third-party data sources will be high priorities for them in the coming 24 months.

These findings underscore how crucial maintaining a trusted base of high-integrity data is for driving ROI via data-driven business transformations.

Enriching Data to Provide Decision-Making Context

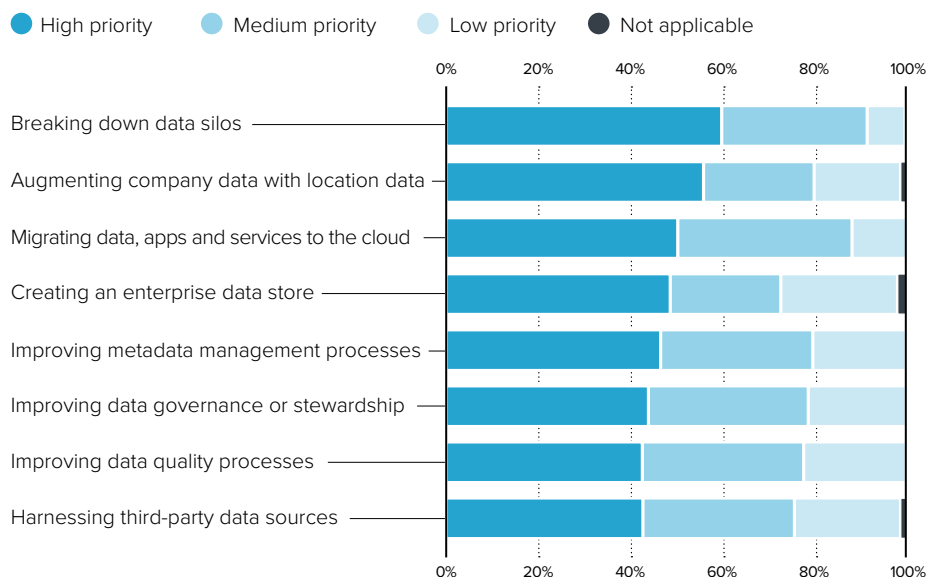
Context is essential for any kind of decision. Just as a golfer must factor in distance, windspeed and more when lining up a shot, enterprises must ensure they are arming staff with everything they need to make the right decisions as they perform their roles.

For this reason, many enterprises are working to enrich their data with data acquired from third parties.

Our research suggests that a typical enterprise with 2,500+ employees has 27 third-party data sources integrated with the various

Enterprises are Prioritizing Improving Data Integrity

Please rate the following potential strategic goals as they apply to your data roadmap for the coming 12-24 months



Source: Corinium Intelligence, 2021

source systems that exist within its own data architecture, with some having as many as 90.

“External sources play an important part in enriching our data and gaining richer, deeper and more meaningful insights,” says Gladwin Mendez, Data Officer at Fisher Funds. “However, these have to be used in a targeted sense to ensure the value and ROI is always there.”

Enterprise data leaders are facing many challenges as they embark on projects like this. For example, 82%

say deploying accessible location data across their enterprises is at least ‘quite challenging’ and 80% say the same about enriching enterprise data consistently at scale.

“When you start looking at different data sources, there are different kinds of correlations that do not mean causation in different use cases,” Ndungi adds. “So, having subject matter experts who are able to know what kind of correlations to create without giving the wrong kind of inference to business is actually also a key challenge.”

Amy O’Connor, Chief Data and Information Officer at Precisely, concludes: “Location is a critical consideration when building data integrity. It’s a common thread found in more than 80% of business data, and thus provides an excellent point for organizing data and drawing insights, such as location-based risk, consumer behavior and more.” ▶

“When you start looking at different data sources, there are different kinds of correlations that do not mean causation in different use cases”

Hartnell Ndungi

Chief Data Officer, Absa Bank Kenya

Creating a Truly Data-Driven Enterprise

A truly data-driven business is one where staff and models have access to relevant, high-integrity data and routinely use it to inform their decisions.

Since no enterprise can be staffed exclusively by data scientists, data democratization must play a key role in any company's data-driven business initiatives. Self-service tools are the best way to get data and insights into the hands of people who can benefit from them.

Yet, our research suggests that just 13% of enterprises with at least 2,500 employees have systems in place that allow most staff to access relevant data using self-service tools. In fact, 55% of respondents say their

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enterprises have no self-service tools at all and 16% aren't even providing insights to company stakeholders using dashboards, data visualizations or reports.

“Giving everyone the tools and ability to use and think with data is not the same as getting people to

actually do it,” notes Dan Costanza, MD and Chief Data Scientist for Banking, Capital Markets and Advisory at Citi. “That's why we so heavily focus on individual adopters.”

“Self-service analytics and the democratization of data also calls for training,” agrees Ndungi. “So, we have made sure that we also embed within our data strategy the need to train our business about new and evolving strategies.”

A closer look at the data reveals that software and technology companies are the most likely to report success with their data democratization initiatives.

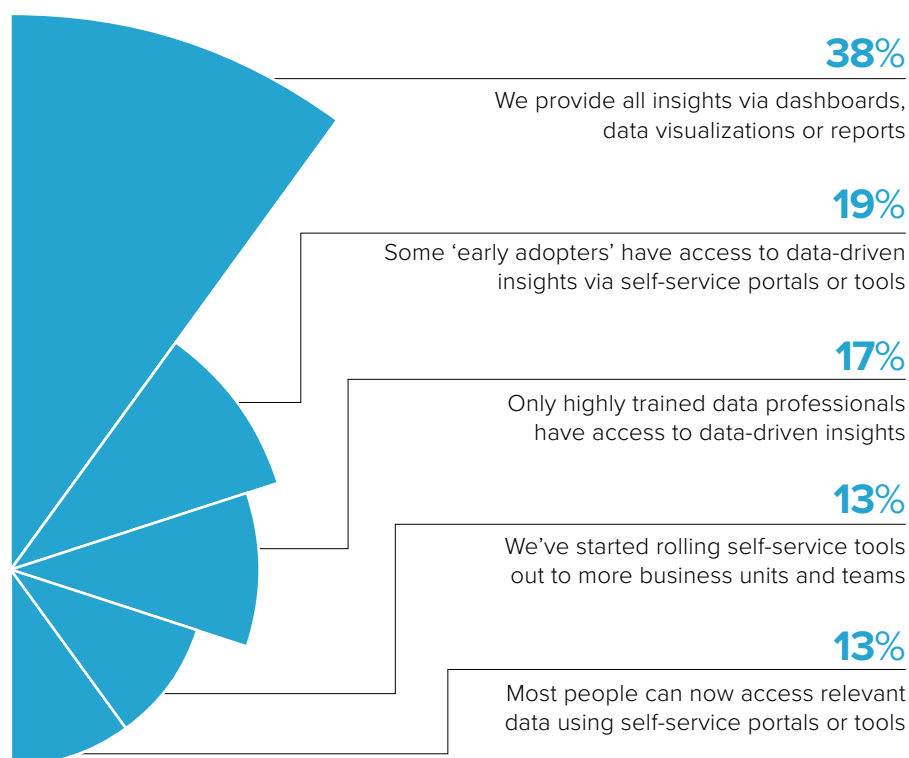
But these projects are most widespread in financial services and telecoms companies, where roughly 55% of respondents say that at least some ‘early adopters’ can now access self-service portals or tools.

These findings show that, at least in some sectors, data democratization will play a key role in the enterprise of the future.

For data leaders in these industries, ensuring the data that feeds into these tools is high-integrity will prove essential for moving beyond the ‘early adopter’ stage and driving business transformations across the enterprise. ■

True Data Democratization is Still a Long Way Off

To what extent has data been democratized across your organization?



Source: Corinium Intelligence, 2021

Conclusion

Our 2021 *Data Integrity Trends* survey suggests that most large enterprises have a long way to go before they will be truly data-driven.

“Nobody starts from scratch, and the organization continues operating,” says ONS Chief Data Architect Tomas Sanchez. “You can’t stop the clock, do all your transformation and then start the clock again.

“You often integrate these new practices slowly while the operations continue running, and this is complicated.”

Building data integrity must play a role in driving this transformation, and the strategic goals our respondents cite show that there’s widespread acknowledgement of this in the data and analytics community.

Achieving this change will take time. But integrating data to break down data silos, automating data quality processes, implementing data governance programs, leveraging the power of location intelligence and augmenting company data with third-party datasets will increase data-focused executives’ chances of success as they drive toward this goal. ■

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Tomas Sanchez

Chief Data Architect, ONS



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About the Editor

Solomon Radley is an experienced editor and reporter with a deep understanding of the data, analytics and CX space and close relationships with many of the sectors' most prominent C-level executives.

He works with data and analytics, learning and development and customer experience leaders to champion new innovations and highlight how the world's most forward-thinking brands are using data to fuel their digital transformations.

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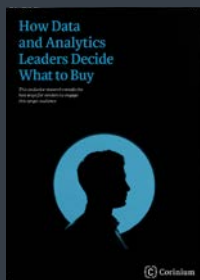


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