Companies undertaking digital transformation and leveraging artificial intelligence (AI) need organized and trusted data that is business-ready for analytics and model building.

Recent research from The Institute for Business Value (IBV) details the business impact of proper DataOps, governance, and integration—comparing industry leaders to laggards.

<table>
<thead>
<tr>
<th>Leading</th>
<th>Lagging</th>
</tr>
</thead>
<tbody>
<tr>
<td>165% more often in revenue growth</td>
<td>163% more often in profitability</td>
</tr>
</tbody>
</table>

What defines a leader
Over the past three years leading businesses outperformed peers.

Leaders embrace DataOps
Proper DataOps sets top companies apart with improved data quality, self-service access, and clearly defined governance and rules for usage.

Leaders benefit from DataOps
Leaders are leveraging DataOps to realize increased ROI, gain an edge in AI initiatives and strategically drive their business.

Boost your own DataOps acumen
Join these leaders with trusted, secure, business-ready data that engenders faith in the insights developed and the confidence to pursue new opportunities.

Learn how to organize your data for trustworthy insights and AI implementations with the white paper Deliver business-ready data fast with DataOps or schedule a free 30-minute discussion with one of our DataOps experts to have your questions answered directly.