

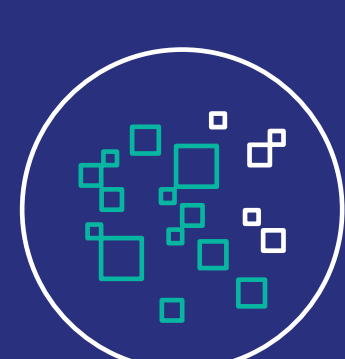
Are you navigating Big Data or just stuck in a big data jam?

Three challenges that can occur when you think your organization is more data-driven than it actually is.



Quality data is not available

Capturing data is not the same as making it accessible and useful for all users.

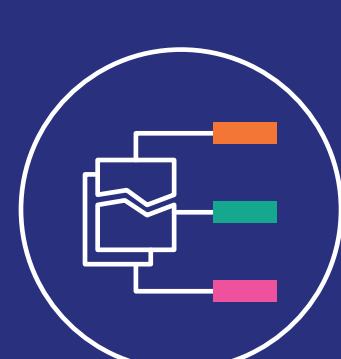


70%

of companies report that they currently invest in data management solutions...¹

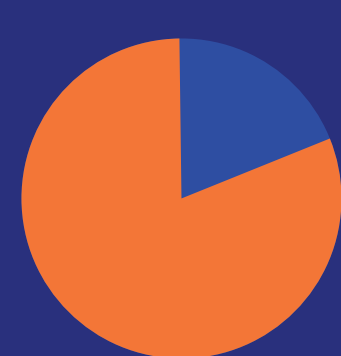
No stewardship in place

Not having a standard approach to information governance or a designated owner of data assets causes confusion.



83%

of organizations suffer problems caused by poor master data, with the top three problems being:²



81%

Inaccurate reporting²



78%

Arguments over which data is appropriate²

Unclear view of data lineage

Understanding how your data comes together is critical, especially with growing amounts of structured, unstructured and semi-structured data.



35%

of customer information in enterprise systems may be inaccurate...²

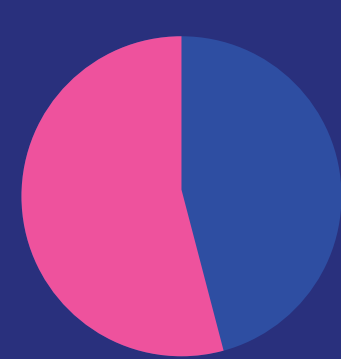
...However, only



39%

of companies consider themselves highly-data driven³

Start by defining the meaning of information to allow users to learn and interpret the language and concepts of the business.



54%

Bad decisions based on incorrect definitions²

Identify a person responsible for describing and tagging information to facilitate discovery and usage by other users.

...While up to



30%

is duplicated due to lack of proper data governance policies and procedures²

Make sure to invest in tools with knowledge graphing capabilities to ensure you uncover all relationships between assets, even non-obvious ones.

You can't make data-driven decisions if you don't understand your data

Where data comes from, how it is stored, and where it goes are all important parts of any data governance strategy. Manage and deliver data with IBM Information Governance Catalog.

Learn more at bit.ly/IGC-Trial

