How data-powered organizations outperform their competitors

Data Masters Enjoy a Significant Performance Advantage Compared to Their Peers:
- 22% Higher profitability
- 70% Higher Revenue per Employee
- 245% Higher Fixed Asset Turnover

What Can We Learn From These Data Masters? Four Best Practices the Data Masters Follow:

1. Create a data strategy driven by the overall business goals
   - Align your data strategy with the business strategy
   - Have a forward-looking data collection strategy

2. Revamp your data landscape
   - Prioritize value streams
   - Decommission legacy in phases
   - Migrate to cloud and integrate multi-cloud
   - Customize data-discovery tools as initiatives scale

3. Drive data-powered decision making and action
   - Create a streamlined data organization
   - Facilitate data-powered innovation across the value chain
   - Foster a data-powered culture across all levels

4. Bridge the data trust gap across and outside the enterprise
   - Invest in trusted data availability
   - Establish guidelines for trusted AI
   - Focus on data democratization
   - Create a knowledge repository of multiple data initiatives

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