



Realizing the potential of your data

A guide for mid-market organizations

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69% of organizations struggle to turn data into useful insight because of the volume, variety, and speed of information.

Businesses use data to...



Source: Experian 2018 Global data management research

Data and analytics at mid-market organizations

Rapid growth drives mid-market organizations. All the while, customer expectations are increasing and business operations are becoming more complex. The amount of data is growing significantly and it is flowing through organizations from multiple sources.

How can you keep up? Building new strategies to turn reliable data insights into action will help you innovate and remain competitive against your smaller and larger counterparts.

New research highlights the data and analytics practices that mid-market organizations can use to win.



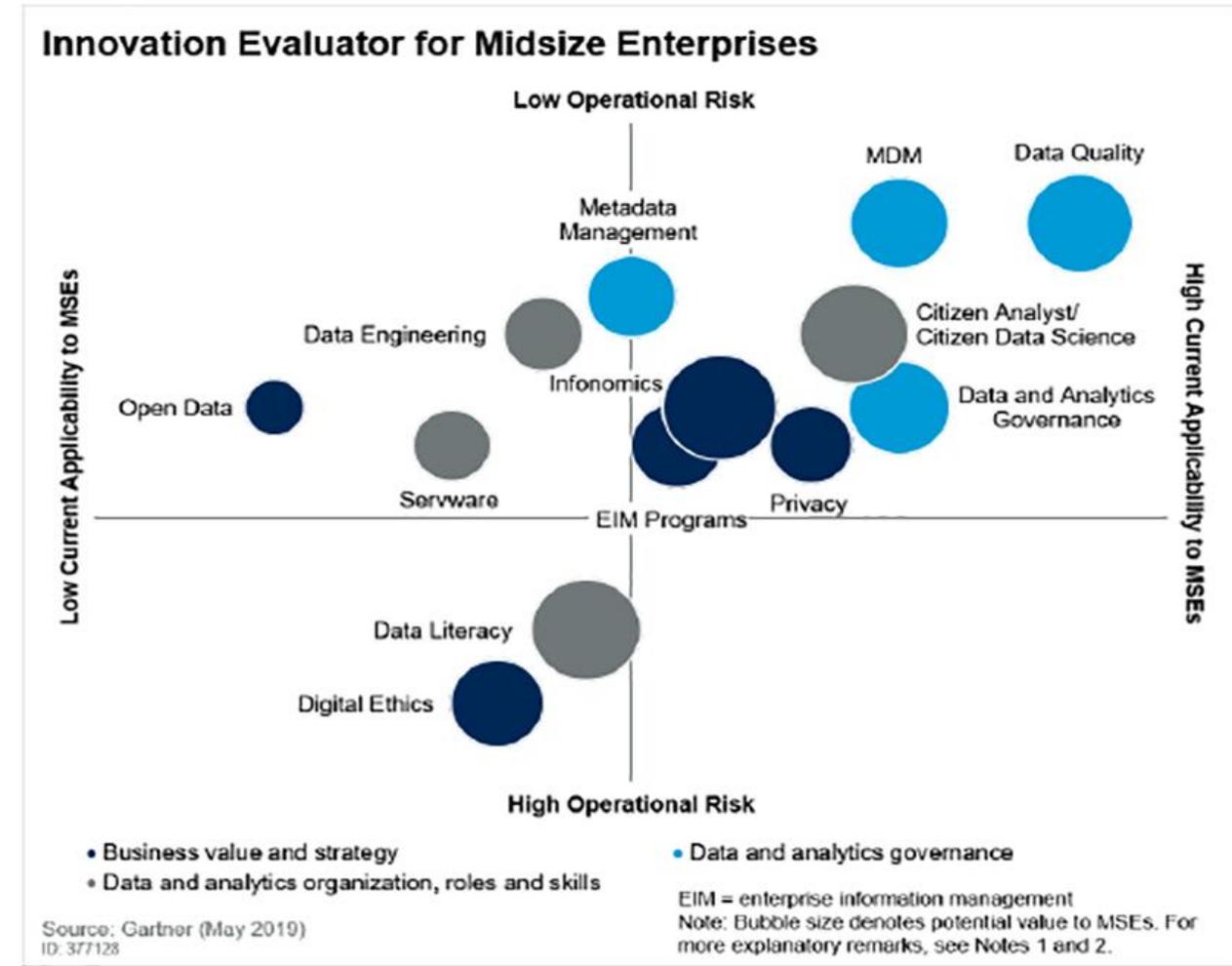
Strategic opportunities for mid-market organizations

According to Gartner, the top four data and analytics strategic priorities for Midsize Enterprise CIOs are:

- Data quality
- Master data management
- Citizen analyst/citizen data science
- Adaptive data and analytics governance



Figure 1. Innovation Evaluator for Midsize Enterprises: Strategic Data and Analytics Trends



Source: Gartner, Midsize Enterprise Playlist: Data and Analytics Strategy Trends for Building a Data-Driven Enterprise, May 2019

Data quality is cited as the practice with the lowest operational risk and the highest applicability to mid-market organizations.



Source: Gartner, Midsize Enterprise Playlist: Data and Analytics Strategy Trends for Building a Data-Driven Enterprise, May 2019.

Data quality in action

Quality data drives fact-based decision-making and strategy.



99%

of organizations say being data-driven gives them a competitive advantage.



83%

see data as an integral part of their strategy.

Why you can achieve data quality success

Agility. You are large enough to have sufficient resources, yet small enough to be agile.

Support. You have more financial power than smaller businesses to install the tools, processes, and people needed to create and use quality data, yet fewer bureaucratic layers than larger companies to implement.

Speed. You are nimble enough to mobilize data assets more quickly and bring ideas to market faster than larger and smaller counterparts can.

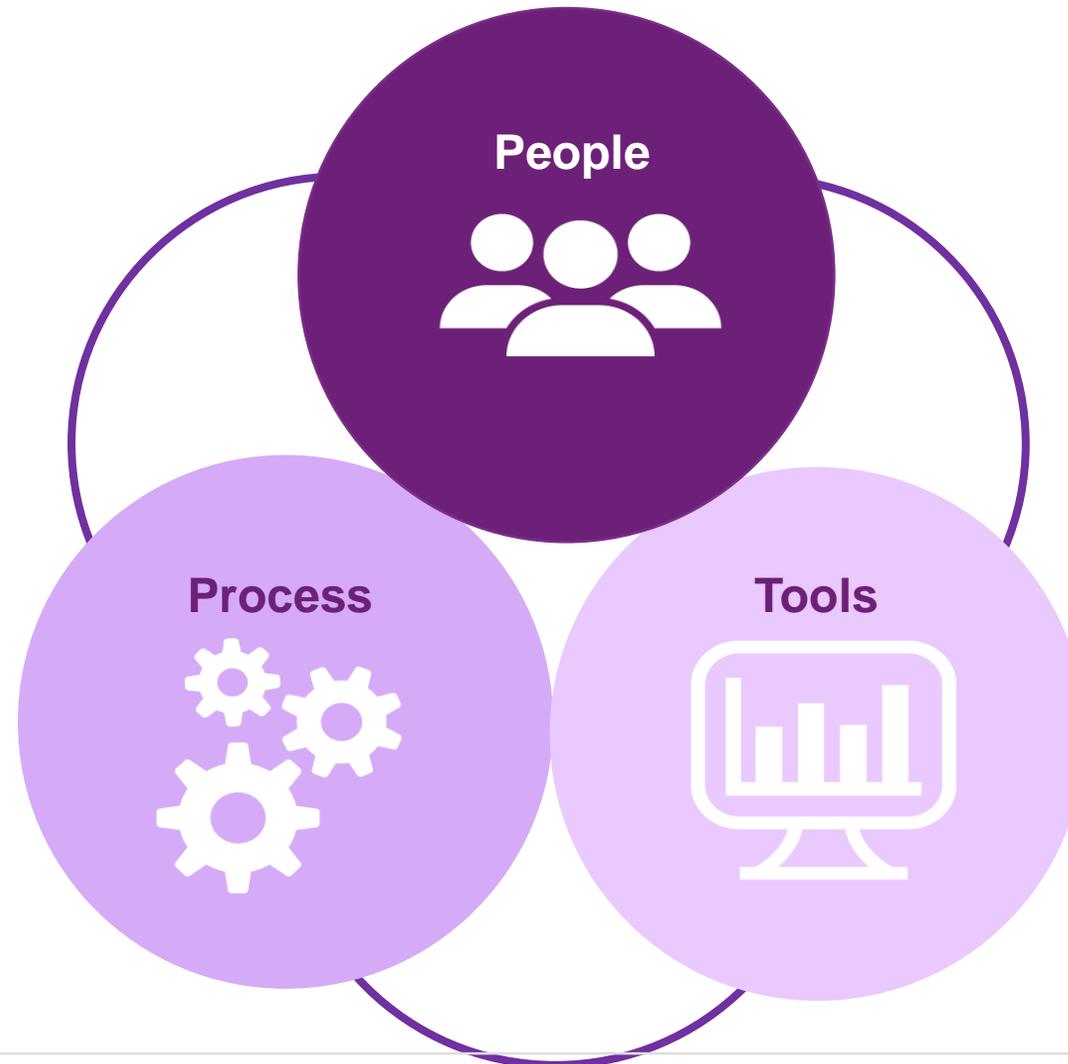


“MSEs that can couple their inherent agility with an innovation mindset have the opportunity for first-mover advantage.”

Achieving data quality success at your mid-market organization

Create innovative processes that are:

- solid enough for preexisting landscapes
- flexible enough to adapt as the business grows



Build a dedicated data quality team with data professionals like:

- a chief digital officer (CDO) as a leader
- data stewards, data service officers, and analytics professionals

Empower business users with data quality tools that can:

- integrate easily with current systems
- be intuitive enough for nontechnical users



For mid-market organizations, data quality can help you make more informed decisions, improve your relationships with customers, and gain a competitive advantage.

For a data quality practice to be successful, you'll need to invest in the talent, process, and tools to infuse your organization with reliable insight.

We're here to help!

If you're eager to improve the quality of your data, we can help you build a strategy to realize its potential.

I want to learn more.

