

TEAR DOWN DATA SILOS

Common Challenges to Data Activation & Opportunities to Drive Better Results

Only **52%** of marketing & sales decisions are based on data

WE'RE DROWNING IN DATA

Only **49%** of B2B marketers and sellers said their organization was effective at providing customer data they can fully trust

82% said that managing the **volume**, **variety**, and **velocity** of data is moderately to extremely challenging

Silos have made it hard to manage, analyze, and activate enterprise-wide data

SILOS ARE ALL TOO COMMON*

80% of companies report high or moderate degrees of data silos

2/3 experience some degree of shadow (or rogue) data depositories

69% are unable to provide a comprehensive, single customer view

*Big Data Insights and Opportunities, CompTIA

WHEN DATA RESIDES IN MULTIPLE, DISPARATE DATABASES, IT'S OFTEN INCONSISTENT AND POORLY ORGANIZED

72% of firms said managing multiple CRM systems across geographies/technology silos is moderately to extremely challenging



Widespread Challenges Threaten Firms' Data Activation Potential

82% Managing data and insight sharing across the business

80% Taking actions quickly from data and insights

79% Defining shared metrics to measure success

DESPITE THE CHALLENGES, INCREASING THE USE OF DATA AND ANALYTICS IS THE #1 MARKETING AND SALES PRIORITY OVER THE NEXT 12 MONTHS

45%

High priority

33%

Moderate priority

22%

Critical priority

9%

Low or no priority

2%

Don't know

DATA ACTIVATION LEADERS ADOPT BEST PRACTICES



Engaging partners for data and analytics services



Organizing with an insights center of excellence



Embracing advanced analytics



Establishing and using systems of insight

VISIT WWW.DNB.COM/DATASILOS TO READ THE FULL STUDY

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Methodology Source: A study conducted by Forrester Consulting on behalf of Dun & Bradstreet, March 2018

**Base: 500 professionals (from 268 leading firms and 232 lagging firms) with responsibility or influence over customer/prospect data strategy or management at their organizations

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