Data Distrust

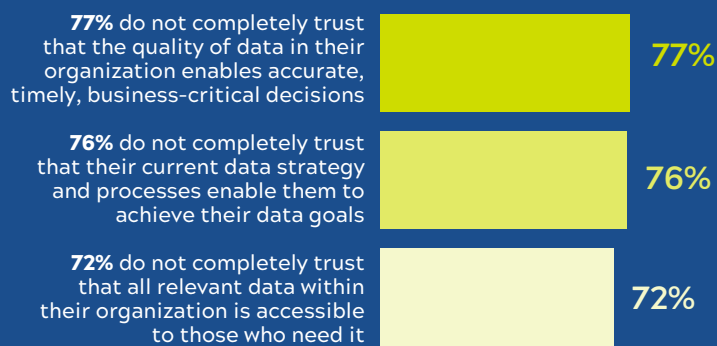## The impact on analytics projects and decision making

Becoming a data-driven enterprise is a requirement of modern business success. But with organizations facing data analytics challenges, new research from SnapLogic and Vanson Bourne has uncovered a proliferation of distrust that has occurred when accessing, analyzing, and using data.

ANALYTICS IS CRITICAL, BUT DATA DISTRUST IS RIFE

Data analytics is considered very important by 82% of organizations
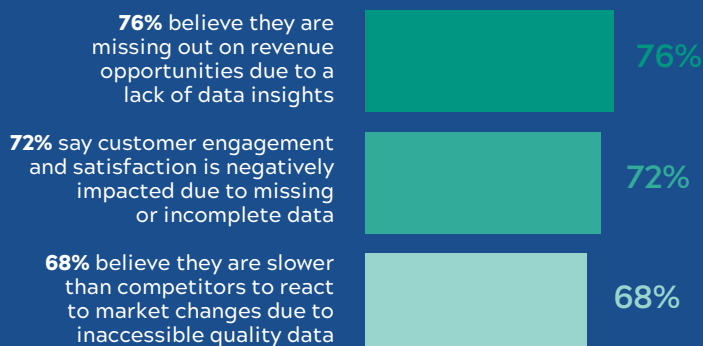
82%

But 77% of organizations don't fully trust their data

77% do not completely trust that the quality of data in their organization enables accurate, timely, business-critical decisions — **77%**

76% do not completely trust that their current data strategy and processes enable them to achieve their data goals — **76%**

72% do not completely trust that all relevant data within their organization is accessible to those who need it — **72%**

Why this data distrust?

53% do not completely trust their data for decision making because they have too many disconnected data sources — **53%**

40% do not completely trust their data for decision making because poor integration means data is missing or incomplete — **40%**

31% do not completely trust their data for decision making because data within their organization is poorly structured or formatted — **31%**

DATA DISTRUST IS NEGATIVELY IMPACTING BUSINESS PERFORMANCE

Poor quality data is holding organizations back

76% believe they are missing out on revenue opportunities due to a lack of data insights — **76%**

72% say customer engagement and satisfaction is negatively impacted due to missing or incomplete data — **72%**

68% believe they are slower than competitors to react to market changes due to inaccessible quality data — **68%**

Yet organizations are using this poor quality data to drive decisions and actions anyway
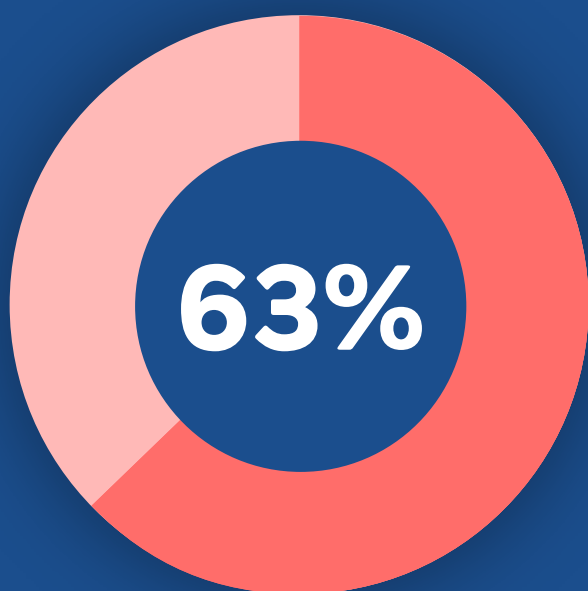
54%

54% admit to relying on poor quality data to drive strategic decision making
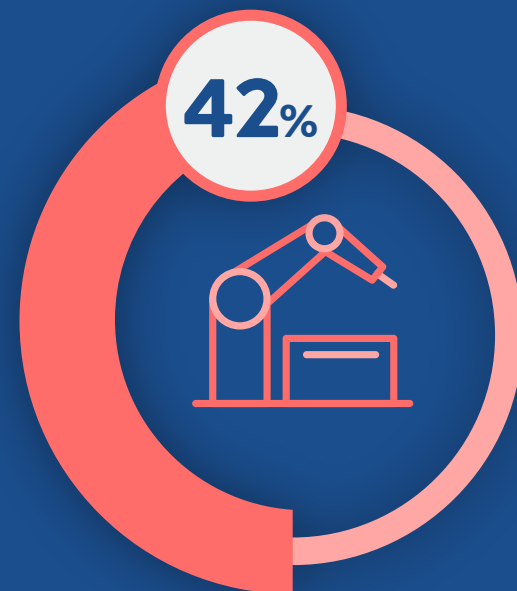
64%
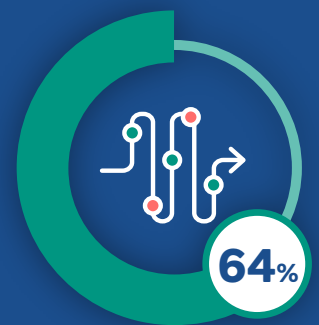
64% believe a lack of trust in data is causing them to move forward cautiously, potentially missing opportunities

INTEGRATION AND AUTOMATION ARE VITAL TOOLS FOR REBUILDING TRUST

63%

When ITDMs know how many data sources they have and that they are well integrated, data trust goes up with 63% having complete trust in their data

42%

42% of data management processes that could be automated are currently being done manually, signaling an opportunity for improvement

snapLogic®

VansonBourne