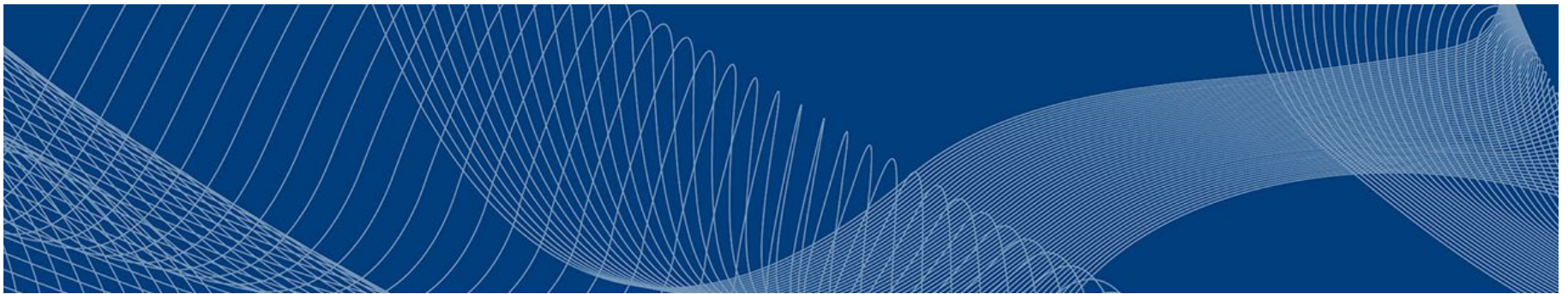




| **BARC**



Leverage your data – a data strategy checklist for the journey to the data-driven enterprise

Detailed results: For internal use only

BARC Survey “Leverage your data – a data strategy checklist for the journey to the data-driven enterprise”



Global survey



1st Edition

General state of data handling

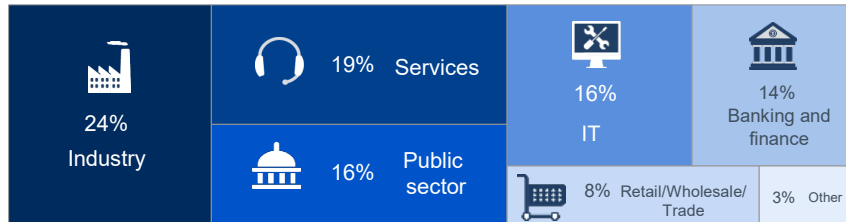
Approaches to improve data handling

Business-related, technical & organizational challenges

Leverage your data

Benefits achieved through approaches

Broad coverage of industries and company sizes



Less than 500 employees

500 – 4,999 employees

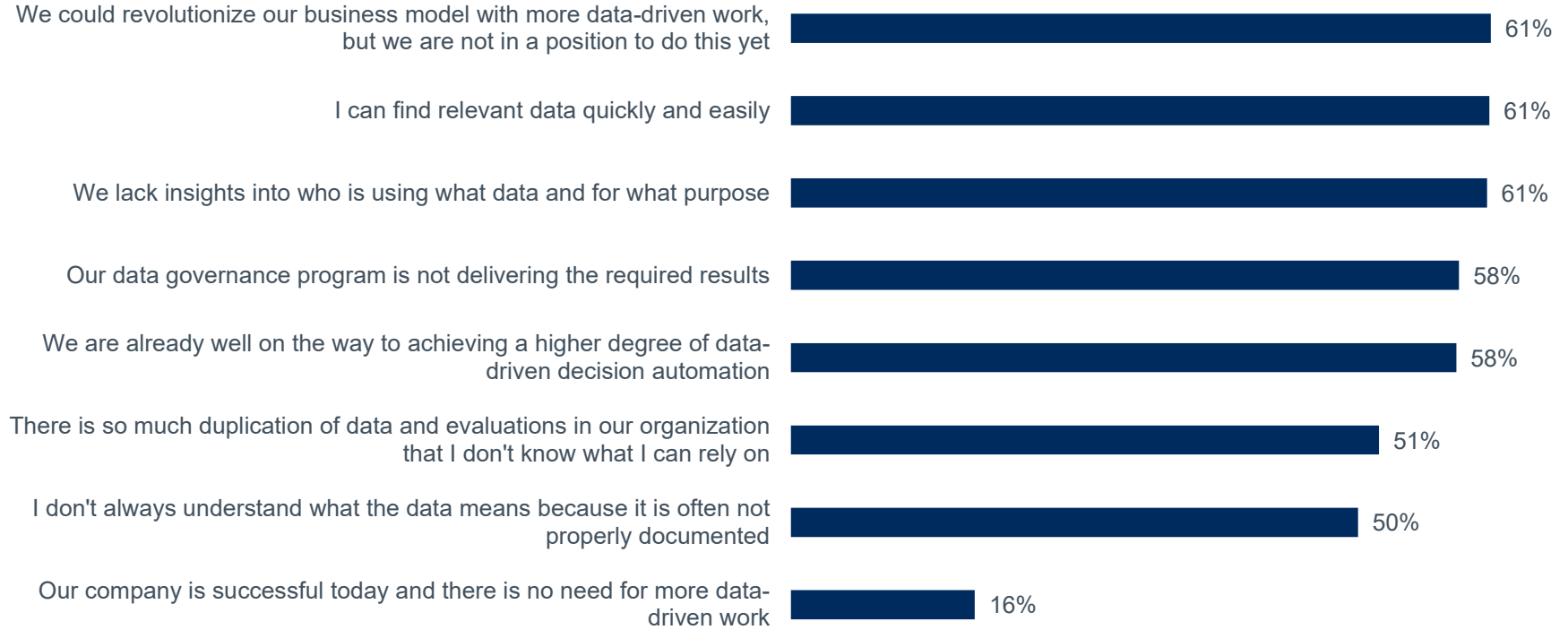
More than 5,000 employees

31%

32%

37%

To what extent do you agree with the following statements in relation to the handling / use of data in your company? (aggregate of “strongly agree” and “mostly agree”) 1/2



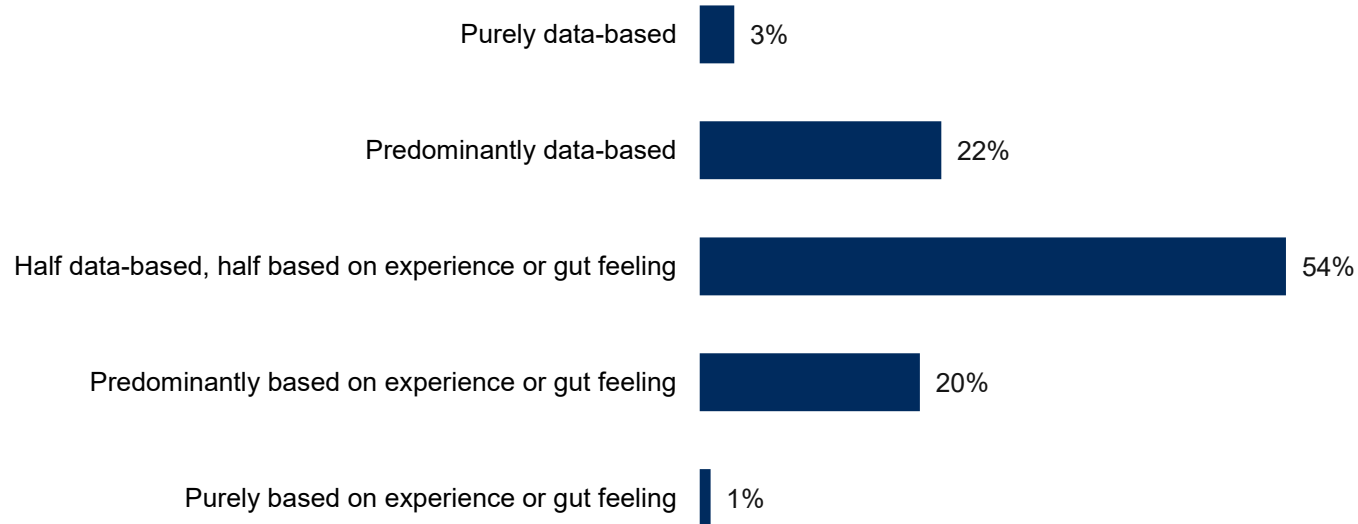
Source: BARC Survey „Leverage your data“ (n=414)

To what extent do you agree with the following statements in relation to the handling / use of data in your company? (aggregate of “strongly agree” and “mostly agree”) 2/2



Source: BARC Survey „Leverage your data“ (n=414)

How are decisions mainly made in your company and what role do data and experience play in this?

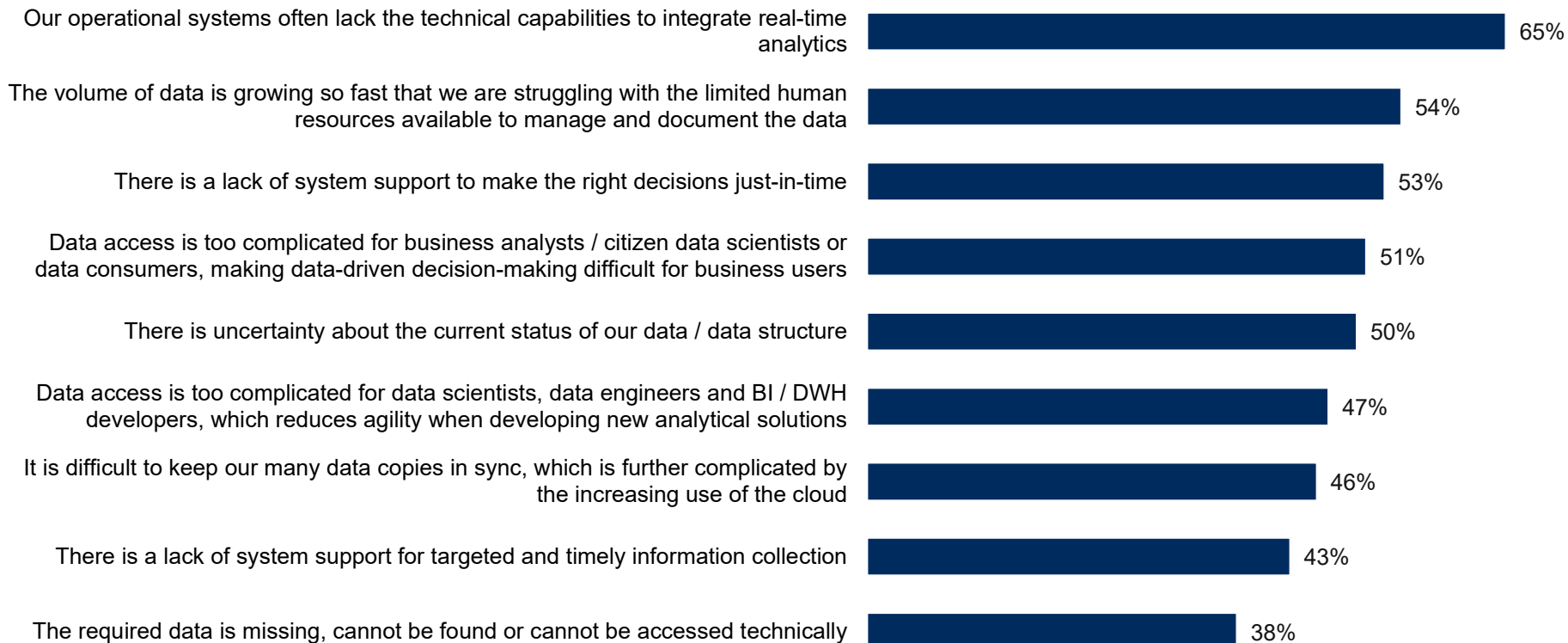


To what extent do the following content-related challenges apply to the handling of data in your company? (aggregate of “strongly agree” and “mostly agree”)



Source: BARC Survey „Leverage your data“ (n=416)

To what extent do the following technical challenges apply to the handling of data in your company? (aggregate of “strongly agree” and “mostly agree”)



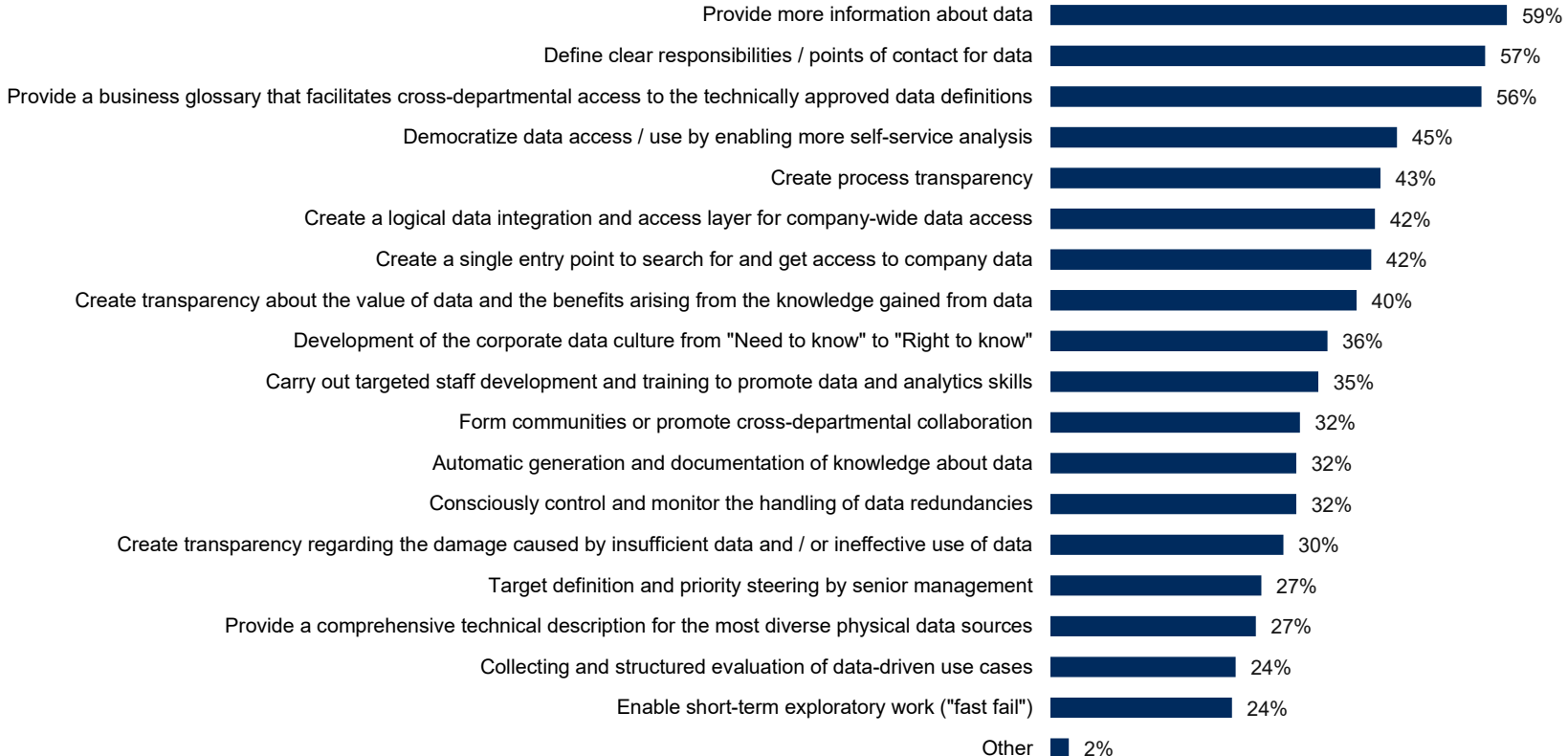
Source: BARC Survey „Leverage your data“ (n=414)

To what extent do the following organizational challenges apply to the handling of data in your company? (aggregate of “strongly agree” and “mostly agree”)



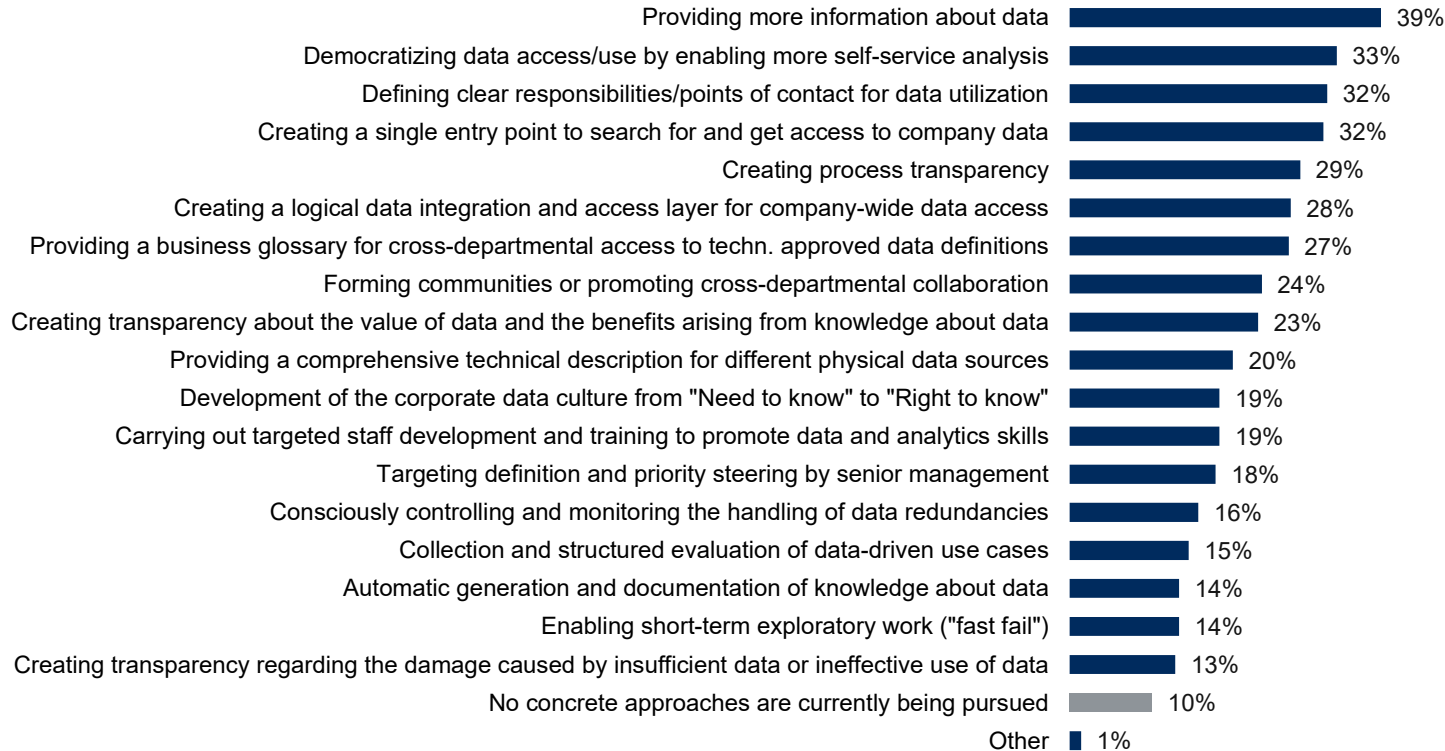
Source: BARC Survey „Leverage your data“ (n=414)

In general, what do you consider to be the most important approaches to improving the handling of data?



Source: BARC Survey „Leverage your data“ (n=419)

What is your company doing to improve the handling of data?



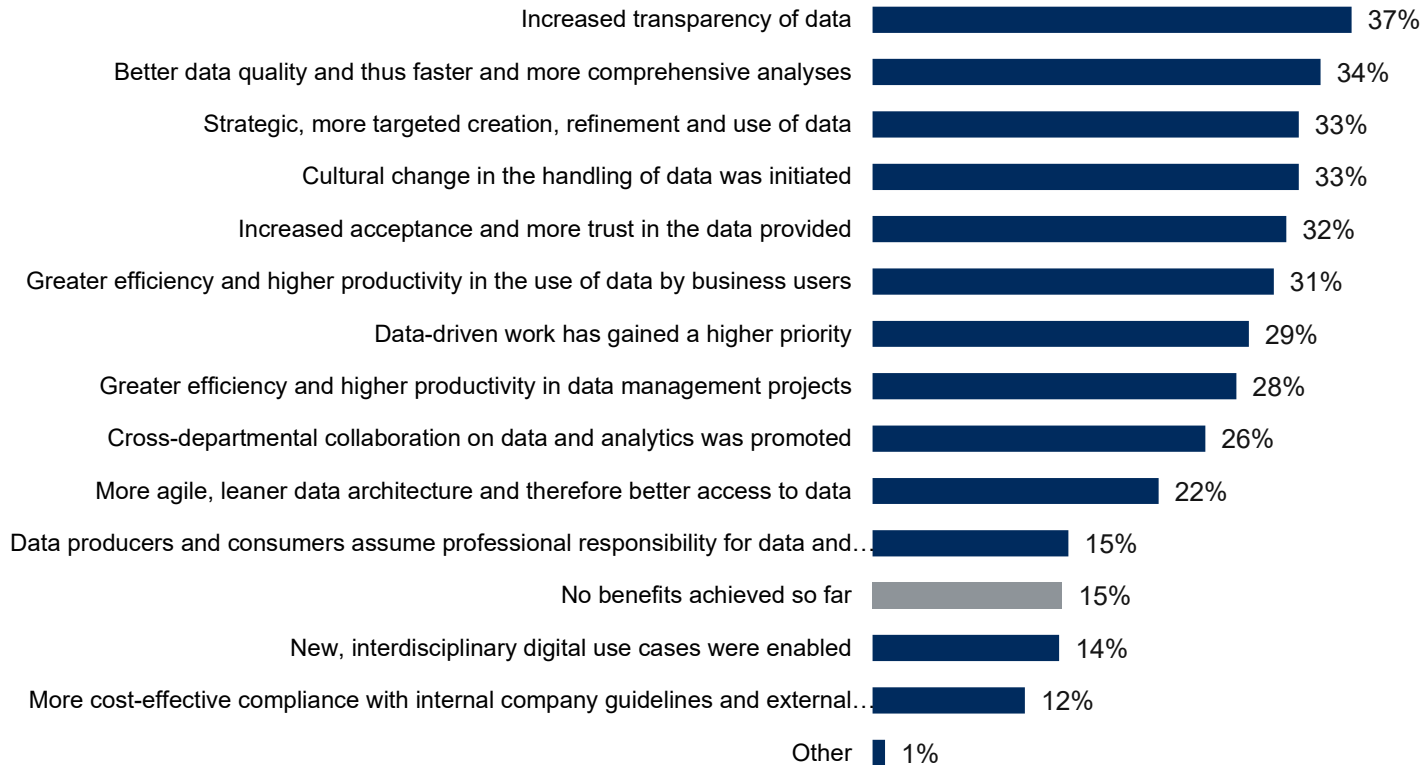
Source: BARC Survey „Leverage your data“ (n=418)

What challenges do you experience in implementing these approaches?



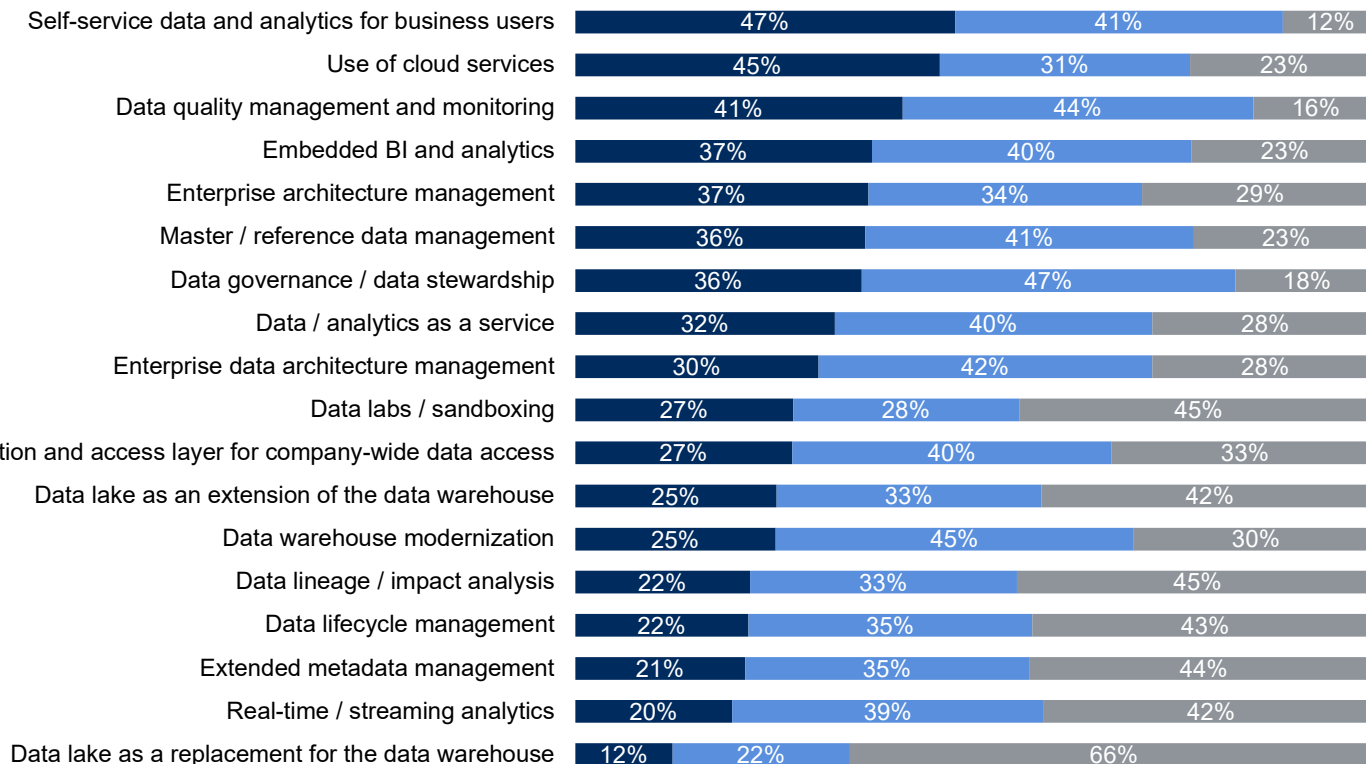
Source: BARC Survey „Leverage your data“ (n=417)

Which benefits have you achieved through these approaches?



Source: BARC Survey „Leverage your data“ (n=418)

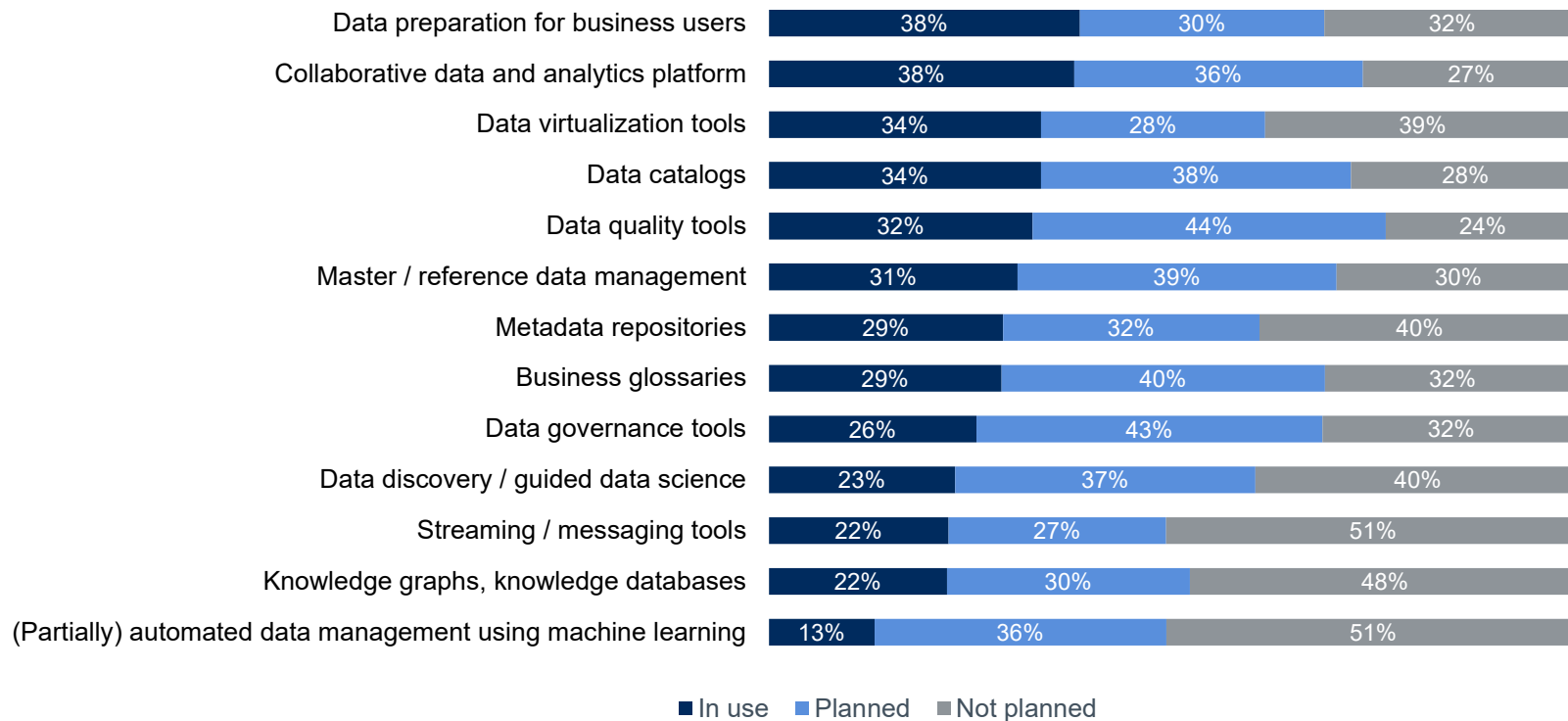
Which conceptual and architectural measures have you implemented or do you plan to implement to improve data handling?



■ In use ■ Planned ■ Not planned

Source: BARC Survey „Leverage your data“ (n=385)

Which technologies do you currently use or plan to use in the future to improve the handling of data?



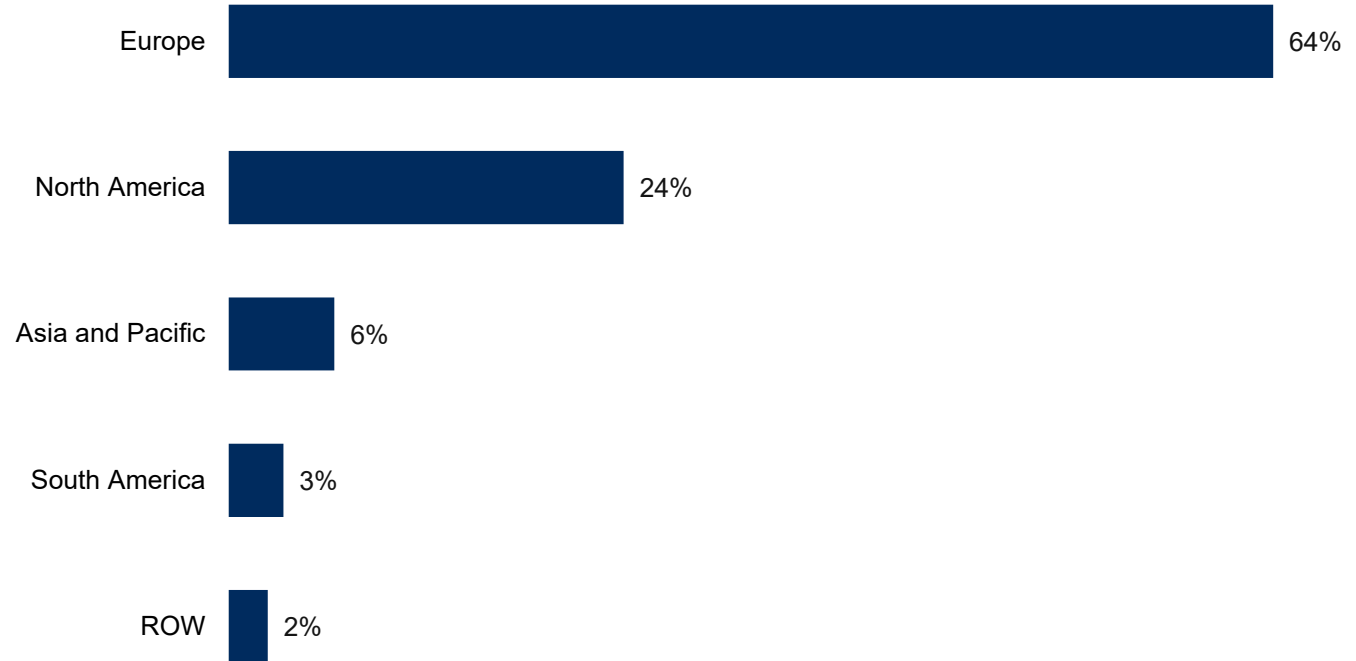
Source: BARC Survey „Leverage your data“ (n=354)

Demography

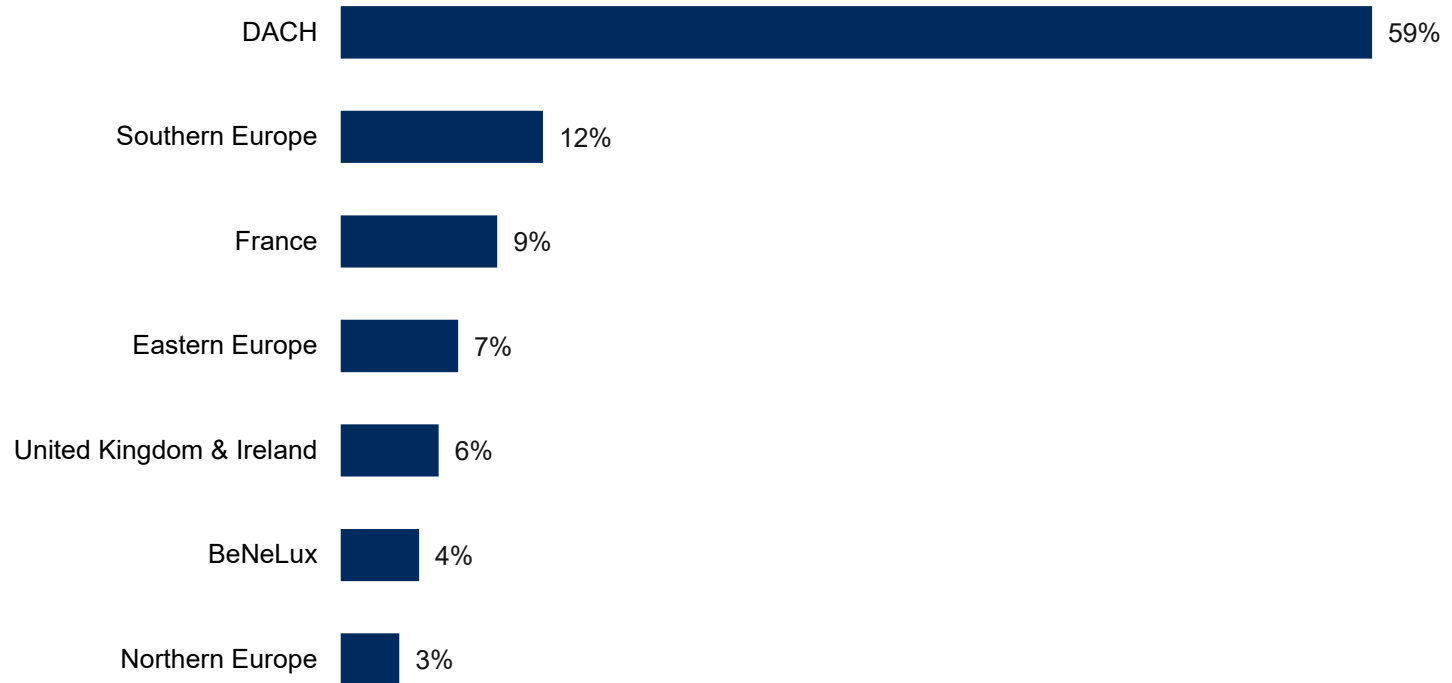
How many employees does your company have?



In which country are you located? (global regions)



In which country are you located? (Europe only)



Which of the following best describes your organization's industry sector?

