## TEAR DOWN DATA SILOS

Common Challenges to Data Activation & Opportunites to **Drive Better Results** 



are based on data

### VE'RE DROWNING IN DATA

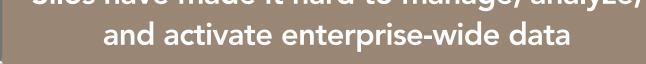
of B2B marketers and sellers said their organization was effective at providing customer data they can fully trust

Only **49%** 



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

Silos have made it hard to manage, analyze,



#### 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



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

6000



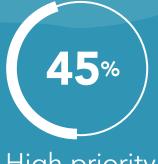
Widespread Challenges **Threaten Firms'** Data Activation Potential

> 82% Managing data and insight sharing across the business

> > **80%** Taking actions quickly from data and insights

% Defining shared metrics to measure success

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



High priority



Moderate priority



Critical priority



Low or no priority



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

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

# dun & bradstreet

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