Data discovery: The ability to locate, understand, access and trust data is a key enabler of business in the era of digital transformation.

No one driver stands out. Data discovery is important for business. Period.

Importance of Data Discovery to Business Drivers

- 82% for Operations/Efficiency
- 81% for Policy Compliance
- 80% for Risk Reduction
- 78% for Regulatory Compliance
- 77% for Increasing Revenue
Even though data discovery and integrity is important for business, 30-50% of organizations are not where they want to be.

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Top 5 current realities:
- Information is incomplete
- Information isn’t timely
- Information isn’t easy to use
- Information isn’t easy to discover
- Information isn’t trusted

Top 5 important attributes:
- Complete, Consistent Data
- Access to Timely Data
- Data Lineage and Context
- Data Accountability and Trust
- Data Discovery

Gaps are impacting personal efficiencies and effectiveness, increasing organizational risk, and costing time = money.

% of Respondents that Have a Gap Between Reality and Importance

- **Lineage and content**: 45%
- **Completeness and Consistency**: 43%
- **Timeliness**: 41%
- **Discovery**: 31%
- **Accountability and trust**: 30%
Data professionals on average make up a third of every organization’s workforce, and most are working more than 50 hours per week.

20% of people are Data Analysis Professionals

14% of people are Data Management Professionals

Average Hours Worked Per Week

22% 27% 51%
1 - 40 41 - 49 50+

Long hours are symptomatic of data professional’s ability to be efficient and effective in data activities.

The population of people working with data on a daily basis is increasing as the use of data in organizations becomes more pervasive in business processes.
Data professionals are spending more of their time governing, searching and preparing data than they are on extracting value.

Information value is created through analytics and insight, but data professionals are still spending more time searching and preparing data than on analysis for insight.
Data professionals are wasting on average, 30% of their time because they cannot find, protect or prepare data.

As data volume and variety continues to grow, resources will become more ineffective because data and information assets will be harder to find.

Hours per week that data activities are unsuccessful:
- Preparing: 5.5
- Governing: 4.6
- Searching: 3.9

14 hours per week!
Data professionals also need to stop re-creating the wheel with every new data analysis project.

Knowledge of how and where data is used, by whom, and what information assets already exist will help professionals stop re-creating the wheel, and give them more time back for value added activities.

**DATA PROFESSIONALS ON AVERAGE WASTE ANOTHER 20% OF THEIR TIME EVERY WEEK (or 10 hours) building information assets that already existed.**
The current state of data intelligence and knowledge is costing people time, and organizations money

Data professionals are losing 50% of their time every week: 30% unsuccessful on data activities, plus 20% of their time building what already exists.

$1.7M per year for every 100 employees in US organizations

€1.1M per year for every 100 employees in EU organizations

$103M per org per year in the US

€49M per org per year in Europe

The business case for improving data professional productivity shouldn’t only be about the money, but also about giving employees up to 50% of their time back.

Salary data sourced from Eurostat and the US Bureau of Labor Statistics
Data catalog software is emerging to help organizations close the gaps on data discovery and integrity

Data information management solutions aren’t new. Organizations have been using spreadsheets, commercial and bespoke solutions to manually track data origins, define business glossaries, manage ownership, stewardship, metadata and usage information.

Manual solutions are falling short in the age of big and distributed data: the volume, velocity, variety, and distribution of data and analysis across on-premises, in cloud and hybrid environments make it impossible to manually capture and maintain data catalogs.

Data cataloging software solutions are emerging, automating the process of data discovery, applying machine learning, and turning to the crowd for added context.
Discovery feeds the data intelligence that holds the knowledge required for professional productivity

**Data discovery is important for business**: connect the dots between business drivers and data attributes to uncover your own gaps.

**Data professionals are working longer, but not smarter**: invest in data intelligence processes and solutions to increase data knowledge.

- 50% of a data professional’s time is unproductive!
  - 30% of their time they do not have the data knowledge required find, prepare and govern data
  - 20% of their time is wasted from a lack of knowledge

**Time equals money**: Build a business case to invest in data discovery.
Survey Demographics

Country
- US: 25%
- France: 16%
- Germany: 16%
- Nordics: 17%
- UK: 21%
- Other Europe: 6%

Industry
- Financial services: 12%
- Health: 6%
- Other: 15%
- Manufacturing: 10%
- Retail: 18%
- Computer or IT services: 4%
- Health Care: 19%
- Public: 16%

Role
- Business Executive: 19%
- Business Analyst: 11%
- Business Data User: 18%
- Data Executive: 20%

Department
- Sales: 21%
- Marketing: 5%
- Finance: 11%
- Risk/Compliance: 2%
- Operations: 17%
- Supply Chain/Procurement: 5%
- HR: 9%
- Business Analytics: 6%
- IT - Data Management: 5%
- IT - Systems Administration/Management: 6%
- Other (please specify): 5%