Big Data, Big Decisions
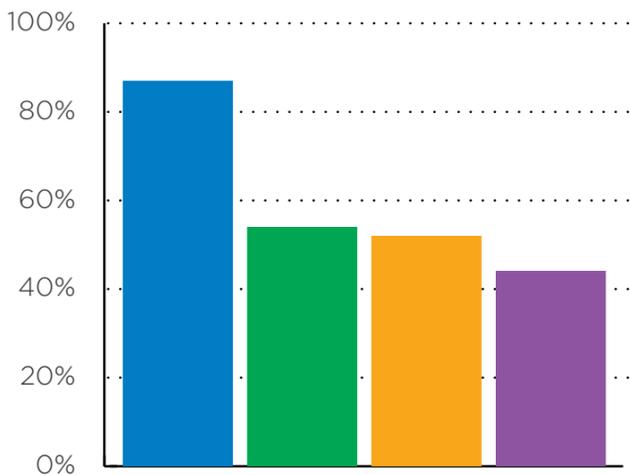
Capturing data is only the first step. Making the most of it takes the right capabilities, processes and strategy.

Are you drowning in data without a life vest? As gigabytes give way to terabytes and petabytes, business leaders have access to more raw performance data than ever before. Many organizations have so much data that they don't know how to harness it for business value.

Here's how building data management capabilities can help your organization turn big data into better business decisions.

BRIDGING THE GAP

87% of global senior managers and executives agree that better decision-making would improve their organization's financial performance...

...And **54% say** that a better ability to analyze data would improve decision-making.

Yet **52% of C-level** execs and **44% of other senior execs** have dismissed data because they didn't understand it.

PATTERNS IN CHAOS

125%

The increase in the number of organizations that have deployed **data-driven projects** since 2014

But organizations are already **short on talent** with the necessary data management skills.

91%

The portion of organizations using big data that plan to increase their **"data science expertise"** in the next year

The top challenges facing big data initiatives are:

#1 Limited availability of skilled data staff to manage big data

#2 Limited availability of skilled employees to analyze and report on big data

To boost their data management capabilities, organizations are staffing up.

24% are hiring staff with the analytical skills needed to manage big data initiatives.

25% will have a chief data officer in the next two years...

...and in industries like finance, it could be **as high as 50%**.

MAKE THE MOST OF YOUR DATA

Start making better business decisions by building your organization's data management capabilities. CMMI Institute's Data Management Maturity (DMM)℠ model helps organizations better access and analyze their data. Learn more at **www.cmmiinstitute.com/data-management-maturity**.

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