

# Are You Realizing the Full Value of Your Data?



A survey by 451 Research, part of S&P Global Market Intelligence, commissioned by BMC, shines new light on the business benefits you may already be mining from your data—and the technology, strategy, and people skills you need to tap into its full potential.

In a survey of 1,100 IT and data professionals from large enterprises in diverse regions, respondents said they focus on using **data initiatives to drive measurable improvements in:**



**Increased revenue**



**Customer engagement and satisfaction**



**Cost reduction**

When asked about their ability to gain a **unified view of their data that enables insights and helps avoid costly mistakes**, respondents reported they face challenges in:

**44%**

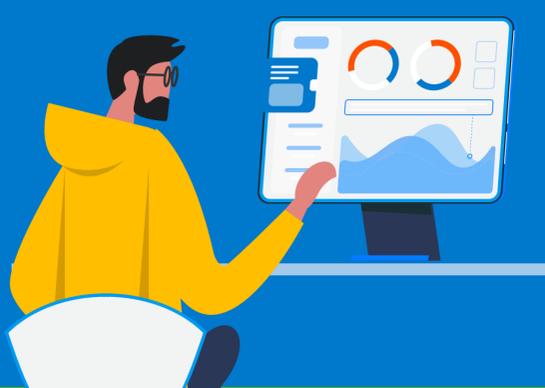
Streaming/  
real-time  
requirements

**40%**

Lack of  
automation

**38%**

Data quality  
issues



## So what separates successful organizations from those that are falling behind their competitors?

Data-driven organizations don't just incorporate data into some decisions. They create repeatable, automated processes and unlock value from data by delivering:

## The right data to the right people, processes, and systems at the right time.

Data management tooling is designed to help gain an end-to-end view of enterprise data. Survey respondents are prioritizing the adoption of technical data management functionality to drive new value with:



**Data quality and integrity initiatives**



**Business insights that drive new revenue**



**Cloud migration initiatives**

## To do this, data-mature businesses have embraced a DataOps methodology.

DataOps is the more agile and automated approach to data management in order to support data-driven business outcomes. By automating data preparation, health monitoring, and pipeline management, enterprises gain measurable advantages in transforming, analyzing, and leveraging data to unlock business value.



And among those with highly mature DataOps programs, **77% report customer satisfaction is an area in which the organization's use of data has had the most significant impact to date.**

How can your organization prepare to benefit from the full value of your data?

**Visit [bmc.com/valueofdata](https://www.bmc.com/valueofdata) to learn more.**

### About BMC

BMC works with 86% of the Forbes Global 50 and customers and partners around the world to create their future. With our history of innovation, industry-leading automation, operations, and service management solutions, combined with unmatched flexibility, we help organizations free up time and space to become an Autonomous Digital Enterprise that conquers the opportunities ahead.

**BMC—Run and Reinvent**

[www.bmc.com](https://www.bmc.com)