

DATA QUALITY

20% - 35%



of lost operating revenues due to poor quality data

Source: Total Information Management

40%



of targeted benefits never realised because of poor quality data

Source: Gartner

67%

of companies lack confidence in their own data



52%

of businesses see data quality as their

Source: KDR



TOP

priority for 2020

"Data quality requires a certain level of sophistication within a company to even appreciate it's a problem"

- Colleen Graham



Automating the management and processing of *data*

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