

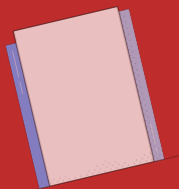
Business data

BY 2025

Source: IDC

175

ZETABYTES



Size of the
global
dataverse

80%
unstructured

63% has
no value



Cost of data quality

20% of
revenue



Source: Kissimetrics

10%

Cost of compliance

Source: Duff & Phelps

TOP
priority

Improve data quality

Source: LinkedIn poll

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Automating the management and processing of *data*

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