# The influence of **data-driven organisations** on daily practice

i Organisations continuously collect data, which is a great way of gaining insight into their consumer base. Although there can be indecision around how to act on the data collected, one thing is for sure: it enables organisations to help their customers better and faster. The more insight a company has about its customers, the better it can assess their needs – and the more informed its actions will be. Onguard interviewed over 1,000 UK finance professionals to investigate how data-driven organisations are.

How are organisations leveraging stored data in 2020?

- **27%** of organisations are already fully data-driven
- **28%** of organisations use data to support processes
- **29%** have a lot of data but do not maximise its potential
- **12%** store data but do not currently do anything with it
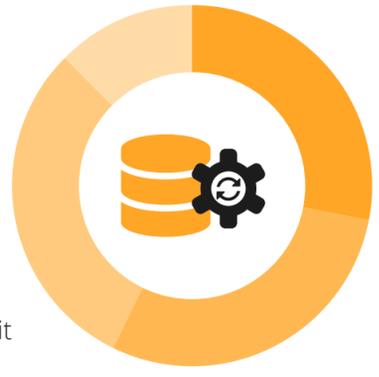
The majority of finance professionals **(79%)** expect their organisation to be fully data-driven within the next 5 years

For finance professionals, the main goal of becoming data-driven is to **increase the efficiency of business processes (31%)**

What challenges do organisations face when it comes to being data-driven?

- 40% consider it a challenge to integrate and use data from different sources to gain wider intelligence
- 35% believe their organisation does not have enough expertise in data processes or analytics
- 26% lack the required resources and support within management
- 31% lack the right technology to make data optimally available
- 17% believe that becoming a data-driven organisation is not relevant
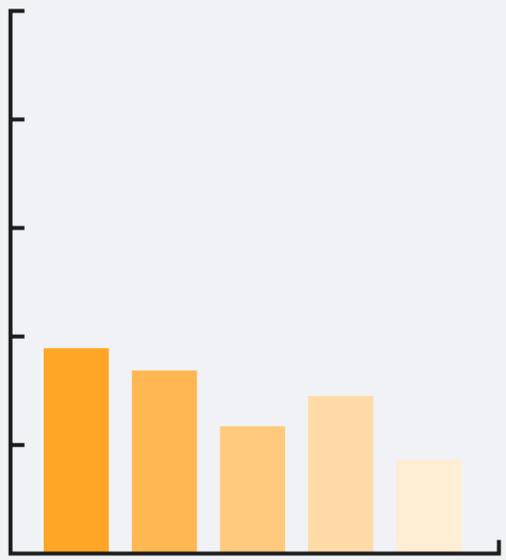
More than a quarter of finance professionals lack experts with the right skills, but which skills do they need most in order to become a data-driven organisation?

59%	Analytical ability
37%	Communication skills
36%	Programming expertise
34%	Leadership qualities
29%	Relationship management

About Visma | Onguard

The continued evolution of automation, digital transformation and customer experience are keys to a business' success. Visma | Onguard has been supporting its customers for over 25 years with advanced solutions within the order-to-cash chain. Our solutions are focused on connecting data to a single centralised platform and linking internal and external systems and services. To do this, we use intelligent and intuitive automation to deliver valuable insights. This creates an optimal connection between all processes in the order-to-cash chain. At the same time, this ensures improved and personalised communication resulting in stronger and long-term customer relationships and tangible results in order-to-cash and credit management.

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