

# 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.

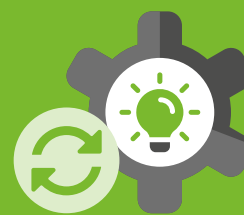
## HOW ARE ORGANISATIONS LEVERAGING STORED DATA IN 2020?

- 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

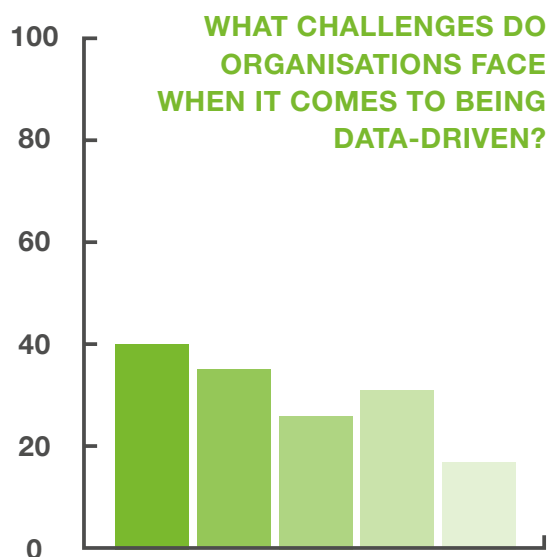


**THE MAJORITY OF FINANCE PROFESSIONALS (79%) EXPECT THEIR ORGANISATION TO BE FULLY DATA-DRIVEN WITHIN THE NEXT 5 YEARS**

**FOR FINANCE PROFESSIONALS, THE MAIN GOAL OF BECOMING DATA-DRIVEN IS TO INCREASE THE EFFICIENCY OF BUSINESS PROCESSES (31%)**



- 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?**

