

IGNORING DATA SILOS: The Cost of Inaction

Data silos are the silent killers of your business. Unlock the power of your data by breaking them down for good.

LOST REVENUE

Data silos lead to a poor experience across the end-to-end customer journey, which results in lost revenue for both new business and upsell and cross-sell opportunities alike.

30%

The amount of revenue companies stand to lose annually due to incorrect or siloed data.



% of executives who say companies lose competitive advantage by not using their data.

80%

49%

% of those same executives who say data can be used to reduce expenses and drive innovation.

GOVERNANCE

Siloed data makes governance extremely difficult, if not impossible. Neglecting data governance is a costly gamble that risks you money, security, and non-compliance issues.

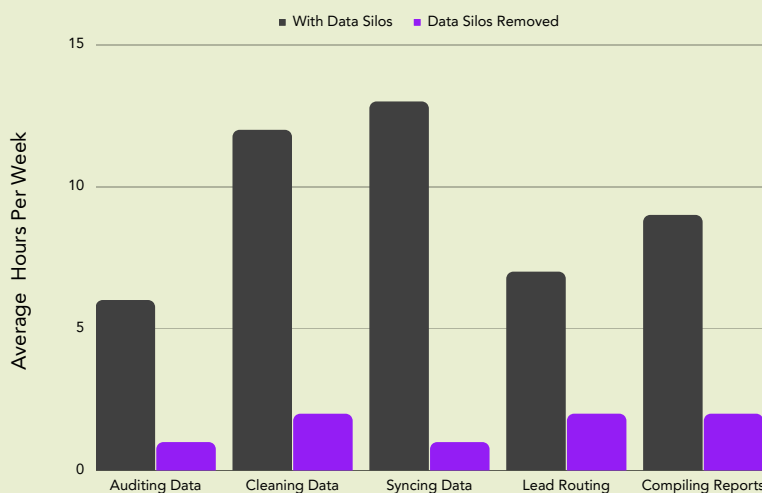


52%

of organizations say a lack of confidence in their data increases their threat of regulatory penalties.

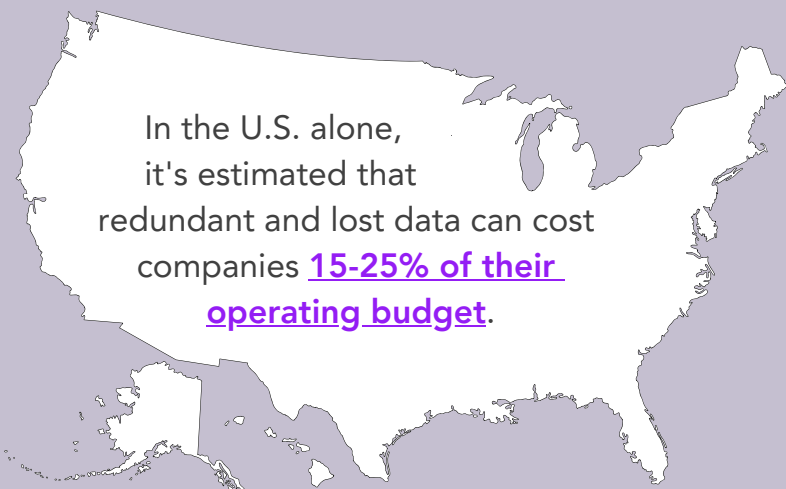
TIME & EFFORT

Silos slow down decision making. A centralized tool enables collaborative analysis for conclusive results and frees up tech teams to focus on high value tasks.



REDUNDANCIES

Data silos create redundancy costs that can cripple organizations and prevent alignment across teams. They also make information hard to reach, stifle innovation, and block cross-departmental collaboration.



Common Redundancy Costs

- IT Infrastructure
- App Infrastructure
- Data Storage
- Data Retrieval
- Data Processing

DATA QUALITY

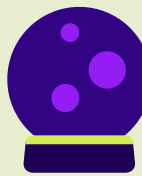
Businesses across all industries simply can't trust their data because of silos. In fact, poor data quality results in ~\$15 million per year in losses for the average org. It's tempting to throw IT resources at the problem, which just ends up increasing wasted time and costs and decreasing revenue over time.

Maintaining Data Quality With Silos



01

Spend days or even weeks compiling all the data from each app into a centralized location. Pray you don't lose or corrupt any of it along the way.



02

Look into your crystal ball to try to figure out which records are old or contain bad data. Delete them in your apps and hope for the best.



03

Manually identify & merge the thousands of duplicate records across all your apps. Cry.



04

Import cleansed data back into each app. Cry (again) tears of happiness that you're finally done...until you have to start the process all over again, at least.



There's a better way! [Click here](#) to learn more.