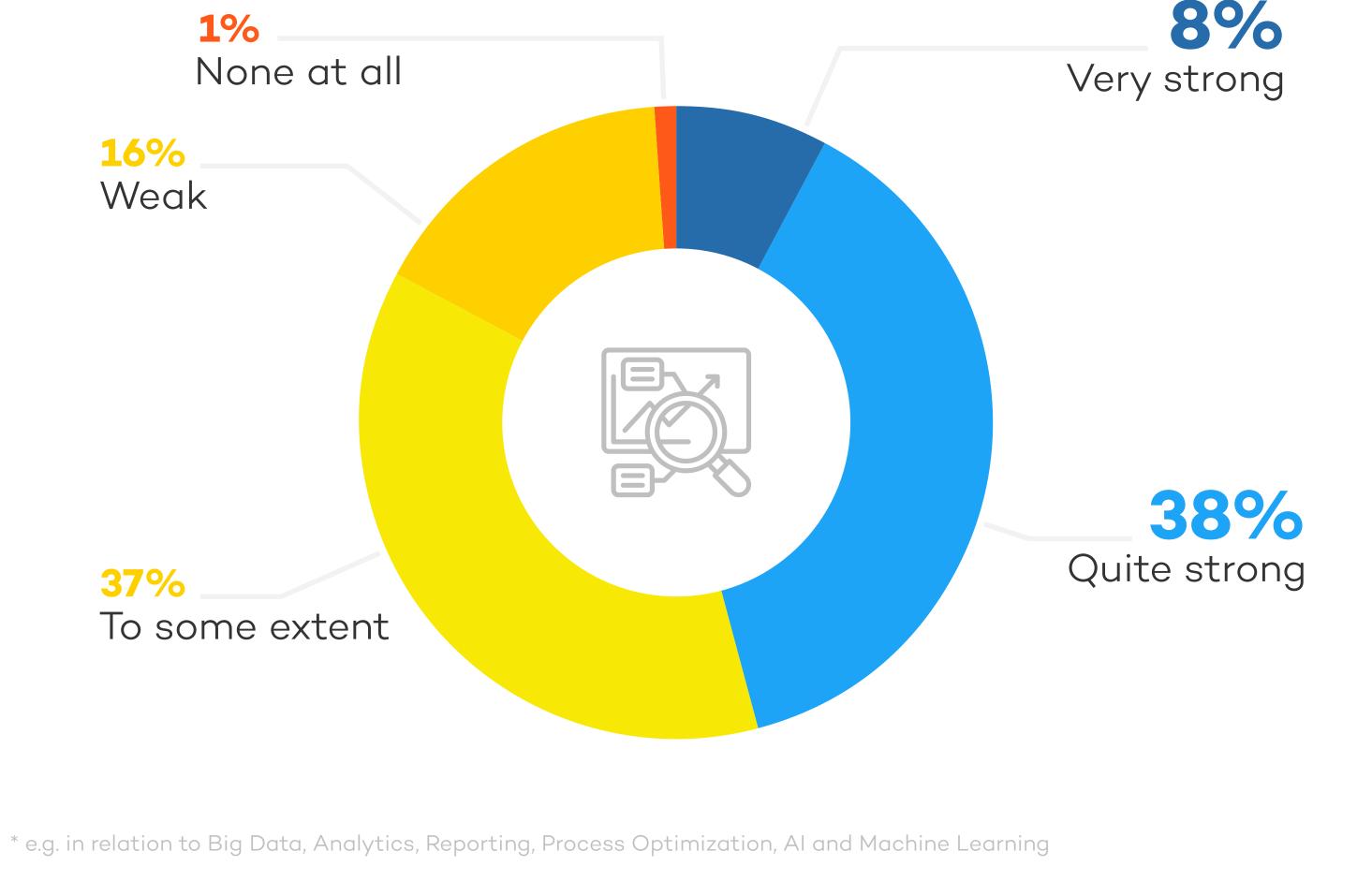


unlocking the full value of data sufficiently Rating of organizations' data potential, by share of respondents

1%



Top 3 areas with the greatest potential according to decision-makers 44% 41%

Service and Customer Management are

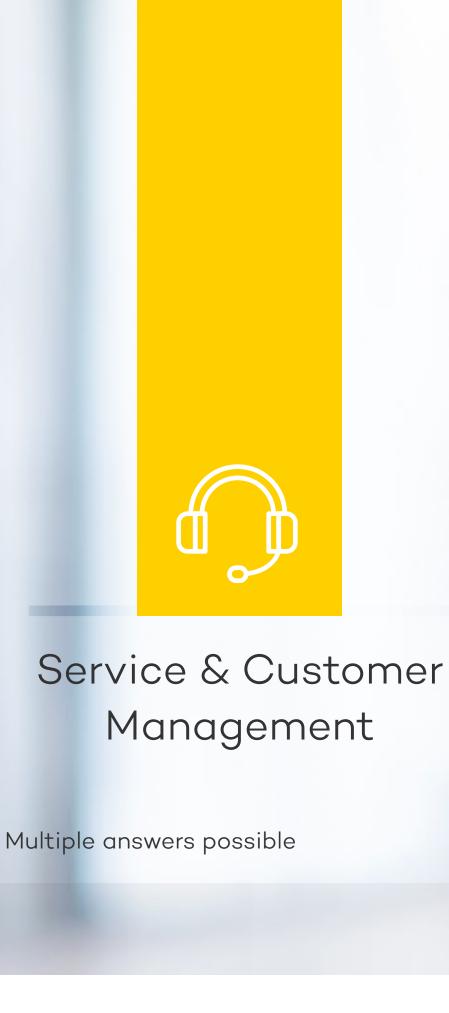
the most promising areas for data usage

Marketing

& Sales

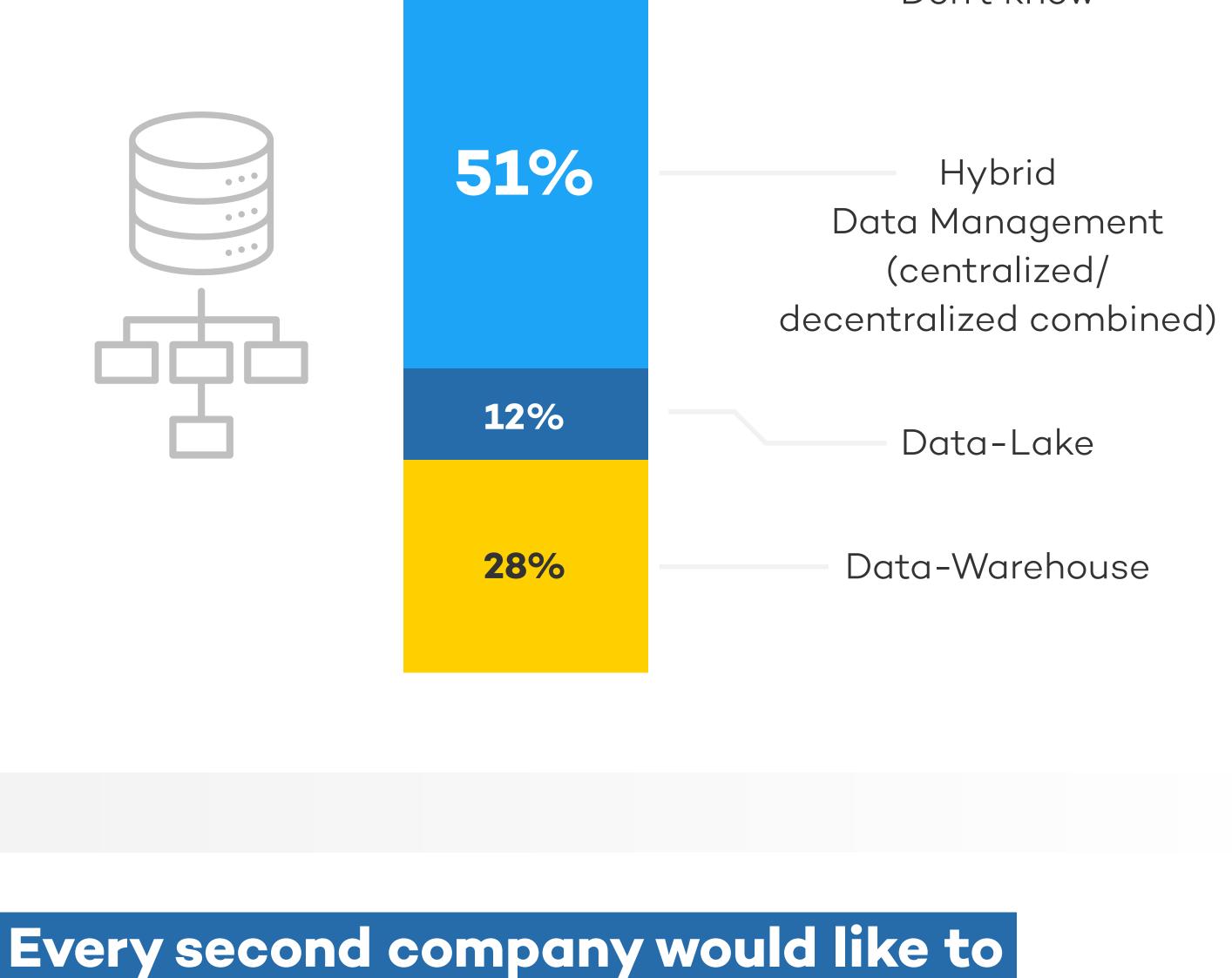
Production

& Operations



More than 50 percent of companies rely on hybrid data management Where is data management predominantly organized in your company?

9% Don't know



the greatest factor in success

accelerate transformation processes

Innovation and technology partnerships

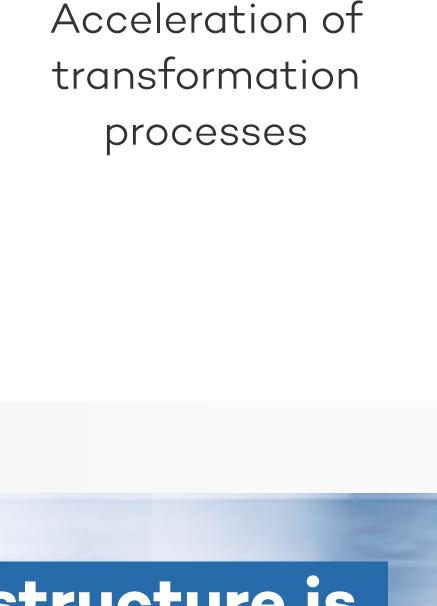
are the most important goals

and methods Up to three nominations possible Organizational structure is

51%

Acquisition of

new knowledge



A successful digital

solutions and a culture of collaboration

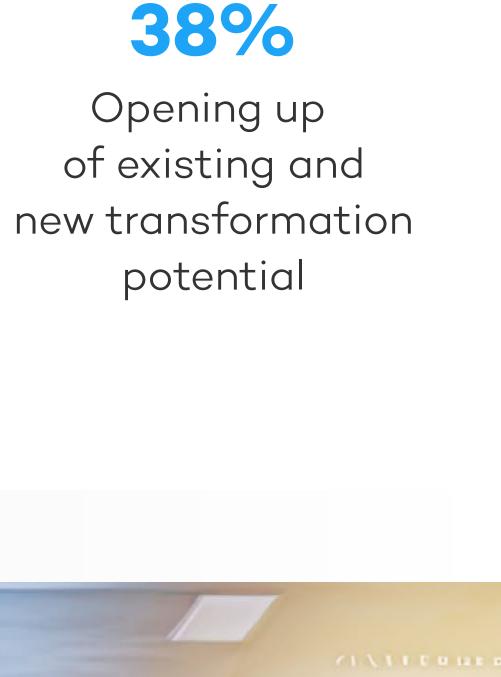
beyond departments and hierarchies.

Brit Neuburger,

until April 2022 Chief Transformation

Officer at OSRAM Continental

40%



transformation requires new organizational structures: Cross-functional teams, end-to-end

A shortage of suitable personnel is the greatest risk in data projects Top 5 aspects that could cause data projects to fail, by share of respondents Lack of specialists

Technical hurdles

Unclear objectives

Lack of data availability

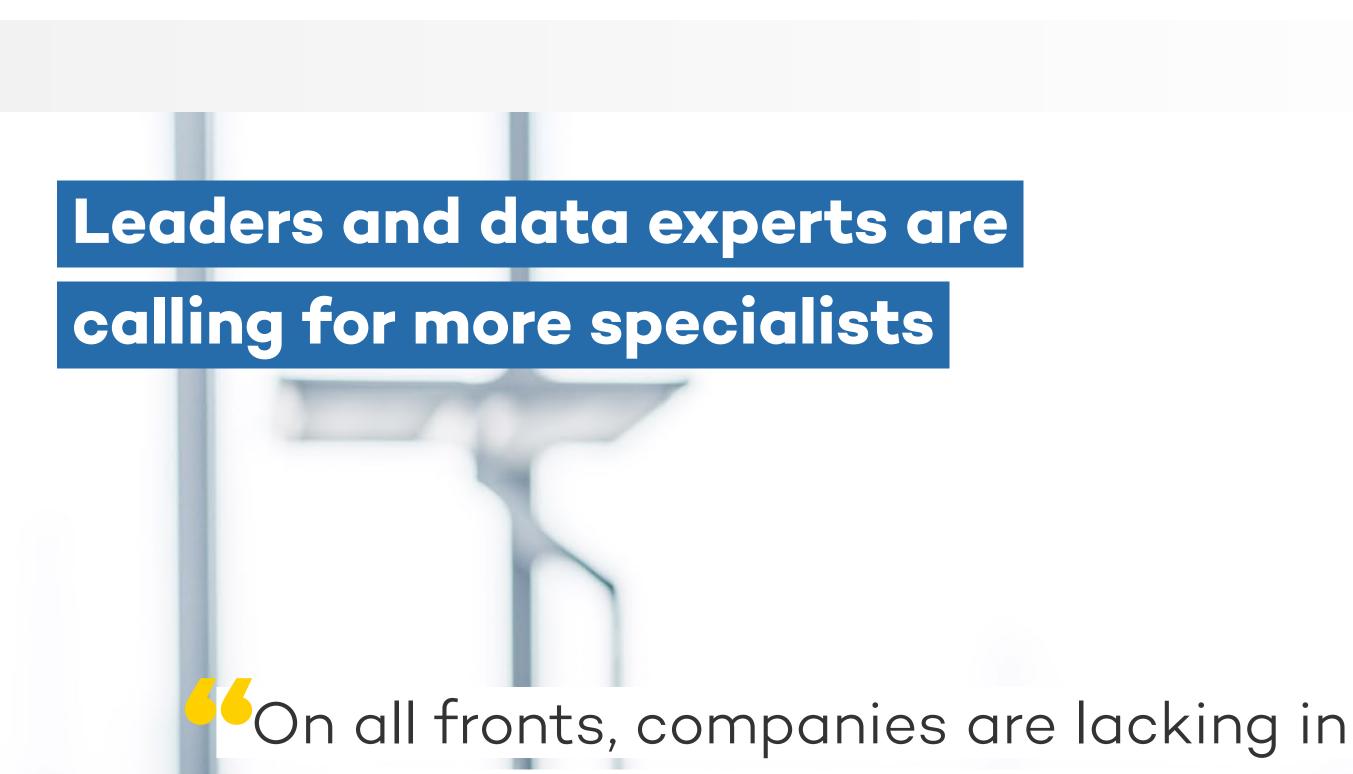
egal hurdles

39%

36%

36%

36%



smart decisions. Claudia Pohlink, Chief Expert Data, Deutsche Bahn AG Technology companies become

specialists who can provide and

analyze data, as well as continuously

optimize its quality to pave the way for

Top 6 transformation partners according to decision-makers, by share of respondents

Innovation Hubs/Associations

Universities/Research Institutions

Technology Companies

important partners

47% Consulting Companies

33%

32%

41%

Digital Agencies 24% Startups

Source: Ad-hoc survey by Statista on behalf of by diconium GmbH

in February 2023; n = 145 decision-makers from companies with

revenue >150 million euros

statista 2

// diconium