

4 WAYS TO BOOST EXECUTIVE INFORMATION CONFIDENCE

→ **Recent Aberdeen research** discovered that the average organization has 61% of its data systems in conflict. If any figure on a quarterly financial statement were that jarring, executives would surely spring into action. This research explores the pain points of information confidence and highlights the importance of executive engagement in data management:

<input type="checkbox"/>	Address the accuracy gap. Data is not as accurate as organizations need it to be. Seventy-two percent (72%) of organizations say they need data to be 90% accurate or greater. Yet only 27% of organizations have currently achieved this level of data quality. Executives need to be aware of this gap and take action to close it.
<input type="checkbox"/>	Identify where executives' information confidence is weak. Executives are not fully convinced that their current data is leading to good decisions. They are also relatively unsure that data is accurate, up-to-date, and complete. Organizations should prioritize technology investments to strengthen data in areas executives consider lacking.
<input type="checkbox"/>	Champion analytical causes and follow through. Seventy-nine percent (79%) of Best-in-Class organizations have executive-level support for analytics and data management initiatives. Executive champions evangelize the importance of information confidence to their peers. They can also spearhead practices like the classification of all business data and comprehensive data audits.
<input type="checkbox"/>	Invest in security and governance. Executives become more confident when they know sensitive data is protected. They also want to know that the activity around that data is closely monitored. Security and governance tools significantly boost executive confidence in information and assuage fear of data breaches and noncompliance incidents.



→ **Read the full report:** [Making Information Confidence a Priority in the C-Suite](#)