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An SAPinsider Company

20 - 22 July, 2022 Melbourne

PRIORITISING DATA AS A STRATEGIC ASSET

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BAD DATA IS A BIG PROBLEM FOR ENTERPRISES



Bad data has a ripple effect throughout your business.

- Business Process Interruptions
- Compliancy and Risk issues

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- Poor Corporate Performance
- Brand Damage and loss of Consumer confidence

Syniti Customer Examples - Impact of Bad DQ:

- VOLUME BASED DISCOUNT: VENDORS: 270k USD
- WORKING CAPITAL: PAYMENT TERMS: VENDORS: 1.5M USD
- STOCK STORAGE COST: 180k USD



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HOW IMPORTANT IS HIGH QUALITY, TRUSTED DATA IN YOUR COMPANY'S OVERALL STRATEGY?

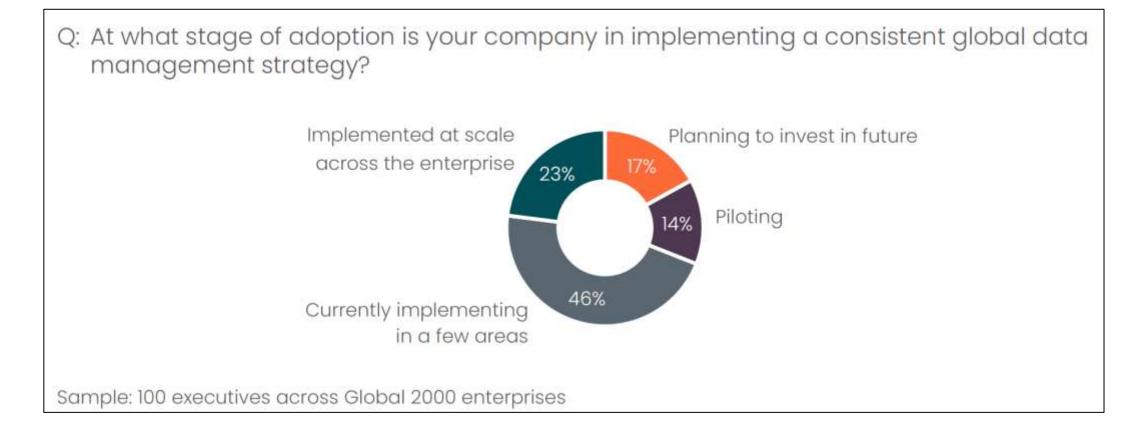
Survival	Overall Importance		Most important	Importance of role of data in achieving objectives		Most important
	3% 27%	70%	28%	7% 25%	68%	25%
Top-line growth to increase market share	6% 25%	69%	25%	10% 18%	72%	36%
Supporting M&A and/or Divestitures	11% 20%	69%	30%	6% 25%	69%	26%
Improving or optimizing compliance requirements	13% 21%	66%	32%	9% 22%	69%	33%
Improving customer experience	13% 24%	63%	28%	10% 26%	64%	29%
Improving working capital	13% 24%	63%	27%	11% 25%	64%	26%
Improving employee experience	12% 25%	63%	22%	9% 29%	62%	22%
Improving decision making	13% 26%	61%	25%	8% 20%	72%	30%
Cost reduction	9% 37%	54%	21%	8% 23%	69%	22%

15% of companies project increases of more than 10% in cash flow, profitability, and revenue through the use of enhanced data quality, visibility, and strategic use

However, only a select few companies today have a clear plan for managing data well and harnessing its full value.



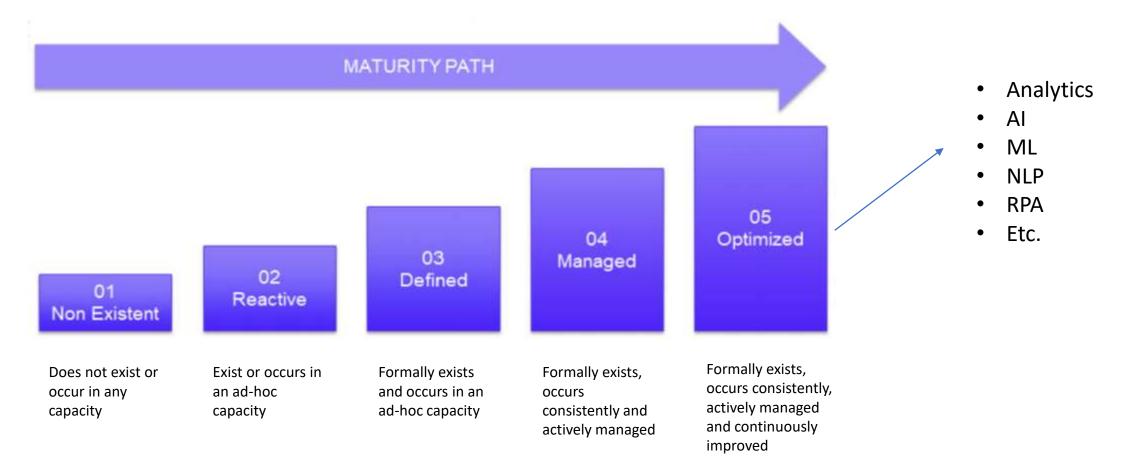
ONLY 23% OF COMPANIES HAVE IMPLEMENTED A DATA STRATEGY AT SCALE ACROSS THE ENTERPRISE



Only 5% of companies claim that 100% of their data is good enough today.

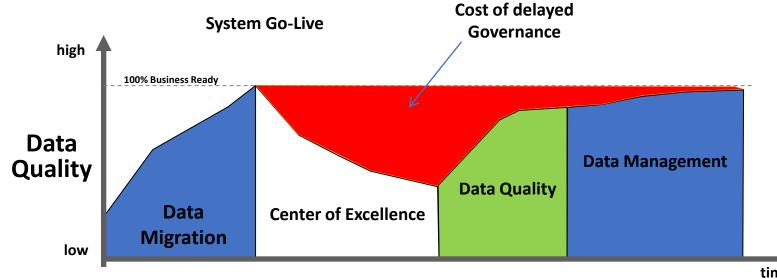
DATA MANAGEMENT MATURITY – WHERE ARE YOU?

Across People, Process and Technology – Enterprise Wide.





GET CLEAN – STAY CLEAN – LEVERAGE INTELLIGENT TECH



"An optimised, cost efficient business process is not possible without optimised data..."

time

Business Benefits – Global Healthcare Manufacturer



Reduction of 95% in Errors 80% in Cycle Time Reduction of95% in Business Interruptions60% Data Admin Head Count

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