Become an Intelligent Enterprise by Creating a Data Culture

IDC's Future of Intelligence eBook

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Technology + Culture = Intelligence

Enterprise intelligence gives organizations the ability to make better strategic, tactical and operational decisions. To truly be intelligent, enterprises need to leverage investments made in technology, focus on their people and build a culture around becoming more data-driven in their day-to-day lives.

IDC defines enterprise intelligence as an organization's **capacity to learn,** combined with the **ability to synthesize information** needed in order to learn and to apply the resulting **insights at scale.**

Organizations with a strong **data culture** achieve measurable business outcomes and improve enterprise intelligence building digital resiliency.

83% of CEOs want their organization to be more data driven.

87% of CXOs said being an intelligent enterprise was their top priority.

Source: IDC Perspective: How Data Culture Drives Enterprise Intelligence
https://www.idc.com/getdoc.jsp?containerId=US47725921

The Elements of Data Culture

Data culture is embodied by five elements. Each has multiple attributes that are best identified through a set of questions IDC has formed to help define a framework for assessing data culture. As a business leader, these are a sample of the questions you should be asking.

People: Are there expectations of people using data in their jobs? What data competencies do you encourage your employees to develop?
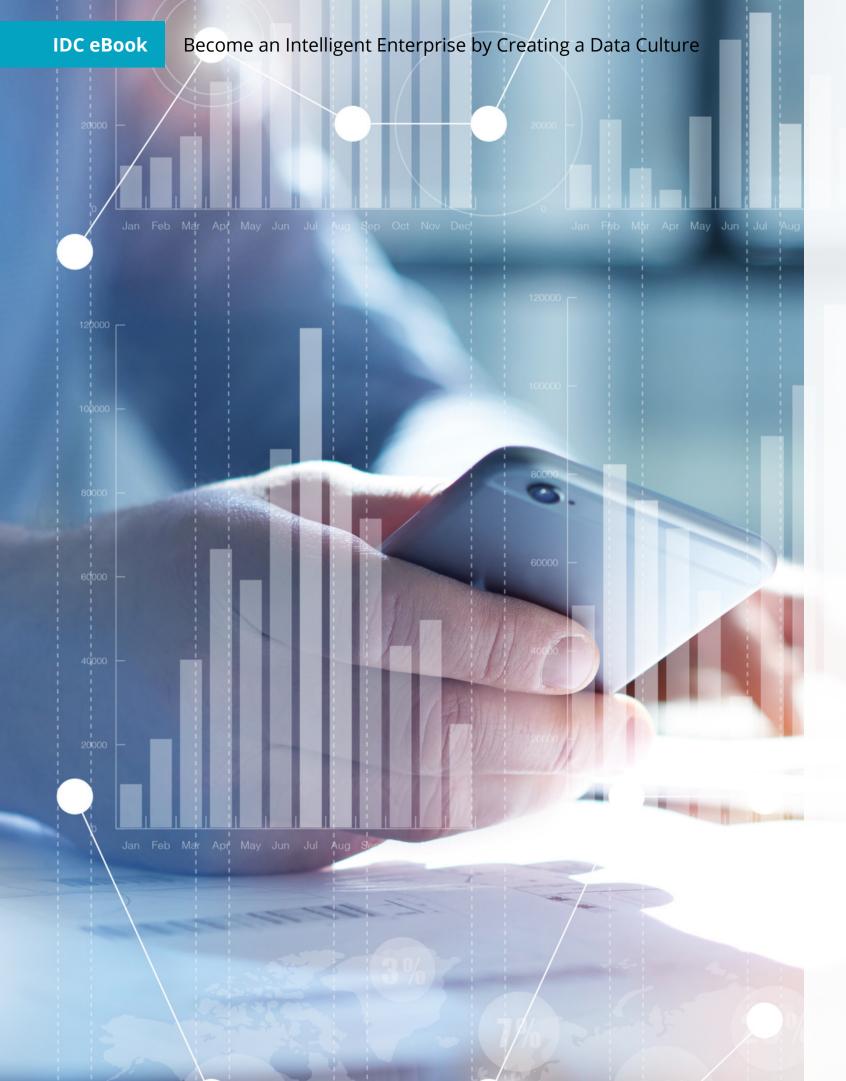
Attitudes: Do you encourage experimentation and eliminate the fear of failure? Is there data curiosity?

Values: Does your organization have a stated mission around the use of data? Does your leadership role-model the use of data in decision-making?

Goals: Is there transparency around business metrics? Does the organization evaluate how employees are using data to fill gaps?

Social: Are there forums for ideation and innovation with data? Do you foster internal and external collaboration?

Resiliency with a Data Culture

In a 2021 survey on data culture, in organizations with a strong data culture, almost 60% of respondents said that their use of data was appreciated to a great extent compared with only 33% of respondents in the overall population. These organizations were also were more resilient in the face of the pandemic and better prepared to adapt to changes in the business environment.

People in organizations with a strong data culture are able to better synthesize information, get insights at scale, learn from the past and influence the future.

IDC has found that a strong data culture can help handle uncertainly in the market, identify biases, examine alternatives and re-evaluate situations with new information. Enterprises are stronger with an established data culture.

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Advice for the Technology Buyer

Identify gaps in your data culture	Identify areas in the five elements of data culture where you may have gaps. Identify people in departments that are data-driven and make them "data champions" so they can evangelize the use of data among their groups and demonstrate best practices.
Invest Incrementally in your data culture	Do not be intimidated by data culture. Wherever your organization's starting point is in the journey to becoming a more intelligent enterprise, each step along the way will deliver incremental benefits.
Small changes can make a big difference	Create opportunities to share ideas and best practices. Create opportunities to share ideas and best practices. Create forums for ideation and collaboration and constantly learn from your experiences..
Executives have a big impact	Leaders using data sets the tone for the rest of the organization. Executives that aredata curious inspire their teams to be data-savvy as well.
Look for new metrics to measure business outcomes	Not all benefits are financial; often the biggest benefits come from better customer and/or employee experiences, more differentiation and being able to be resilient in the face of massive disruption.

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Enterprises must develop a culture around using data, collaborating with data, innovating with data and make data culture an ingrained part of their identity. Business leaders who invest in a broad set of capabilities to continuously improve their enterprise intelligence improve business outcomes due to better decision making.

There must be a concerted effort to take an honest look at the pervasive use of data across the entire organization and identify gaps and inhibitions around the use of data and then implement a strategy that addresses the gaps.

To learn more about how to become a more intelligent enterprise by creating a data culture, read the IDC Perspective: "How Data Culture Drives Enterprise Intelligence" (https://www.idc.com/getdoc.jsp?containerId=US47725921)

To learn more about IDC's Future of Intelligence research, contact your account manager or visit www.IDC.com/FoX.