Missing Out on Data

The Rethink Data survey has found that organizations report that much of their business data is not put to use, or activated. While the data offers value, that value too often goes uncaptured.

- Survey respondents estimated their organizations collect only 56% of the data potentially available through its operations. This means organizations are missing out on almost half of data.
- Out of that 56%, only 57% of data was used by the organization.
- 43% of the captured data went largely unleveraged.
- This means that only 32% of the data available to enterprises was put to work. As much as 68% of data goes unleveraged.

Source: The Seagate Rethink Data Survey, IDC, 2020