

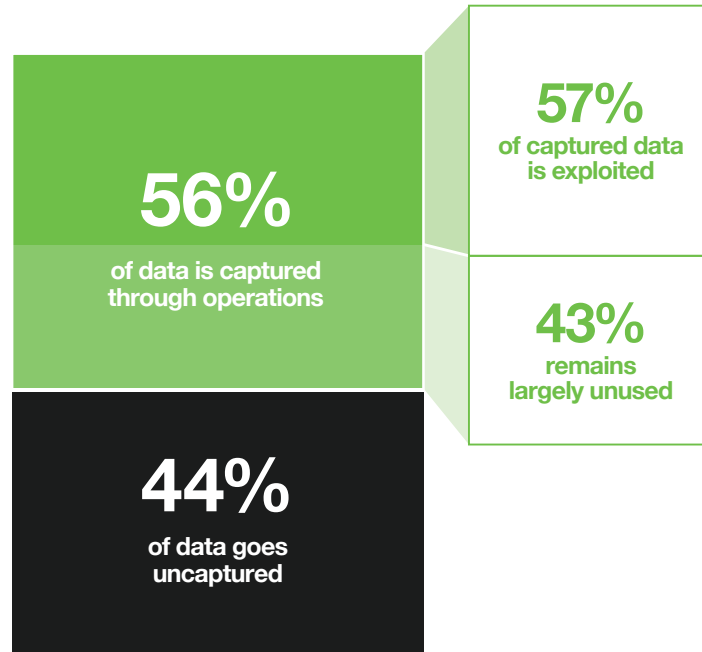
Missing Out on Data

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.**

FIGURE 5

How Much Data Actually Gets Put to Work?



Source: The Seagate Rethink Data Survey, IDC, 2020