

**Data-Related Issues Costing Majority of Enterprises
More than \$5M Annually
According to Forbes Insights Study on Information Management**

New York, NY (Tuesday, April 13, 2010) – Data-related problems may be costing large enterprise companies (\$500M+) in excess of \$5 million annually, according to a new study about information management released today by Forbes Insights. While these firms agree on the value of ensuring that accurate and trusted information is available throughout their organizations, they may be stymied in their ability to make the case for initiatives that improve the quality and accessibility of their data.

The new report, “Managing Information in the Enterprise: Perspectives for Business Leaders,” examines the challenges faced by both information technology (IT) and line-of-business executives in their quest for better data management. Based on a global survey of more than 200 high-level executives, the study also found a disturbing divergence between business and IT leaders on how to best manage information, including a lack of agreement over who within the enterprise actually “owns” the data—users or IT.

The study is available at www.forbes.com/forbesinsights.

“Clearly the world’s largest companies are paying a price for inconsistent or flawed data,” said Stuart Feil, editorial director of Forbes Insights. “More than half of the survey respondents said the hit to their balance sheet is more than \$5 million annually. And 18% estimated the yearly cost of data problems to be more than \$20 million.”

“Businesses must take action if they hope to leverage data as a strategic asset,” said Byron Banks, vice president of Enterprise Information Management, SAP AG, which sponsored the study. “This is not an initiative that can simply be delegated to IT—it needs to be supported and advanced at the highest levels of the enterprise. By combining the right solutions with proven methodologies, IT and line-of-business stakeholders can work together as one to gain greater visibility into the organization, contain costs and identify new business opportunities.”

Other highlights of the study include:

- Executives see the strategic value of managing information. Nearly all (95%) agreed that strong information management is critical to business success, and 85% agreed that their organizations treat information as a strategic asset.
- Business executives and IT frequently disagree about where data quality issues exist. The biggest quality issue identified by business executives was inconsistent data (40%), while IT respondents took a more technical approach, citing gathering of duplicate data (38%) and data migration (38%) as the major problems.

- Fragmented data ownership (41%) was the leading business roadblock organizations face in establishing an enterprise information management program, ahead of not understanding the cost of poor data quality (23%) and lack of leadership (22%).
- CIOs need to communicate more effectively about information management. The survey showed that many business executives are unaware of their companies' initiatives.
- Despite perception differences, 45% of organizations said they have some type of enterprise information management program in place, and 31% said they are currently developing one.

“Managing Information in the Enterprise” is based on a survey (conducted by Forbes Insights) of 219 executives at global enterprises with annual revenues of more than \$500 million. More than two-thirds of respondents (68%) held C-level titles. Companies were headquartered in North America (37%), EMEA (28%), APAC (20%) and Latin America (15%).

To request a copy of the study, visit:

<http://www.forbes.com/forbesinsights/enterpriseinformation/index.html>

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