## Data for Humanity



The average company will invest:



in data technologies and initiatives **over** the next 12 months



anticipated return on investments

50%

Businesses expect their investment in data to increase their revenue by **50**%



This amounts to an average of \$1.5 billion per company over five years

France \$2.5 million At a regional level, the **US plans**to invest the most (\$3.5
million) and **France the least**(\$2.5 million)

**USA** \$3.5 million

only 52%

of organizations are happy with their current data platform



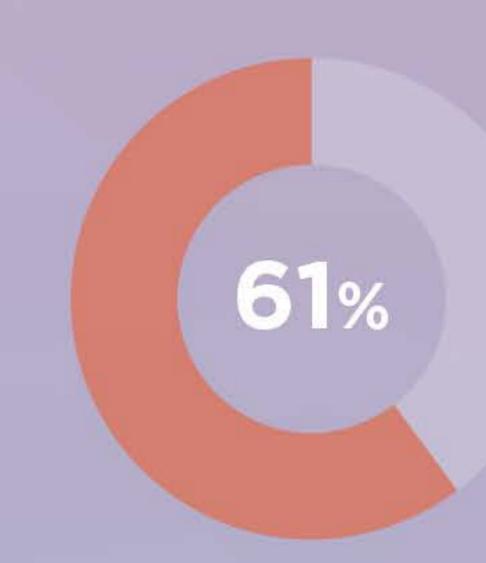
feel prepared to manage the vast amounts of data generated by connected devices Business leaders feel that the collaborative use of data will be highly important in tackling challenges including:



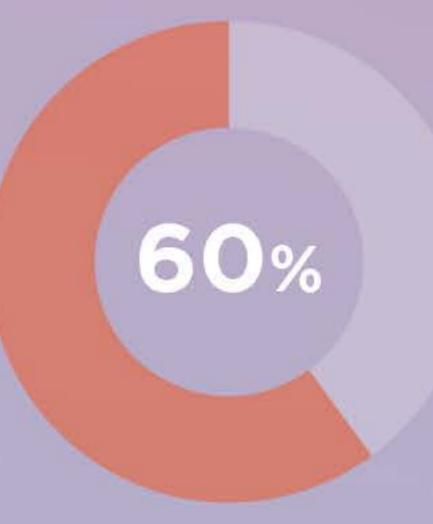




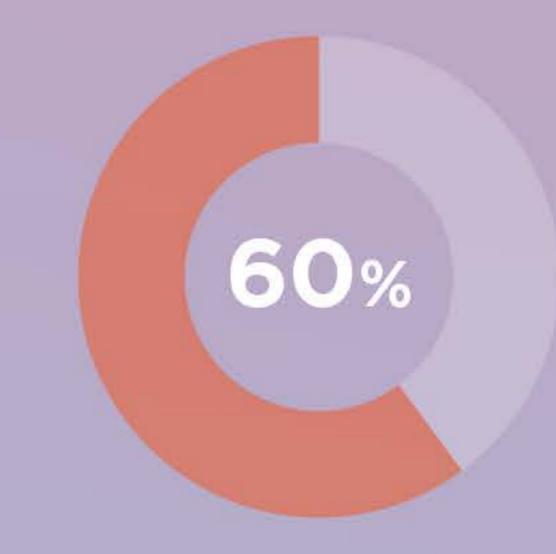
Companies also feel that data has effectively improved areas such as:



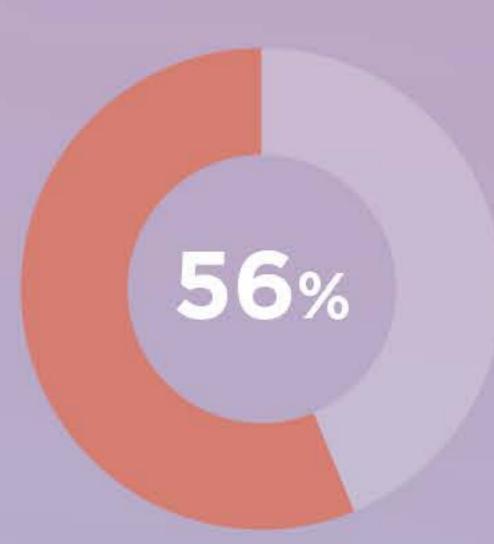
Progress against ESG initiatives



Customer experience

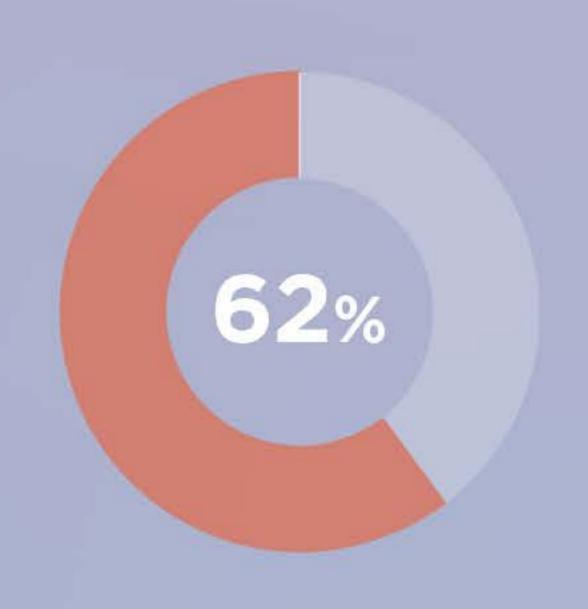


Adaptability against market changes

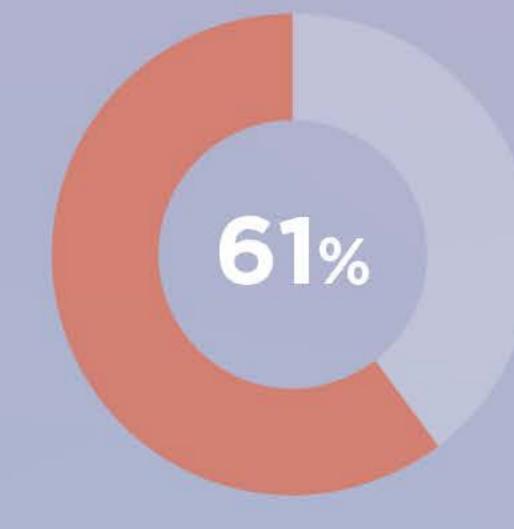


Reducing costs

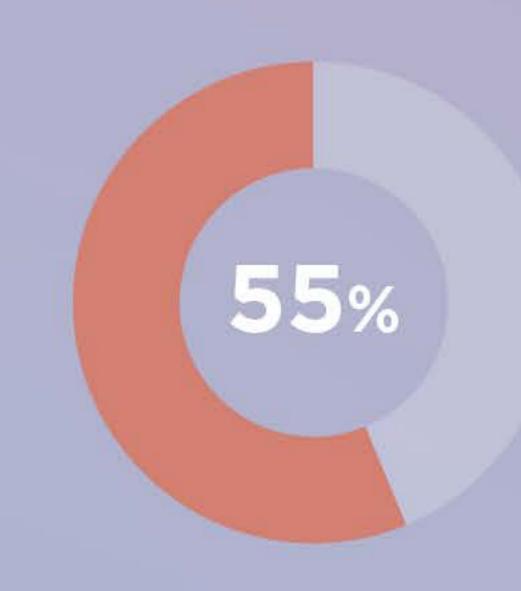
The most important enablers for businesses to unlock the value from their data:



Improving in more technology



Improving cybersecurity solutions



Training employees on analyzing and managing data