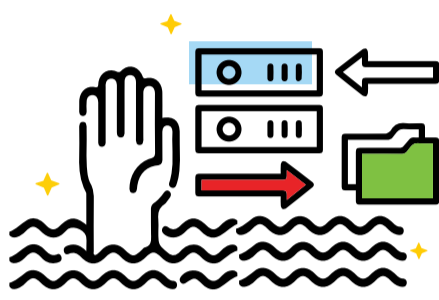




# TURNING INSIGHTS INTO ACTION

**BUILDING INSIGHT-DRIVEN ORGANISATIONS (IDOS) TO STAY AHEAD OF THE COMPETITION**



Organisations are **drowning in data** – By 2022, annual IP traffic will constitute some 4.8 zettabytes (1 zettabyte=1021 bytes), up over 300% from 2015.



Organisations need to turn their data into insights, and data-driven insights into action. **Insights democratisation** is the **missing piece of the puzzle**.



**Roadblocks between data and insights:**

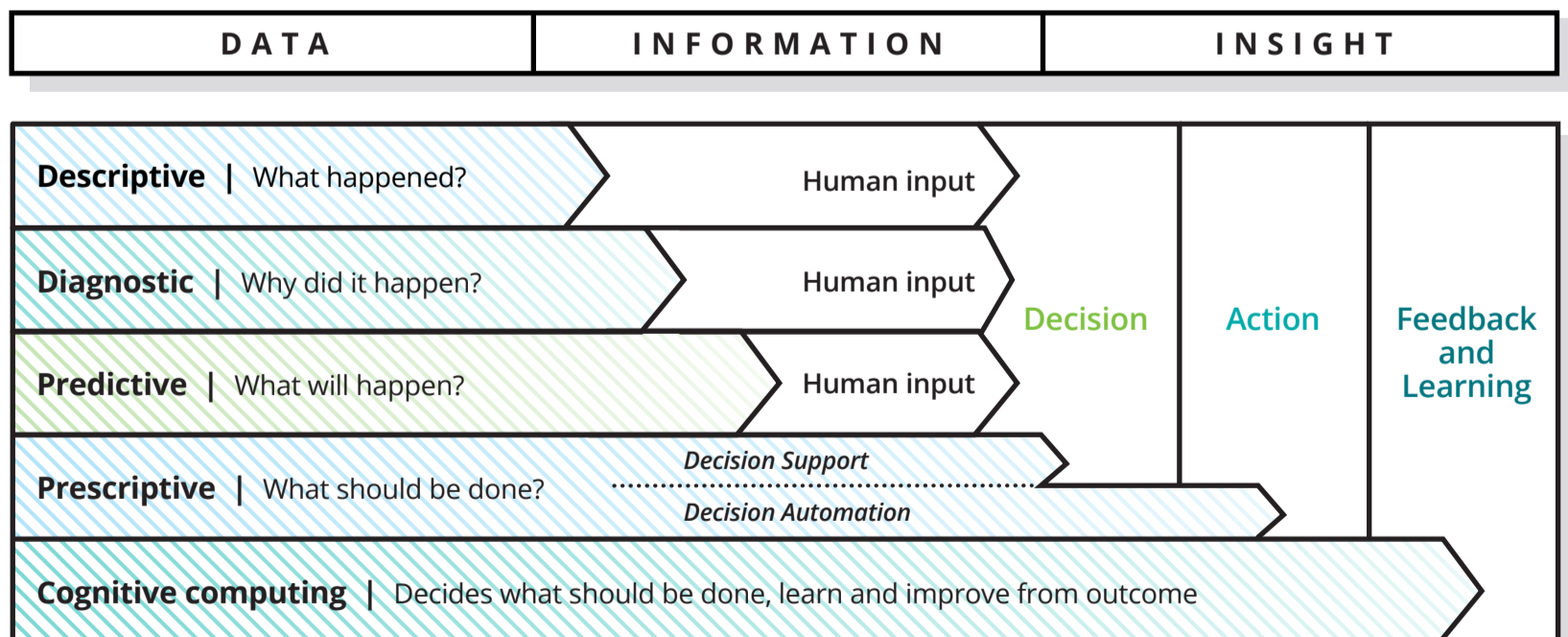
- Limitations of traditional data warehouses: hold organisations back in terms of **speed, cost and obsolescence**
- Data silos: wastes **resources** and lowers overall **productivity**
- Corporate culture: **data insights are unusable** if nobody in an organisation knows how to derive valuable business decisions from them.



It's not enough to give everyone in an organisation access to insights and leave them to it. Instead, create a culture where everyone lives and breathes insights, a workplace where data-driven insights shape decisions in the organisation. This is what we like to call an **Insight-Driven Organisation (IDO)**.

**The roadmap to becoming an IDO:**

As you move along the IDO journey, your questions will begin to shift in emphasis.



Download *Insights Democratisation: A Better Way to Turn Insights into Action* to jumpstart your organisation's evolution into an IDO



**LET'S TALK**

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