



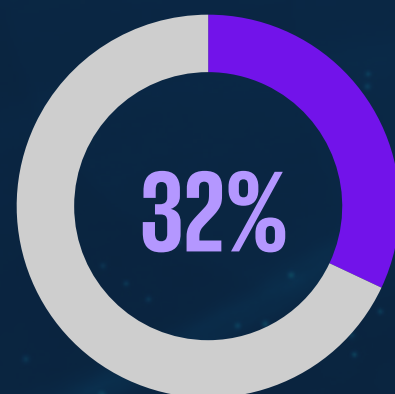
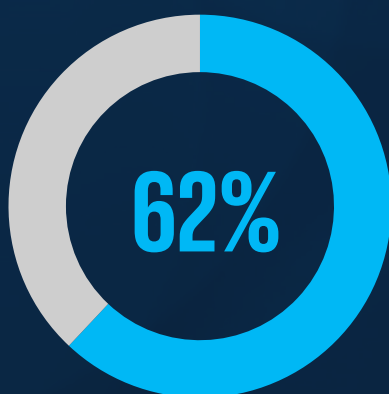
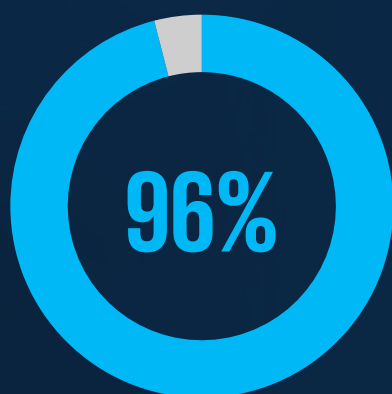
Unlocking value in the TMT industry with data products

Technology, Media, & Telecommunications (TMT) leaders prioritize data products, but significant value is not yet realized

96% say data products are key to business success in the next three years

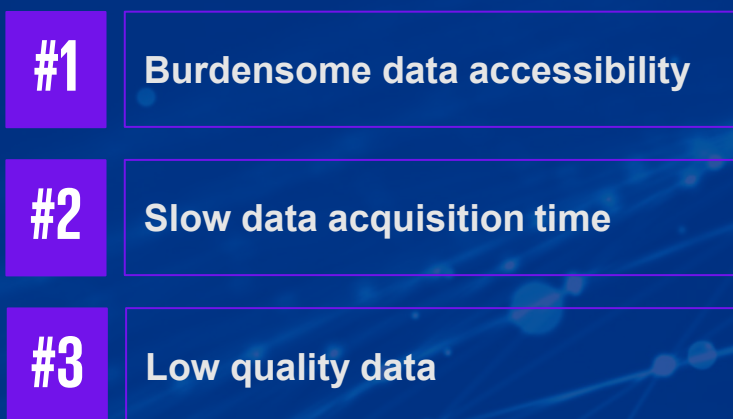
Most are confident data product investments will realize value

However, only 32% say significant value has been realized so far



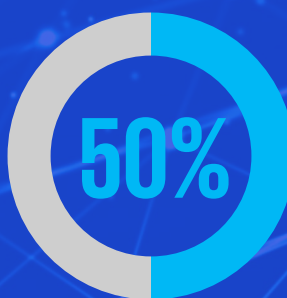
Barriers to value realization

Ranking of top data products challenges

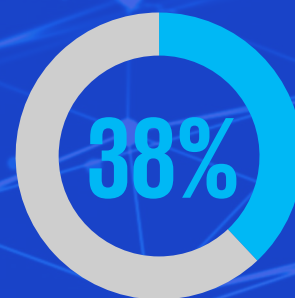


How data products are managed

Collaboration across business functions



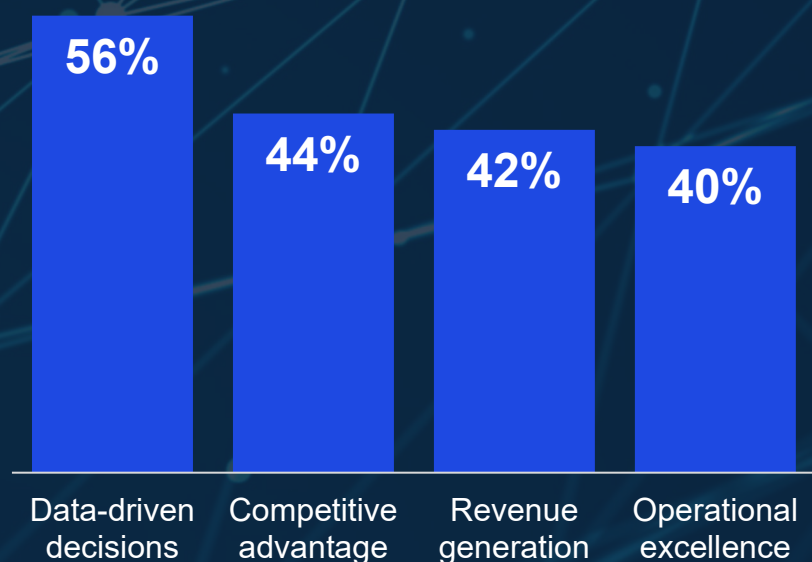
Centralized ownership by IT



Where leaders expect to realize value from data products



Top four ways leaders expect to realize value



Top KPIs for data products

