



Staying ahead of the game in the world of data

Take our data management assessment
and learn what beneficial changes you
and your marketing department can make

ORACLE

Take our test

The world of marketing generates data in abundance. Being properly equipped to manage this data is vital. At a time when the amount of data is increasing and only 37% of your peers say that customer data is completely manageable, it's time to face the issue head-on.

But how do you know what your organisation needs to do to get ahead?

Take our data management assessment and learn what changes you and your marketing department can make to boost and benefit your business.

1 How confident are you that your organisation can manage all data to generate meaningful insights?

Please tick **one** statement below...

- | | | | | |
|--|---|---|--|---|
| Highly confident
<input type="checkbox"/> 4 points | Moderately confident
<input type="checkbox"/> 3 point | Neutral
<input type="checkbox"/> 2 points | Slightly unconfident
<input type="checkbox"/> 1 points | Not confident at all
<input type="checkbox"/> 0 point |
|--|---|---|--|---|

2 My department extracts insights from data by...

For the statements below, please tick **all the statements which you think apply to your organisation...**

- | | | | | |
|--|---|--|--|--|
| using visual dashboards to analyse specific sets of data
<input type="checkbox"/> 3 points | using data management strategies
<input type="checkbox"/> 1 point | using manual discovery and reporting processes
<input type="checkbox"/> 0 points | using AI/ML engines to help discover patterns, trends, and anomalies
<input type="checkbox"/> 3 points | having clear ownership and clarity of roles and records
<input type="checkbox"/> 1 point |
|--|---|--|--|--|

3 My organisation provides...

For the statements below, please tick **all the statements which you think apply to your organisation...**

- | | | | | | |
|--|---|--|--|--|--|
| regular employee training on both new and old threats
<input type="checkbox"/> 1 point | security workshops mixing people from different business areas
<input type="checkbox"/> 1 point | hands-on training on using devices and connections securely
<input type="checkbox"/> 1 point | creative incentives to promote best practices on security
<input type="checkbox"/> 1 point | security team training on new threat types and best practices
<input type="checkbox"/> 1 point | online learnings for record management and data quality processes
<input type="checkbox"/> 1 point |
|--|---|--|--|--|--|

How does your organisation stack up? Total up your points to find out.

1 2 3 Total

So, what does this mean for your organisation? Read your relevant section to find out...

- | | | | |
|----------------------------------|-----------------------------------|----------------------------------|---------------------------------|
| 17-18
data leader
↑ | 10-16
data adopter
↑ | 3-9
data follower
↑ | 0-2
data laggard
↑ |
|----------------------------------|-----------------------------------|----------------------------------|---------------------------------|

Data leader

Your organisation is among the most confident in managing the deluge of data to create meaningful insights.

Your organisation's processes for extracting insights from this data are fully automated, you're using the most up-to-date technology, and you're teaching employees about data responsibility.

How do data leaders compare to other organisations?

Your organisation is ahead of 90% of others in generating insights from data and correctly managing it. It is empowered to succeed at handling business-critical data in general.

What is it that puts your organisation among those at the forefront of data management?

You're highly confident in the security of the data your organisation holds (Fig. 1). Taking more accountability for this security has engendered a culture of confidence

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within your marketing department. The introduction of technology and automated processes has also helped.

Secure data management is very important to your organisation's reputation. You have clear sight of the bigger picture and know how detrimental reputational damage could be to your business. You also realise how critical secure data management can be to your marketing objectives (Fig. 2).

You're much more likely to say that properly securing your data completely benefits customer loyalty, advocacy, and brand value (Fig. 3).

Fig. 1

Marketing decision-makers who are highly confident in the security of the data their organisation holds

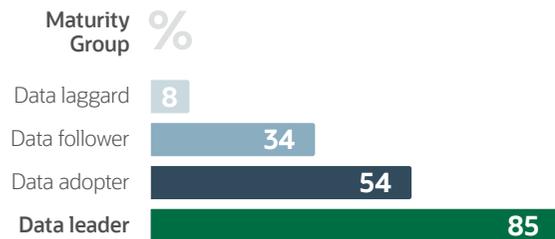


Fig. 2

Marketing decision-makers who say secure data management is very important to their organisation's reputation

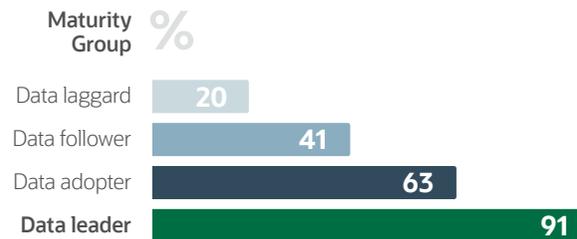
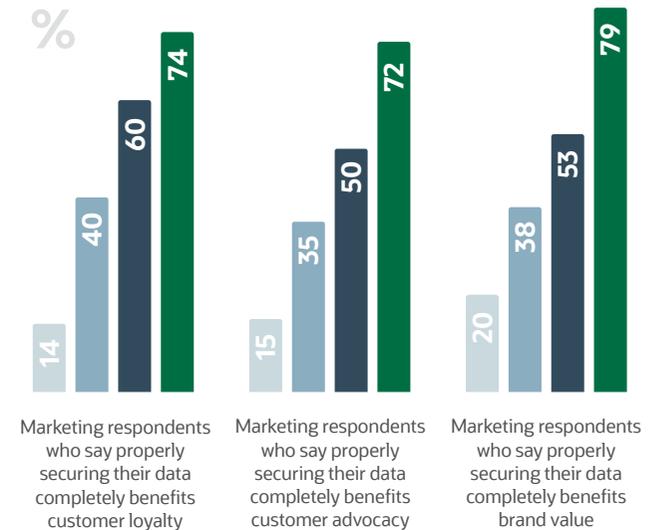


Fig. 3

Marketing decision-makers who say properly securing data completely benefits the following



Maturity Group
 Data laggard Data adopter
 Data follower Data leader

What next for data leaders?

When you and your department generate insights from your customer data, it's to make meaningful decisions for a positive impact in specific areas.

Here are our top three focus areas for bringing about results.

1

Evaluate your automated technologies at quarterly intervals. It may suffice for now but, as the data you deal with grows, technology evaluation will highlight existing and potential gaps.

Take a virtual tour to explore how Oracle Cloud Applications can help your marketing department to do this.



2

Continue to educate your employees. Biannual refresher training will ensure employees remain confident in generating insights from data as your data management processes evolve. Ongoing education will empower employees to connect the data and make better-informed decisions that improve the customer experience.

Watch this video to see how this can accelerate your marketing business growth.



3

Focus on your long-term data goals. Successful data strategies are built on measurable short- and long-term goals that apply to your marketing objectives. Build your strategy upwards – think holistically and focus on your long-term data management objectives.

What can you gain from doing this? Try our value navigator to see how Oracle CX can increase customer satisfaction and engagement.



Data adopter

Your organisation is well on its way towards data management automation. It has gained confidence in managing data to generate meaningful insights and is engaged in initiatives that teach employees about data responsibility – but there’s still room to improve.

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How do data adopters compare to other organisations?

Your organisation is ahead of 50% of others in correctly managing data and generating insights, but you should strive towards the 10% that are in a stronger position.

You are much more likely to accept accountability for securing data in your organisation. This has seen your department grow in confidence as it faces a deluge of data (Fig. 2).

So what’s pulling organisations such as yours towards the front of the pack when it comes to data management?

Data adopter organisations are more likely to find data generated by customers completely manageable. The introduction of automated data management processes and accepting more accountability has been of huge benefit, but there’s room for improvement (Fig. 1).

So what’s holding your organisation back from being at the forefront of data management?

You are less likely to say that secure data management is very important to your organisation’s reputation and struggle to see the bigger picture (Fig. 3).

Fig. 1

Marketing decision-makers who say the data generated by customers (website, social, lead generation, preferences and interest, sentiment, behavioural) is completely manageable now

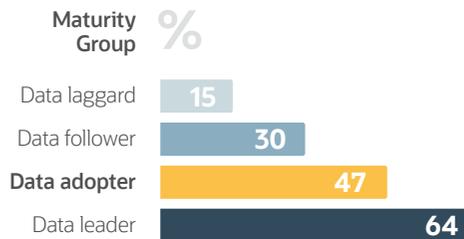


Fig. 2

Marketing decision-makers who say their department is accountable for securing data in their organisation

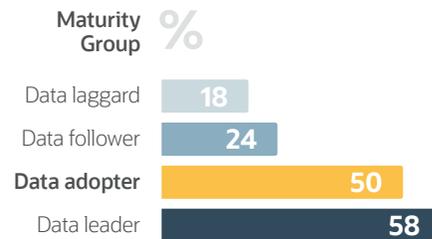
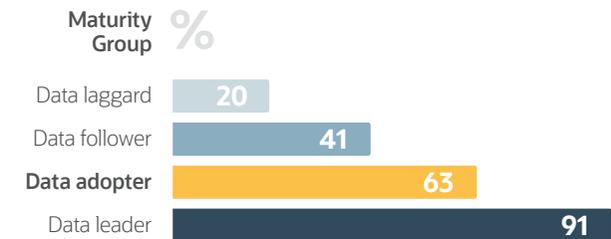


Fig. 3

Marketing decision-makers who say secure data management is very important to their organisation’s reputation



What next for data adopters?

Reputation, educated employees, and the latest autonomous technology are key.

Here are our top three focus areas for bringing about results.

1

Automated technology for extracting data insights has made your organisation less vulnerable to the risk of data loss.

Go further by evaluating your new technologies at quarterly intervals to highlight any remaining gaps in your data management processes and completely eradicate any vulnerabilities.

Take a virtual tour to explore how Oracle Cloud Applications can help your marketing department to do this.



2

Continue to educate your employees. Provide refresher training at biannual intervals to ensure they keep up with evolving data management requirements. This will give your employees confidence in dealing with data, connecting it to insights, and making better-informed decisions that improve the customer experience.

Watch this video to see how this can accelerate your marketing business growth.



3

Establish goals for your data. The cornerstone of a successful data strategy is measurable short- and long-term goals that apply to your marketing objectives. Build your strategy upwards and focus on your long-term data management goals to deal with the oncoming deluge of data.

What can you gain from doing this? Try our value navigator to see how Oracle CX can increase customer satisfaction and engagement.



Data follower

Your organisation is on the road to a more autonomous environment, but it lacks confidence to move entirely away from manual processes.

You're in the early stages of engaging in basic initiatives and employee education.

How do data followers compare with other organisations?

Your organisation is currently behind 50% of others when it comes to generating insights from data and correctly managing it. Because there are still improvements to be made, you are exposed to more risk than most.

So what are the reasons for this?

You may have begun to introduce training and initiatives on managing data responsibly, but there is still some way to

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go until confidence spreads throughout your marketing department. Accepting more accountability here will help (Fig. 1).

Getting your marketing department to accept ownership and accountability for securing data would increase organisational and customer confidence in its security (Fig. 2).

Fig. 1

Marketing decision-makers who are highly confident in the security of the data their organisation holds

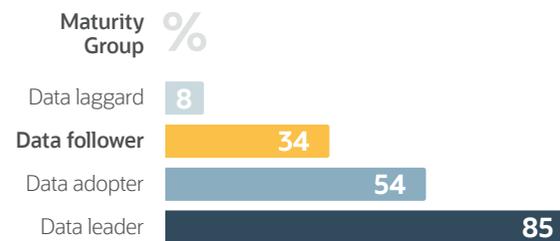
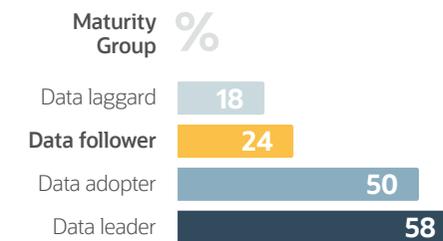


Fig. 2

Marketing decision-makers who say their department is accountable for securing data in their organisation



What next for data followers?

Introducing automated processes to generate meaningful insights and increasing accountability will position your organisation towards becoming a data adopter.

Here are our top three focus areas for bringing about results.

1

Continue moving away from manual processes for extracting data insights and towards automated ones. A buyer's group consisting of managers, C-suite, department heads, and developers is key in evaluating and selecting data-management-solutions providers. This decision process will make you less vulnerable, reduce that risk of data loss through human error, and bring your organisation closer to becoming an adopter.

Take a virtual tour to explore how Oracle Cloud Applications can help your marketing department to do this.



2

Continue to teach your employees and work with other functions to introduce data management best practices. Ensuring these practices trickle down to everyone in your marketing department requires consistent, regular training. Empower your employees to make better-informed decisions that improve the customer experience.

Watch this video to see how this can accelerate your marketing business growth.



3

Establish goals for your data. A successful data strategy is built on measurable goals that align with your marketing objectives. Keep up the due diligence on your data to ensure it's correct and lay the foundations for greater confidence in extracting insights. Building and implementing your strategy will deliver real benefits.

Interested in the benefits? Try our value navigator to see how Oracle CX can increase customer satisfaction and engagement.



Data laggard

Your organisation is among the least confident in managing data to extract meaningful insights. Lengthy and manual processes, and a lack of role ownership are hindrances.

How do data laggards compare with other organisations?

You fall behind 90% of others when it comes to generating and managing data insights.

But why is this?

You are much less likely to say that the data you deal with daily is completely manageable. Switching from manual to

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automated processes to extract data insights will be of huge benefit (Fig. 1).

Low confidence in the security of your organisation's data is holding your department back in managing it. Basic initiatives and training on how to deal with data responsibly is required (Fig. 2).

Fig. 1

Marketing decision-makers who say the data generated by customers (website, social, lead generation, preferences and interest, sentiment, behavioural) is completely manageable now

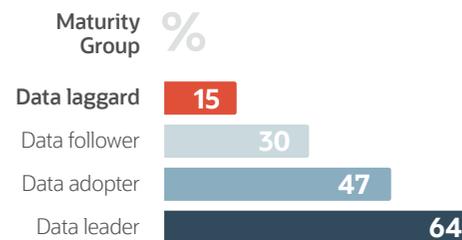
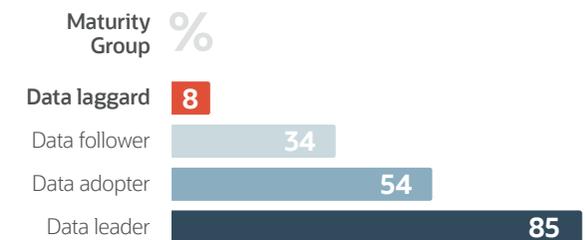


Fig. 2

Marketing decision-makers who are highly confident in the security of the data their organisation holds



What next for data laggards?

Data management is critical to your marketing objectives and for useful information on your most important asset: the customer.

Here are our top three focus areas for bringing about results.

1

Move away from manual processes for extracting data insights and towards automated ones. Convene a buyer's group that consists of managers, C-suite, department heads, and developers to evaluate data-management-solutions providers. Remove that risk of human error and start your journey towards becoming a data follower.

Take a virtual tour to explore how Oracle Cloud Applications can help your marketing department to do this.



2

Teach your employees. Work with other functions to provide your people with data management best practices and empower them to connect the data to the insights they extract. They'll take more care with data and make better-informed decisions that improve the customer experience.

Watch this video to see how this can accelerate your marketing business growth.



3

Establish goals for your data. The cornerstone of a successful data strategy is measurable short- and long-term goals. Start at the bottom; over the next quarter, tidy up the data you have, deduplicate entries, and run due diligence to ensure it's correct. These are the foundations for confidently managing and analysing data.

What can you gain from doing this? Try our value navigator to see how Oracle CX can increase customer satisfaction and engagement.

