**The Data-Forward Enterprise: How to Maximize Data Leverage for Better Business Outcomes**

Data sprawl is an emerging and serious problem for IT organizations. IDC research shows that digital enterprises (i.e., organizations with formal processes for using data as a competitive advantage) have eight times the growth rate and double the profitability of peers in their industries that are not digital.

This data-driven report will share with you the survey results conducted for this paper, showing the evolving challenges around data sprawl, management, and control, including the inability to fully utilize the value of data, manage the number of data silos, and achieve the full value of cloud computing.

In addition to the quantitative survey, IDC conducted five in-depth interviews with organizations considered to be leading innovators. The interviews unveiled great insights on the immediate impact of data management have on their operations and uncovering how they leveraged data to turn challenges into opportunities.

In partnership with Westcon Comstor and Rubrik.