



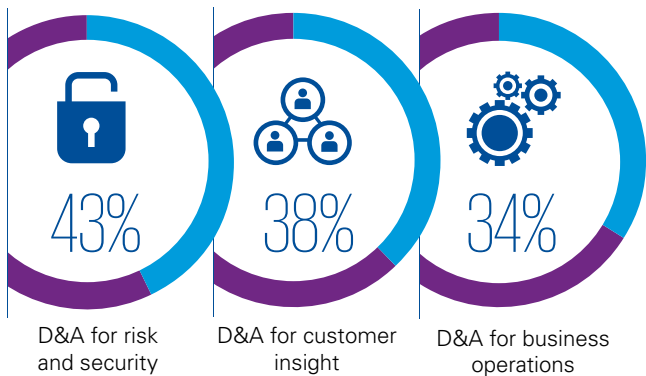
Building trust in analytics — breaking the cycle of mistrust in D&A

D&A underpins competitive advantage

To know your customers	To streamline existing operations	To manage risk and compliance
<p>D&A is integral to understand:</p> <p>How products are used – 70% Existing customers – 69% New products and services to develop – 67%</p>	<p>D&A is integral to understand:</p> <p>Business performance – 71% How to drive process and cost efficiency – 68% How to drive strategy and change – 70%</p>	<p>D&A is integral to understand:</p> <p>Fraud – 70% Business risks – 67% Compliance with regulations – 70%</p>

Trust in D&A is lacking

Few organizations are very confident in their D&A insights

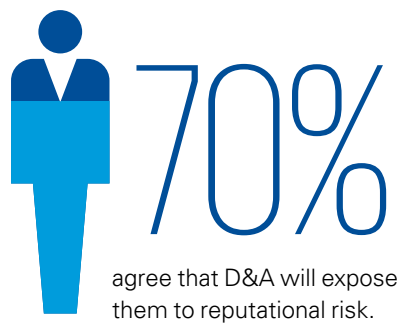


Only **51%** of respondents believe their C-suite executives fully support their organization's D&A strategy.



Why D&A trust matters

Making decisions or targeting consumers based on **inaccurate predictions** will quickly **erode**, if not extinguish, **consumer trust** and shake the confidence of those executives who rely on these predictions to make informed decisions.



The four anchors of trusted analytics



Few firms achieve best practice across all anchors of trust:

- Only 10 percent of organizations believe that they excel in quality of data, tools and methodologies.
- Only 13 percent believe they excel in the privacy and ethical use of D&A.
- Less than one-fifth (16 percent) believe they perform well in ensuring the models they produce are accurate.

Next steps: master trusted analytics

<p>Get the basics of D&A trust right: assess your trust gaps and identify priorities</p>	<p>Purpose: clarify and align goals, measure performance and impact</p>	<p>Raise awareness: increase internal engagement</p>	<p>Expertise: build internal D&A culture and capabilities as your first guardian of trust</p>	<p>Transparency: open the 'black box' to a second set of eyes — and a third</p>	<p>360 degree view: look at ecosystems, portfolios, and communities</p>	<p>Innovation: enable experimentation, build an innovation lab</p>
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Base: 2,165 data and analytics decision-makers

Source: a commissioned study conducted by Forrester Consulting on behalf of KPMG, July 2016

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