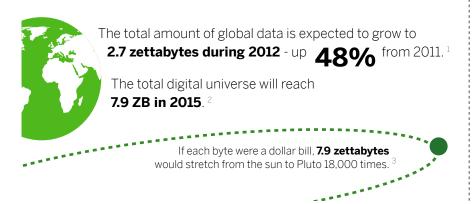
Better Results with Better Information Governance

Your company's operations and decisions rest on its information. But your organization can't properly use this information unless it's both available and accurate. So, how do you ensure the right people have access to quality data when they need it — especially when its volume and variety grows with every second? Today, more and more businesses are improving operational efficiency, making better decisions, and reducing risk with better information governance. What should you do?

How quickly is your company's data growing?



What types of data does your company manage?



Structured data grew by more than **40%** per year.

Traditional content types, including unstructured data, are growing by up to 80% per year. 4

Why is it important to manage your company's data effectively?



Poor data quality

is a primary reason for

40%

of all business initiatives failing to achieve their targeted benefits. ⁵

What can happen if you don't improve your company's information governance?



By 2016, **20%**

of **CIOs** in regulated industries will lose their jobs for failing to implement the discipline of information governance successfully. ⁶

Is your company investing enough for information governance success?



Through 2016, spending on governing information

must increase to five times the current level to be successful.

Does your company have the right technologies for proper information governance?



Governance, though focused on people and process, **requires specific technology** to support and enforce its practices — that is, **to ensure stewardship**. 8

What benefits could your company achieve with better information governance?



Operational Efficiencies

Smoother business processes Standardized and high quality information Reduced IT costs



Better Business Decisions

Enhanced customer service Increased marketing effectiveness Increased revenue growth



Risk Reduction

Improved accountability
Better accuracy and consistency
Compliance with internal and external regulations

Is your company ready to implement a successful information governance program?

Birmingham City Council, who governs the United Kingdom's second largest city, achieved **productivity gains of +15%** over 10 years, resulting in **savings per year of** £100 million (€121.6 million).

Organizations with data standards typically improve customer retention by 15% and see an 11% increase in the number of sales teams that meet their quota. 10

Dabur India Limited, India's fourth largest consumer products company, reduced its risk by achieving **100% regulatory compliance.** ¹¹

The Best-Run Business Run SAP www.sap.com/eim

Find out how SAP can help you with solutions designed to ease and support your Information Governance processes. Read white paper.

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Fact 1: IDC Predictions 2012: Competing for 2020, doc #231720, December 2011

Fact 2: IDC Digital Universe Study, sponsored by EMC, June 2011

Fact 3: http://www.youtube.com/watch?v=LzC3oouzXU4

Fact 4: Gartner, Information Governance: 12 Things to Do in 2012, Published: 27 January 2012

Fact 5: Gartner, Inc., Measuring the Business Value of Data Quality, October 2011 $\,$

Fact 6: Gartner Predicts 2012: Information Governance Programs Gain Traction, Published: 23 November 2011 Fact 7: Gartner Predicts 2012: Information Governance Programs Gain Traction, Published: 23 November 2011

Fact 8: The Emergence of Information Stewardship Applications for Master Data, Published: 11 June 2012

Fact 9: SAP Business Transformation Study, Birmingham City Council

Fact 10: Aberdeen Report, United We Stand, Divided We Fall: the Need for Standardizing and Centralizing Master Data, May 2012 Fact 11: SAP Business Transformation Study. Dabur

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