Capitalizing on the next-gen data marketplace.

Pitney Bowes recently commissioned Forrester Consulting to evaluate and provide thought leadership about the role external customer data plays in digital transformation. Here’s what they found:

“Firms that exploit next-generation data marketplaces will gain a digital edge.”

– Forrester Consulting

Data-fueled digital transformation is critical to businesses today. However, timely, high-quality data is still elusive.

80% of firms are accelerating digital transformation. 99% of firms face issues with customer data.

92% agree the rise in digital technologies and interactions has increased the need for bringing outside data into the company. 96% indicate that timeliness and accuracy issues with customer data acquisition are big problems.

81% primarily consume customer data today by accessing it systematically or in real-time via APIs.

54% expect their company’s spending on purchasing data via an online marketplace to increase over the next three years, while only 7% expect it to decrease.

70% find improving the quality and accuracy of data to be challenging.

Many businesses are turning to online data marketplaces for the better data they need.

Vendor services and tools can help you connect data to action.

– Forrester Consulting

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Check out the full report to learn more and see Forrester’s recommendations for yourself.