

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.

80% of firms are accelerating digital transformation.



However, timely, high-quality data is still elusive.

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.



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

– Forrester Consulting

In-house data quality efforts often aren't up to the task.

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.

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.



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



Check out the [full report](#) to learn more and see Forrester's recommendations for yourself.

FORRESTER®