EDM Council Report Reveals Major Shifting of Data Management Landscape to Drive Advanced Analytics

*Biennial study uncovers expanding role of CDO and increase in new data and analytics strategies across industries worldwide*

NEW YORK and LONDON - March 23, 2020 - EDM Council, the cross-industry trade association for data management, has released its 2020 Global Data Management Benchmark Report that has uncovered numerous new trends in data, analytics, and responsible data management strategies that are evolving across a variety of industry verticals. The study examines the shifts in data management priorities, drivers and operational activities that have shaped the international data management landscape since 2017 when its last report was published.

Previously focused largely on the financial sector, 30% of the participants in EDM Council’s 2020 study represent multiple industry sectors such as manufacturing, software, services, consultancies, and others. The report has also expanded geographically, with 38% of responses coming from the Americas, 27% from EMEA, and 35% from APAC regions.

The 2020 Benchmark Survey data revealed insights around the growing strategic significance of the Chief Data Officer role, specifically that:

- 80% of CDOs now have Global/Enterprise responsibility
- 52% of CDOs’ responsibilities now include Data Analytics
- 76% of the Data Management Programs are now reporting to the “C”-Suite

“Data is playing a more central role in decision-making within organizations across the globe, regardless of industry,” said John Bottega, President, EDM Council. “Our 2020 Benchmark Report has been expanded to reflect these advancements in the use of data and the way data professionals are positioning it at the core of building business strategies.”

Similar to the 2015 and 2017 reports, EDM Council’s Data Capability Assessment Model (DCAM) served as the framework for the categories, topics and questions within the survey. The study was produced in conjunction with Element22/Pellustro, Ortega and Publicis Sapient, and is available on EDM Council's website at edmcouncil.org.

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**About EDM Council**

EDM Council is the global association created to elevate the practice of data management and analytics as a business and operational priority. The Council is the leading, global advocate for
the development and implementation of data standards, best practices and comprehensive 
training and certification programs. With over 200 member global organizations from the 
Americas, EMEA and Asia, and over 10,000 data management professionals as members, 
EDM Council provides a venue for data professionals to interact, communicate, and collaborate 
on the challenges and advances in data management and analytics as critical organizational 
functions. For more, visit https://edmcouncil.org/.

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