

## TAKE CONTROL AND REDUCE INFORMATION RISK

Most businesses only get more serious about information sharing and management after their first five years.

## Playtime is over

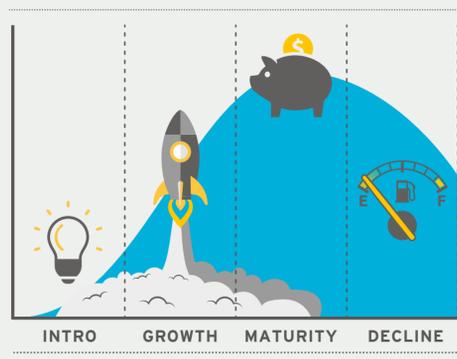
Mid-market businesses operating for six years or more are twice as likely as younger companies to make the most of their information.



Organizations usually start to introduce more robust tools, systems and processes between the company's fifth and sixth birthdays. Typically, this takes the form of prioritizing and sharing valuable data across the business, or giving staff the skills they need to make the most of that information. Procurement have an important role to play to ensure the business selects the right information management supplier and solution.



### Product lifecycle



With most product or service lifecycles now lasting between five and seven years, the research suggests that many mid-market companies experience an information epiphany around the six year mark.

Companies that have been in business for six years or more are twice as likely to make their valuable information available to:



**1-5 YEARS**      **6+ YEARS**

<b>Research and development</b>	<b>17%</b>	<b>31%</b>
<b>Marketing</b>	<b>13%</b>	<b>27%</b>
<b>Finance</b>	<b>19%</b>	<b>26%</b>
<b>Management</b>	<b>27%</b>	<b>43%</b>

This wider access to information is matched by a commitment to the skills needed to interpret it.

The ability to get value from information also leaps forward:



**1-5 YEARS**      **6+ YEARS**

<b>Research and development</b>	<b>16%</b>	<b>28%</b>
<b>Marketing</b>	<b>14%</b>	<b>27%</b>
<b>Management</b>	<b>19%</b>	<b>31%</b>

Information is being managed and used in new ways.

## Information management grows up

**32%** of companies

founded since **2009** admit they don't know what information they hold or where it is stored.

By the sixth year this figure drops to **14%**, at which point **45%** have a data management system and monitor the effectiveness of their information.



**38%** of the younger firms

don't know how their information travels through the business or where it could be most valuable. Compare this to **22%** of firms aged six and over.

Similarly, **35%** of younger companies don't know the value of information to their business. In year six, **78%** of companies do.



Find out how to balance information risk and value:

How does your business measure up?

Are you surprised by the findings?

Share your thoughts