

### Innovate Confidently With Data-Driven Decisions

In our second annual **NTT DATA Innovation Index** we surveyed 1,000 business and IT executives, including 300 manufacturers, on what it takes to drive innovation. Here are some of the key insights.



#### Manufacturers agree that data is a cornerstone of innovation.



say they're moderately or completely confident in their use of data to inform decision-making.



say they're moderately or completely confident in their ability to effectively keep up with changing data regulations.



Data governance supports the ability to derive value from data and innovate in the market.



say data governance has a moderate to significant impact on product and service innovation.



say data governance has a moderate to significant impact on process innovation.

#### But data doesn't benefit all areas of manufacturing equally.



While nearly **8 in 10** (79%) report the data they collect creates moderate to significant value in supply chain management.



Only **about half** (54%) say the data they collect creates moderate to significant value in business process automation initiatives.



Robust data analysis can help.

48%

say predictive analytics are already in use in some or all functions.



45%

plan to implement predictive analytics in the next two to five years.

Data fuels innovation for manufacturers. Want to learn how innovation helps drive better digital customer experiences, bolsters resilience and the key role the workforce plays in innovative manufacturing? Visit our site to read the full report and view our other infographics.

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