

Introduction

For this study, we spoke with more than 13,000 C-suite executives worldwide about data, the value they derive from it, and what it takes to lead in a world awash with data.

We learned that data has become inextricably entwined with trust. Specifically, the ongoing and widespread erosion of customer trust, including B2B buyers, has changed what organizations can—and should—do with data. It changes the value equation. Where data alone was once an organization's unparalleled asset, it must now factor in trust.

Data matters. But trust determines its value.