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**Data as the New Water**” - 062920

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Top header: Data and Analytics PipelinesWhitepaper

Hi [First Name],

Today’s organizations are starting to think of data as the "new water” – not just a valuable asset, but instead an essential ingredient for survival.

International Data Corporation (IDC), a premier global provider of market intelligence, produced their new Infobrief, "**Data as the New Water: The Importance of Investing in Data and Analytics Pipelines**."

Click the download button below to read the whitepaper highlights, including:

* The top three metrics tied to the success of investments in data management and analytics
* The importance of establishing a data-to-insights pipeline where every component is connected
* The top five recommendations IDC has for optimizing data pipelines

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