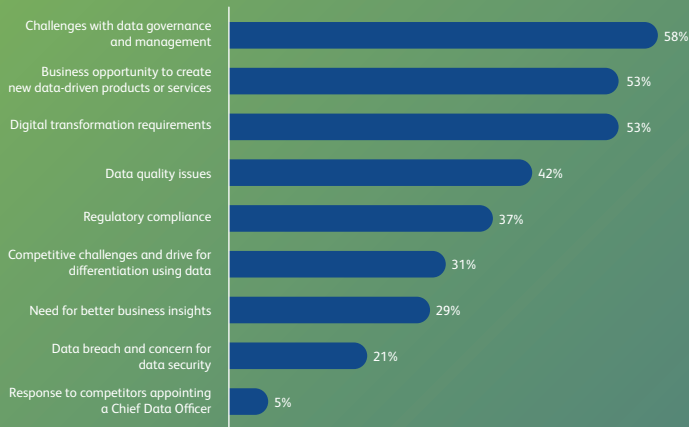


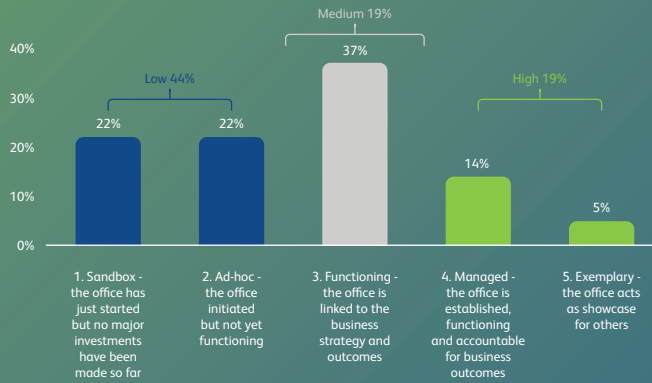
# Organizations with data and analytics leaders put more weight on customer experience and drive revenue growth.

BearingPoint – CDO Survey

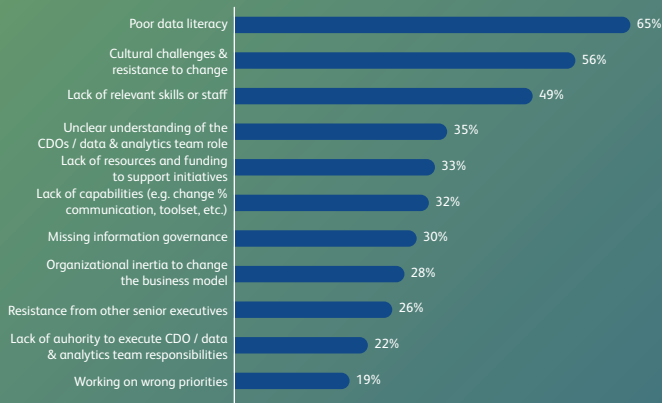
## What factors contributed or will contribute most to the appointment of a CDO?



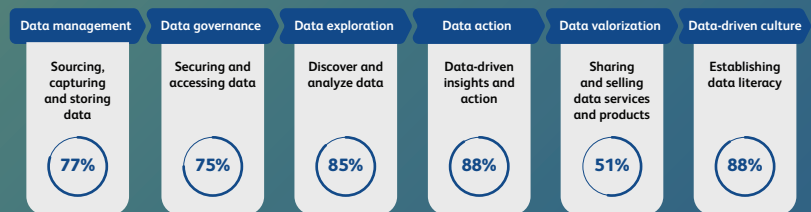
## What best describes the maturity of your CDO office?



## What are the major roadblocks to the success of a CDO?



## Considering the analytics value chain, where should a greater focus be placed in comparison to today?



## What are the top main drivers to use data & analytics or AI?



Companies without a CDO use data & analytics or AI mainly to improve their efficiency and reduce cost through automation as well as to support their shift to a digital business.

Whereas peers with an active CDO clearly focused on driving revenue growth and boosting their customer experience.