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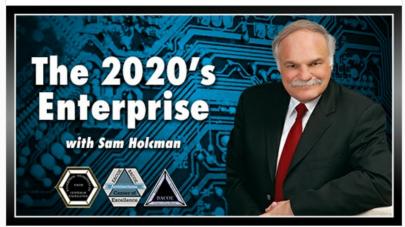












The 2020's Enterprise with Sam Holcman **Archives Available** 

January 15th 2020: Are You Making Decisions Based on Solid Data or a Data Swamp?

Being data driven, achieving digital transformation, developing effective marketing campaigns, making valid business decisions, and ensuring regulatory compliance, are just a few of the things businesses and enterprises do, that requires good quality data - not data - good quality data. Yet study after study shows the shockingly low self-reported beliefs on how good the data that is used by businesses actually is. Hundreds of millions of dollars are spent each year on various technologies in the attempt to "clean up" the data organizations are using. It is time to step back and realize th

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