



Data is a plentiful resource. Understanding data, how it can impact your business, and how to best implement a data initiative can make your organization more competitive in this rapidly changing marketplace. DSBIZ™ offers business professionals with the necessary knowledge to help make decisions and drive organizational data strategies by understanding data fundamentals, implementation tactics, and potential effects of data-driven solutions.

95%
of businesses need
to manage
unstructured data.

(Forbes)

Companies are drawing from an average of over 400 different data sources to feed their BI and analytics with more than 20% reporting drawing from a whopping 1,000 or more data sources.

(IDG)



AUDIENCE

DSBIZ is intended for business leaders and stakeholders, product and project managers, and all else who are interested in growing the business by leveraging the power of data. Common job roles include the following:

- Sales Manager
- Marketing Manager
- Talent and HR Manager
- Operations Manager
- Business Analyst
- Financial Analyst
- Senior Leader
- Project Manager
- Consultant

READINESS ASSESSMENT

Measure your organization's level of preparedness to implement data concepts with our complimentary DSBIZ Readiness Assessment.



CERTNEXUS®