



MARKET DEMAND FOR DATA ASSURANCE SERVICES

Report of Research Findings

May 2023



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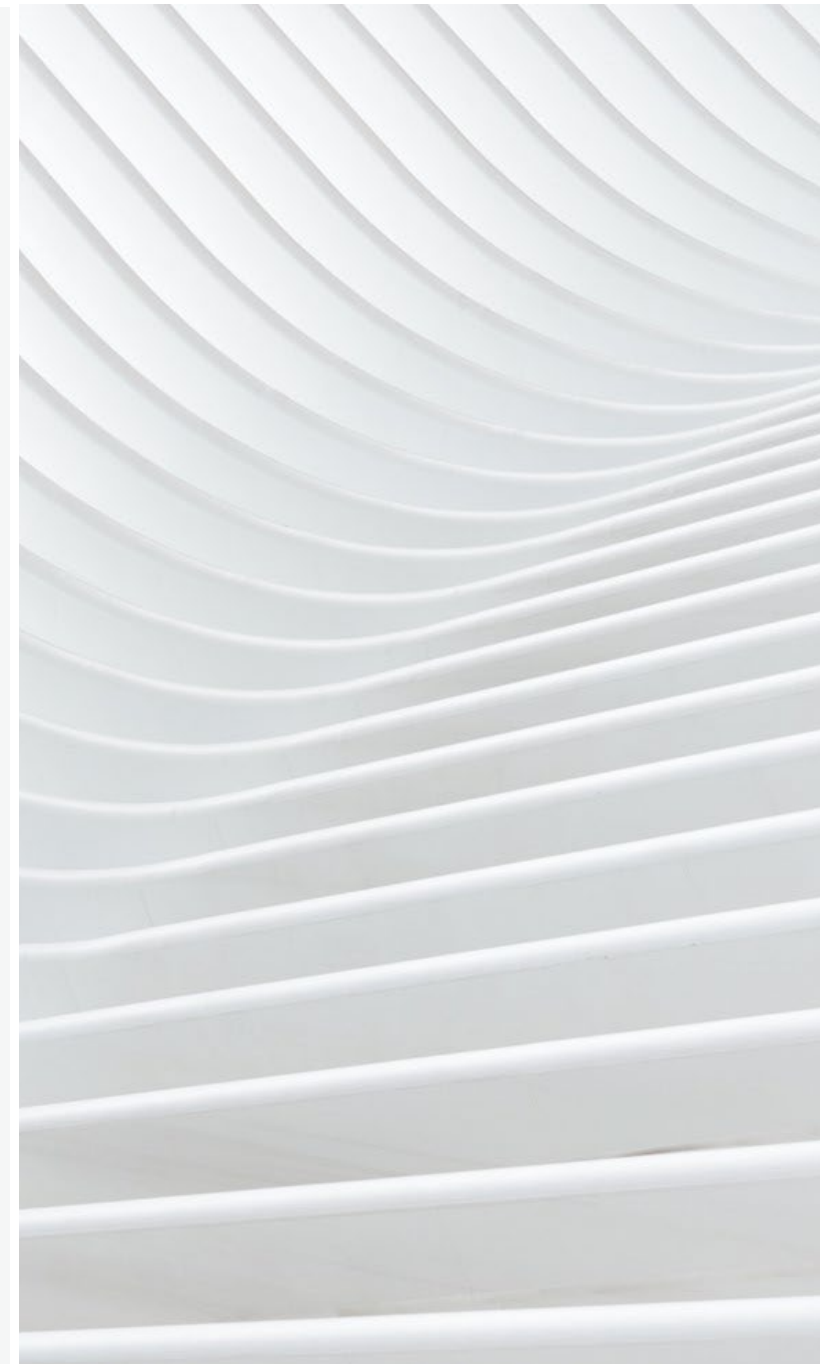
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- **Data users:**

- Data assurance scope and reach
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 - Buying patterns
 - Preferred suppliers

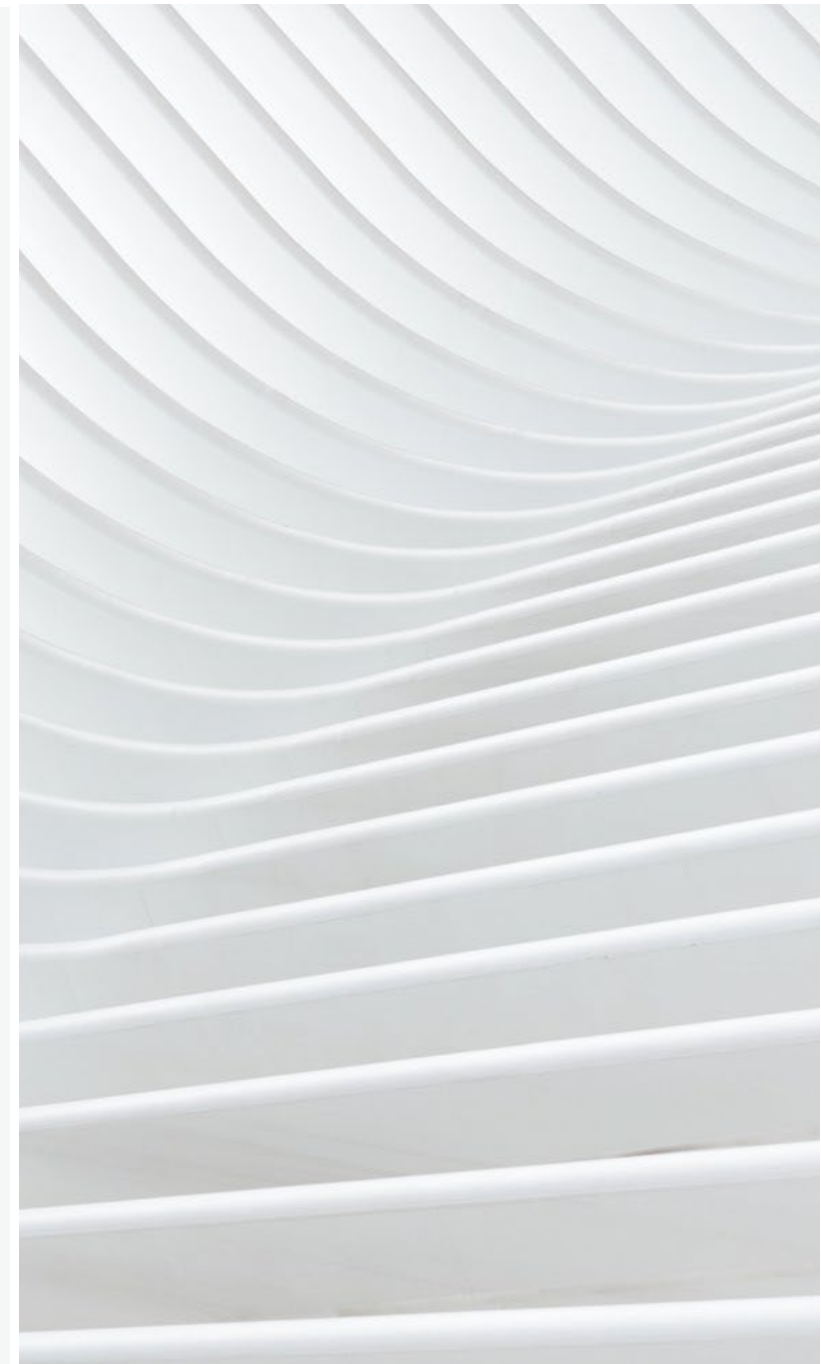
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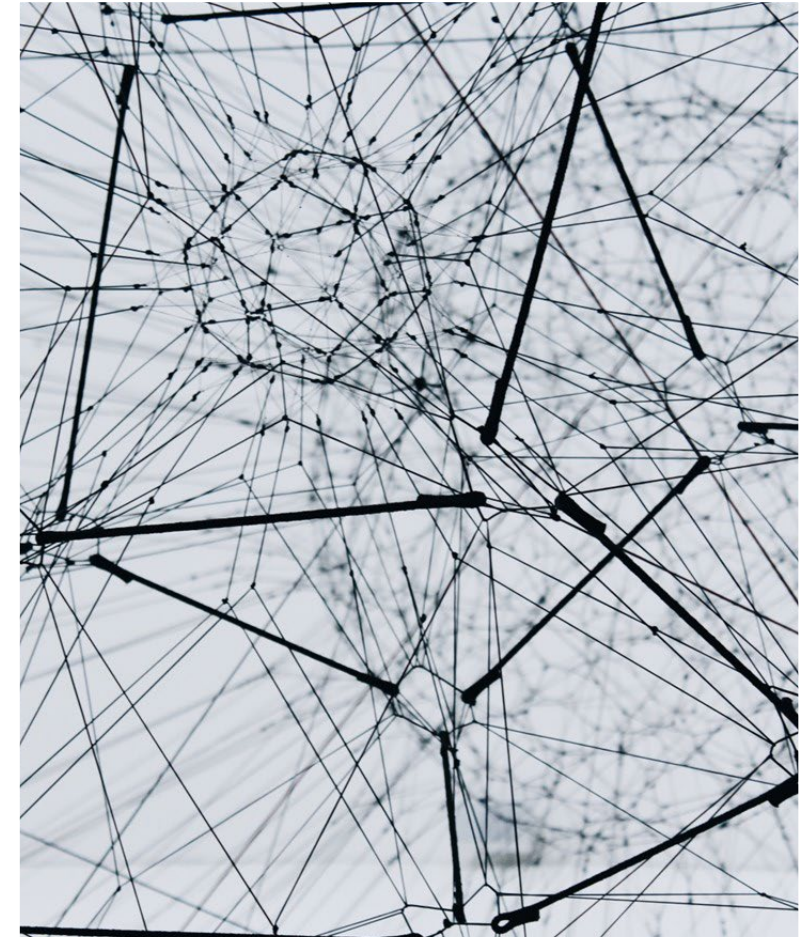
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RESEARCH BACKGROUND

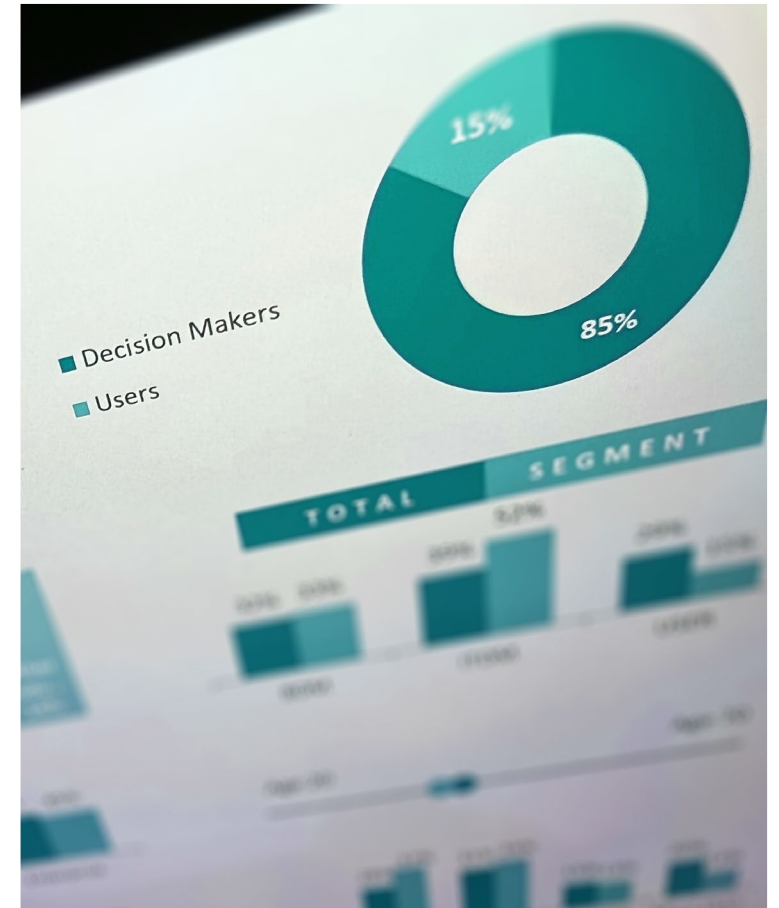
UNDERLYING PROBLEM BEHIND DATA ASSURANCE

- Some of the biggest challenges we face as a society, such as managing the impacts of climate change, access to healthcare and reducing poverty, require data to be shared widely across sectors, organisations and between governments.
- However, data sharing is restricted because governments and organisations that could share or reuse data are unable to assess the trustworthiness of datasets or the data practices of other organisations. This is compounded by the acceleration in development and use of technology that draws on data collected and used without understanding its limitations. This is leading to a world that's inequitable, and causing harm to people and communities. We are also missing opportunities to capitalise on the social, economic and environmental value that could be gained through greater trust in data flows.
- The Open Data Institute (ODI) believes the adoption of data assurance products and services should both reassure organisations which want to share or reuse data, fostering trust and sustainable behaviour change within those organisations or communities.



RESEARCH BACKGROUND

- The ODI knows that data assurance practices are at the heart of building confidence in the way that UK companies are run and scrutinised. The ODI expects to see high growth in demand for data assurance, as organisations grapple with the need to build confidence with customers, stakeholders and the public.
- The ODI commissioned Metia Group to undertake this research in order to build on the current understanding of the market from both supply and demand sides.
- The research aims to improve understanding of the challenges that businesses are facing, current products and services used to meet those challenges, and where there are gaps, to improve confidence and trust in their data and data practices.
- The market review is focused on business-to-business data assurance products which support and enable the responsible, trustworthy and ethical use, publication and sharing of data. The ODI is particularly interested in the demand and uptake of services including consultancy, audit type activities, digital software tools, certification and accreditation.



KEY QUESTIONS ADDRESSED BY RESEARCH



Who are the key data assurance users (their personas and roles within different types of organisations)?



What are the key user needs? What are the key business problems they need to solve?



How are they currently solving these problems?



What are the current levels of customer satisfaction when using existing solutions?



Where are the gaps in currently available services and products? Where does white space exist between user needs and current solutions?



Are there barriers to entry of data assurance products and services, and why?



What language do participants engage with in terms of how data assurance products and services are described?



What is the current impact of data assurance products and services on trust in data and the trustworthiness of organisations?

RESEARCH APPROACH AND METHODOLOGY EXPLAINED



RESEARCH APPROACH

- A **multi-methodology approach** including primary and secondary research
- Analysis of **existing publicly available** and ODI provided sources
- **Fielding bespoke multi-country survey**, investigating data holders' appetite towards data assurance services and assurance providers' offerings
 - Survey was fielded between 21st July 2022 and 7th August 2022



RESEARCH SCOPE

- **Respondent scope:** Professionals responsible for external data assurance (e.g. third-party, open data)
- **Data assurance industry scope:**
 - Data assurers (providers / supply side)
 - Data holders & Data users (demand side)
- **Sample size:** target sample 750; achieved sample 791
- **Geographical scope:** UK, Germany, France, US, Singapore

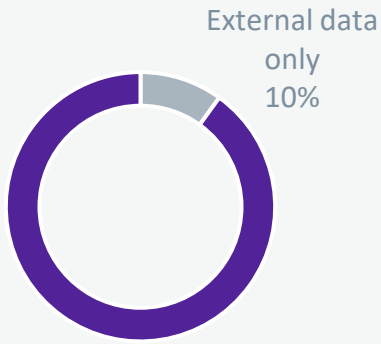
ABOUT THE TARGET SAMPLE



THE MAJORITY OF DATA ASSURANCE ACTIVITIES WORK WITH A BLEND OF INTERNAL AND EXTERNAL DATA IN EACH OF THE MARKETS SURVEYED



UK



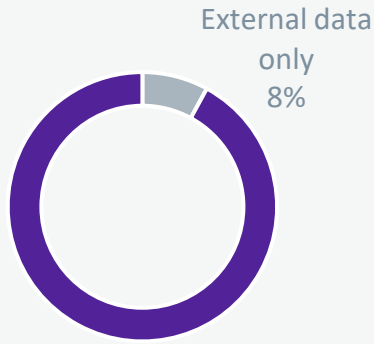
Both internal and external data
90%



202



US



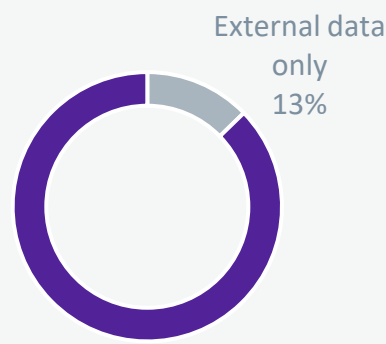
Both internal and external data
92%



305



GERMANY



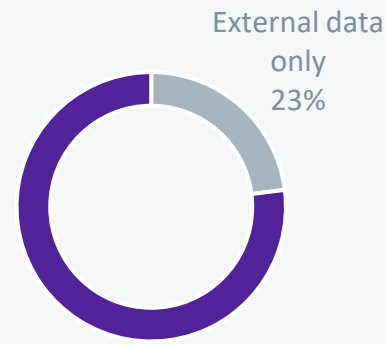
Both internal and external data
87%



115



FRANCE



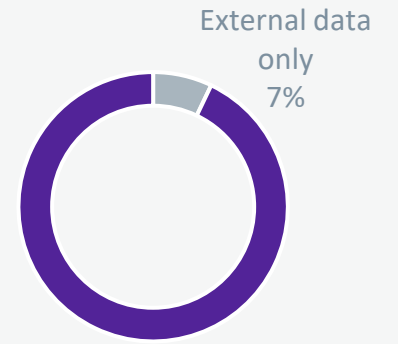
Both internal and external data
77%



114



SINGAPORE



Both internal and external data
93%



56

Source: Metia, Data Assurance Survey

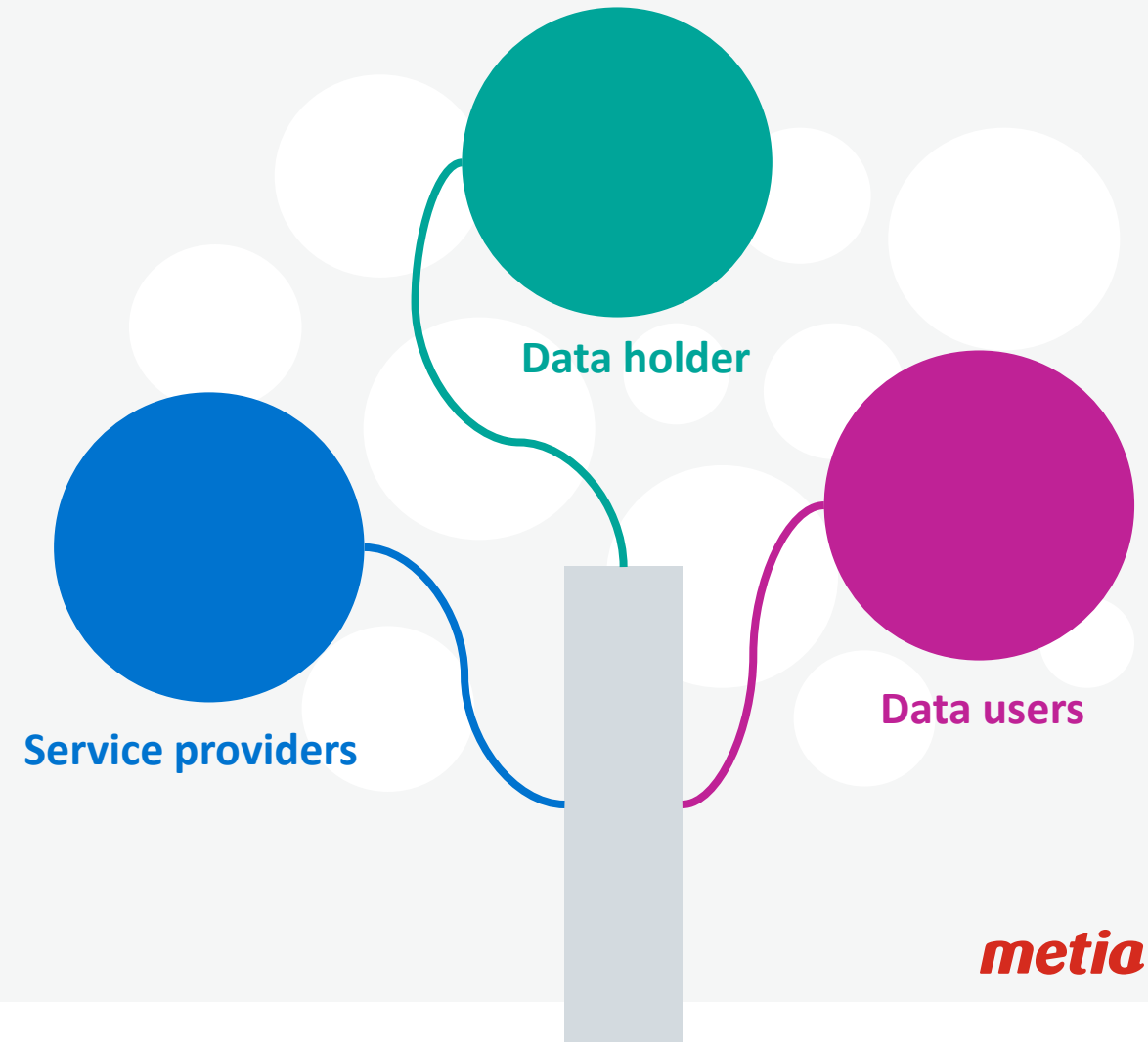
Q: Please indicate if the data assurance activities you are involved in are focused on data that is generated and used within your organization or external data that is received from third-parties, data shared with third-parties or open-source data? Please select one answer, N=791



THE MARKET CAN BE SEGMENTED INTO THREE CATEGORIES OF DATA ASSURANCE PLAYERS

External data assurance organisations have a primary function which sits within three distinct segments:

- **DATA ASSURANCE SERVICE PROVIDERS** are organisations offering data assurance products and services to other organisations.
- **DATA HOLDERS** are organisations using external data assurance services, in order to assure the quality and consistency of the data that organisations hold, and share with third parties.
- **DATA USERS** are organisations using external data assurance services in order to assure quality and consistency of the data that the company does not hold, but is shared by third parties and being used within or by the organisation.

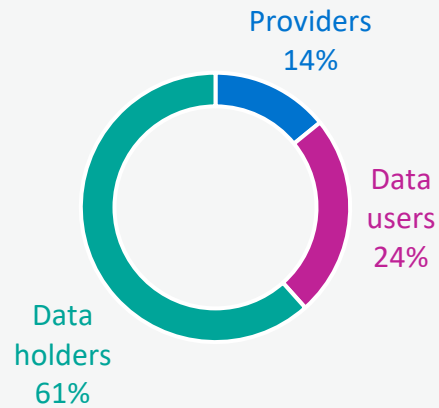




DATA HOLDERS ARE THE LEADING CATEGORY IN EACH OF THE FIVE MARKETS



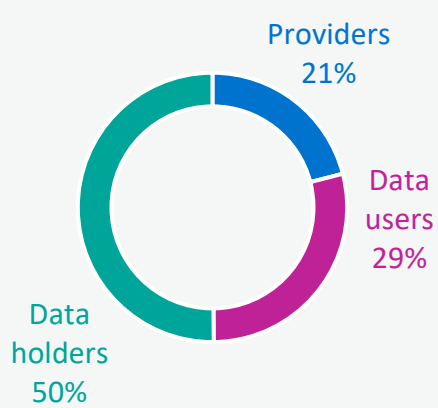
UK



26%



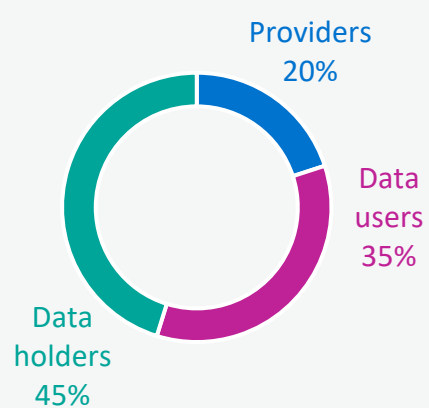
US



39%



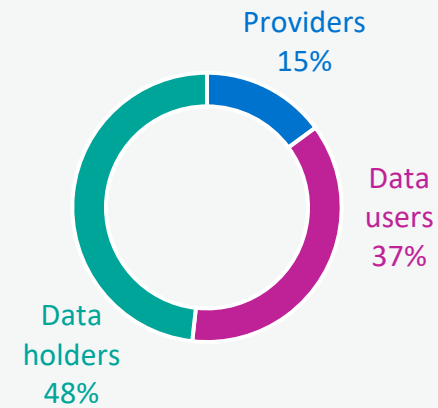
GERMANY



15%



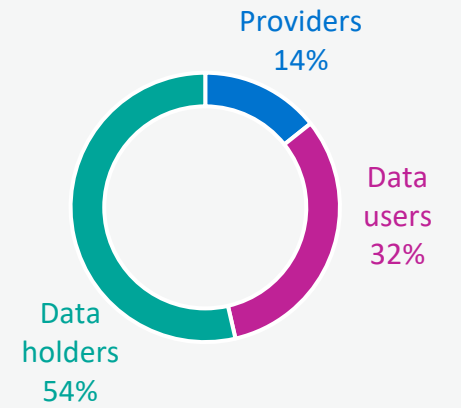
FRANCE



14%



SINGAPORE



7%

Source: Metia, Data Assurance Survey

Q: Please indicate where does your company sit within the supply-chain of data assurance market? Please select one answer, N=791

EXECUTIVE SUMMARY



KEY METRICS AT A GLANCE

\$3.5bn

Data assurance market size, 2022 (USD)

\$5.6bn

Data assurance market size, 2027 (USD)

66%

of data holders and data users believe that data assurance supply does not fully meet their needs

94%

of data holders and data users believe that external data assurance boosts organisations' trustworthiness

92%

of respondents allocate budget for external data assurance products and services

63%

of respondents agree that increasing market demand for data sharing is the key driver behind external data assurance growth



THE EXTERNAL DATA ASSURANCE MARKET IS IN ITS INFANCY, WITH STRONG POTENTIAL FOR FUTURE DEVELOPMENT



DEFINITION

Majority of the market **understands the need for data assurance** and associates it with **security and protection**. **More education is needed** around the potential for external data assurance, specifically focusing on **externalisation of internal data** and how it builds trust in and between organisations.



PERSONA

Well-educated millennial male tech professionals comprise the majority of the data assurance market. Coming from **IT, Financial and Manufacturing** industries, they are interested in **mitigating data risk, complying to legal requirements** and **boosting trustworthiness** of organisations.



MARKET STATE

The **divide between internal and external data assurance is blurring**. Businesses increasingly get their **internal data ready for external use**, even if they do not see an immediate requirement. The **future is bright with dynamic growth**, new product development and increasing flexibility.



WHITE SPACES

Current supply level does not fully meet the demand, creating space for both **new entrants** and **product portfolio expansion**, particularly in the data quality, governance and compliance space. **Developed regions** will see higher competition and **stable growth**, while **new regions** open space for **exponential sales** growth.



FUTURE DIRECTIONS

Looking ahead, **data assurance suppliers** should consider working in **partnership with an independent body** in order to boost their credibility in external data assurance. Suppliers also have the opportunity to respond better to the demands of the market in offering **more flexible and adaptable services**. There is also scope for greater **price competition**.

WHAT IS DATA ASSURANCE?

TRUSTWORTHINESS IS AT THE HEART OF DATA ASSURANCE

THE ODI DEFINES DATA ASSURANCE AS:

the process, or set of processes, that increase confidence that data will meet a specific need, and that organisations collecting, accessing, using and sharing data are doing so in trustworthy ways.

DATA ASSURANCE PRACTITIONERS HAVE A LESS CONCISE DEFINITION OF DATA ASSURANCE

that ranges from the simple association with security to a broader understanding of the business impact, capability and reputation attached to data assurance.



DATA ASSURANCE IS ASSOCIATED WITH QUALITY INFORMATION AND BUSINESS CONFIDENCE

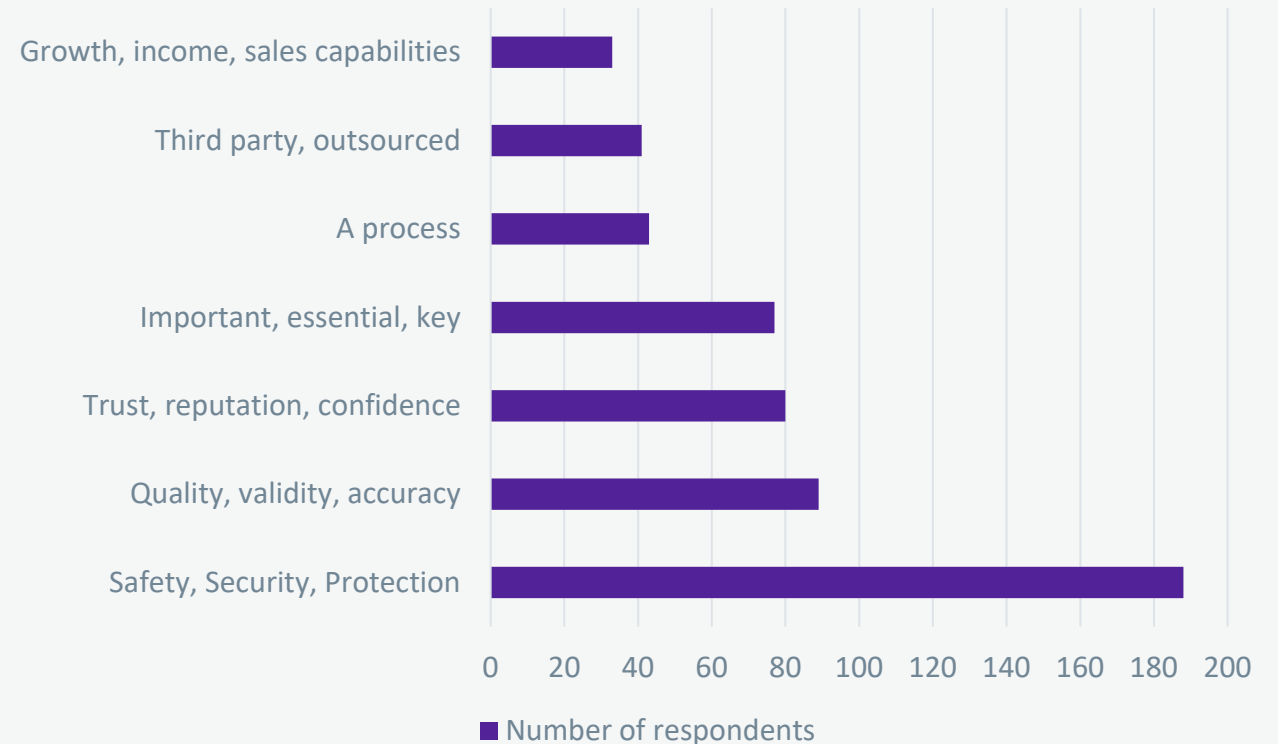
“ The purpose of external data assurance goes beyond a statement from a third party that the contents of a report are true based on certain principles; it enhances confidence about the integrity of information and of underlying operational processes and improves the quality of an organisation's decision-making process. ”

UK, data holder

“ Data assurance means quality control on the data intake and structuring, guidelines and guardrails for responsible and effective use of the data, and safety and security of our most sensitive data and data providers' privacy. ”

US, data holder

USERS' ATTITUDES TOWARDS DATA ASSURANCE DEFINITION



Source: Metia, Data Assurance Survey

Q: Please describe what data assurance means to you in your own words. N=651

WHO PLAYS IN THE DATA ASSURANCE MARKET?



WHO WORKS IN THE DATA ASSURANCE SPACE?



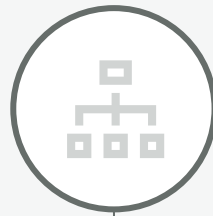
DEMOGRAPHIC PROFILE



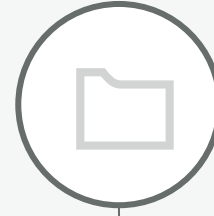
CAREER PROFILE



INDUSTRY CHOICE



COMPANY PROFILE

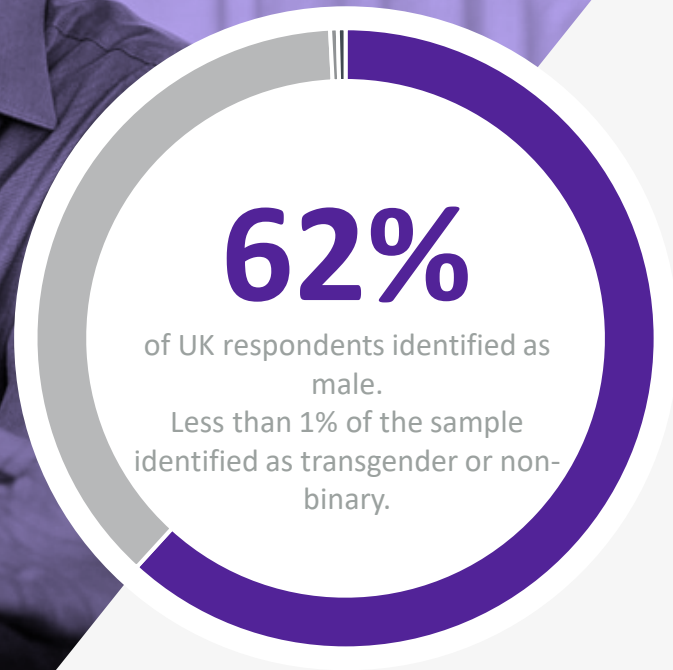


COMMUNICATION PREFERENCES





THE DATA ASSURANCE PROFESSION IS LARGELY DOMINATED BY THE MALE DEMOGRAPHIC



Across the segments, data assurance is geared towards the male demographic. In geographies surveyed, Singapore (75%) and Germany (73%) are more male dominated, while USA and France see more female professionals in the field with 40% and 46% respectively.

Service providers



MALE

64%



FEMALE

35%

Data holders



MALE

61%



FEMALE

38%

Data users



MALE

62%



FEMALE

38%

Source: Metia, Data Assurance Survey
Q: Please indicate how do you identify yourself in terms of gender? Please select one answer, N=791



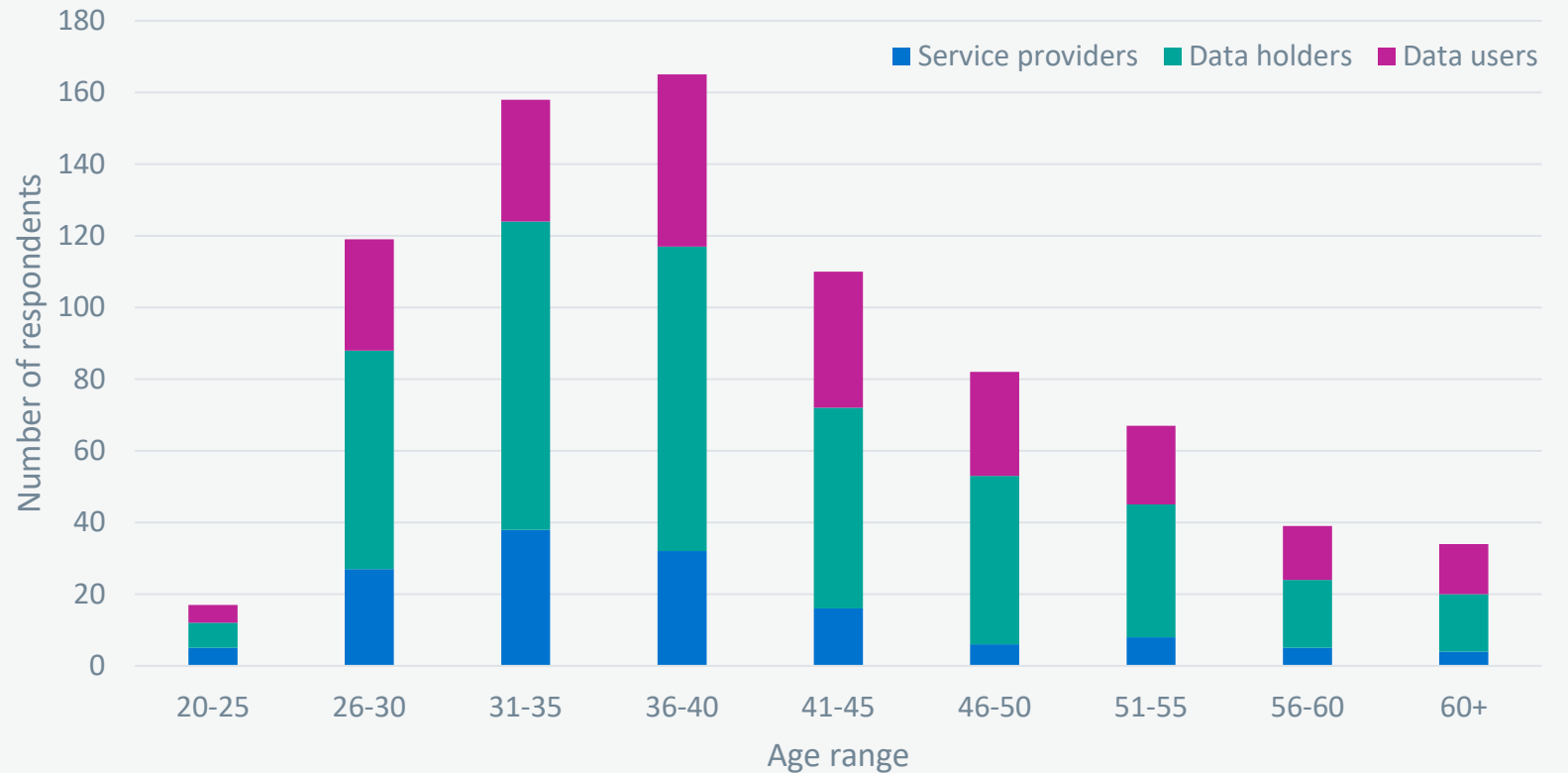
MILLENIALS CURRENTLY REPRESENT A MAJORITY OF THE DATA ASSURANCE WORKFORCE

The **data assurance service providers** skew towards **Millennials** with **27%** of the sample comprised of **31 to 35 year olds**, followed by **23%** of **36 to 40 year olds**.

The **data holders** have a somewhat **more even age distribution**, comprised of **Millennials and Gen Zs**, with **31 and 35 year olds** and **36 to 40 year olds** representing **21%** of the sample each. Whilst **15%** of the sample accounts for **26 to 30 year olds**.

Data users are led by **Millennials** with **20%** of the sample aged **between 36 and 40 years**. This segment sees a higher proportion of the older Gen X demographic, with **16%** of the sample comprised of **41 to 45 year olds**.

DISTRIBUTION OF DATA ASSURANCE PROFESSIONALS BY AGE

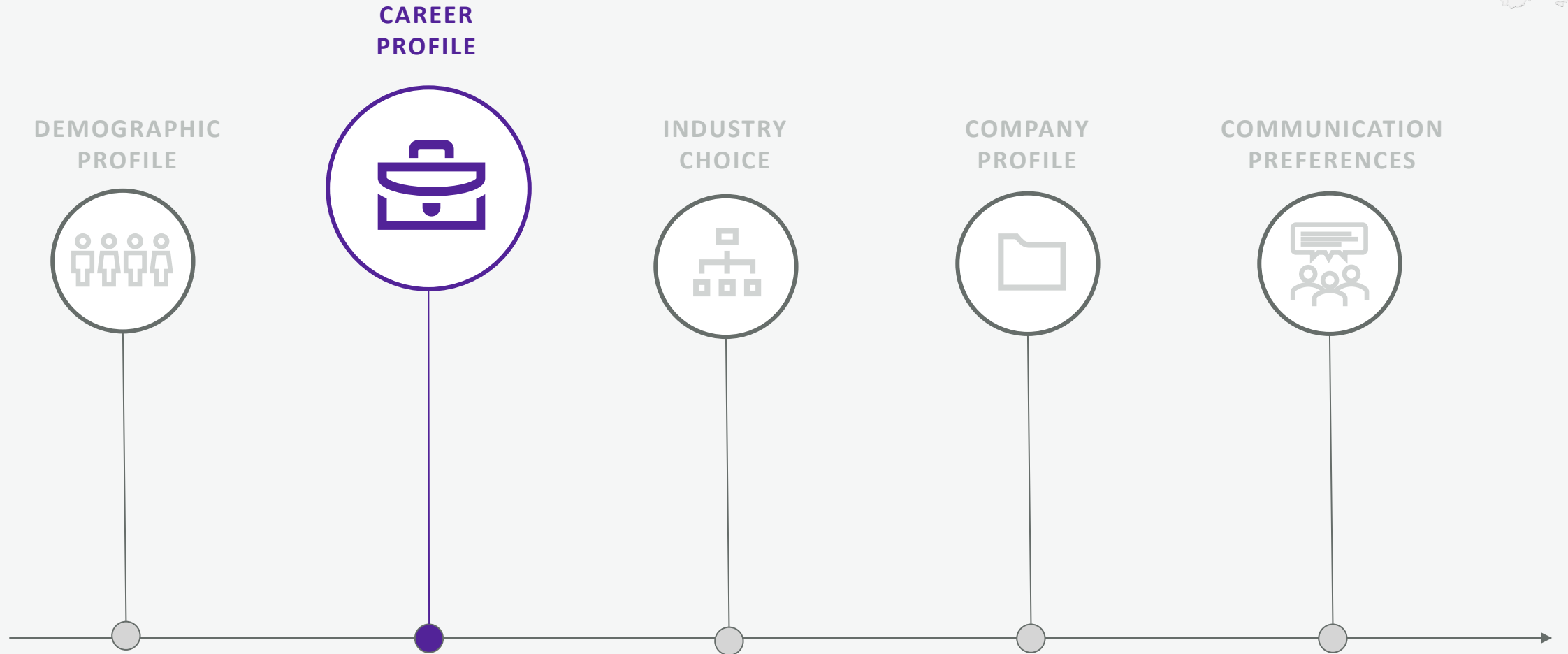


Source: Metia, Data Assurance Survey

Q: Please indicate your age? Please select one answer, N=791



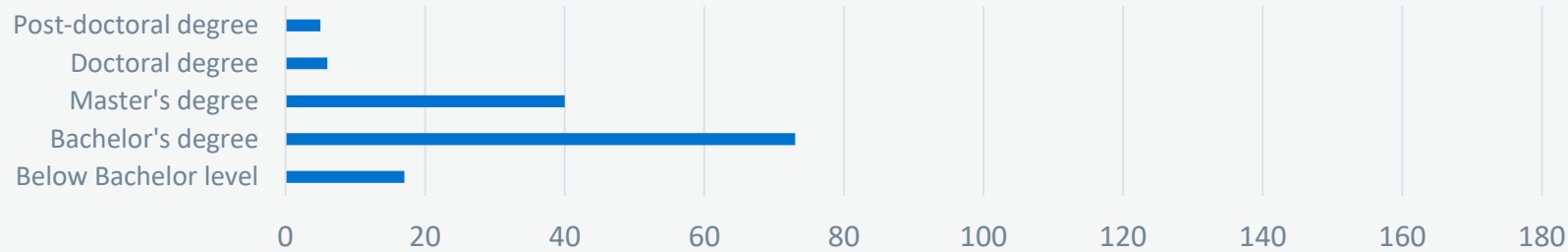
WHO WORKS IN THE DATA ASSURANCE SPACE?



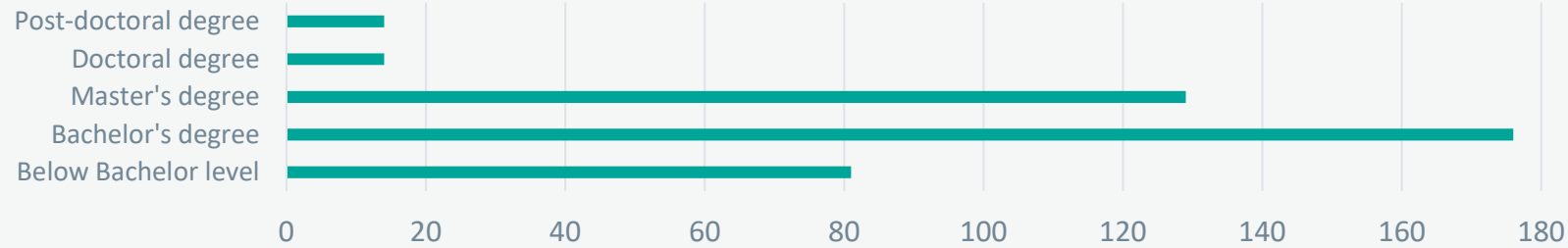


UNIVERSITY EDUCATED PROFESSIONALS LEAD IN EACH OF THE INDUSTRY SEGMENTS

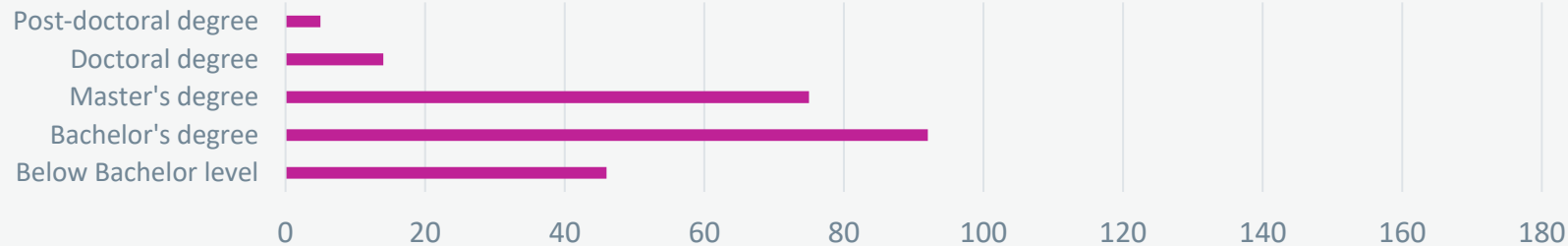
Service providers



Data holders



Data users



Source: Metia, Data Assurance Survey
Q: Please tell us about your highest educational level? Please select one answer, N=791



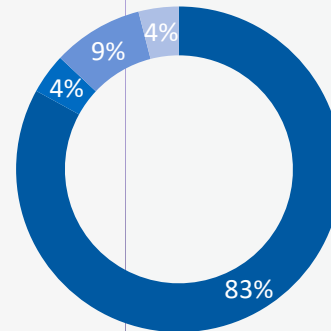


DATA ASSURANCE PROFESSIONALS PREDOMINANTLY WORK IN THE SECTOR FULL-TIME



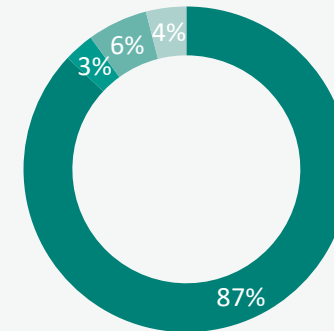
The vast majority of data assurance professionals in the UK choose stable full-time paid employment. Data assurance service providers also have a sizeable amount of business owners and part-time specialists, whilst data holders see a minor share of self-employed professionals.

Service providers



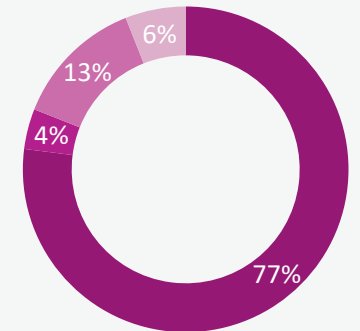
- Full-time paid employment
- Part-time paid employment
- Founder/ Partner
- Self-employed

Data holders



- Full-time paid employment
- Part-time paid employment
- Founder/ Partner
- Self-employed

Data users



- Full-time paid employment
- Part-time paid employment
- Founder/ Partner
- Self-employed

Source: Metia, Data Assurance Survey
Q: What best describes your employment status? Please select one answer, N=791



DATA ASSURANCE IS A RELATIVELY NEW DISCIPLINE, SEEING A MIGRATION OF PROFESSIONALS FROM OTHER FIELDS

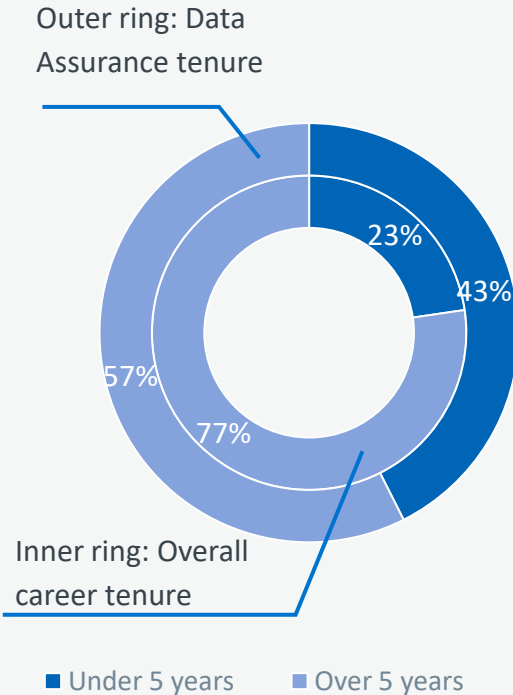
One-third of respondents are seasoned professionals with over **15 years of overall career experience**. A further 45% of the sample is represented by professionals with a career lasting between **5 and 15 years**.

Data assurance, as a relatively newer field, sees a higher concentration of professionals with **3–5 years experience (31%)** and **5–10 years experience (29%)**. Whilst those with 15+ years experience represent only 9%.

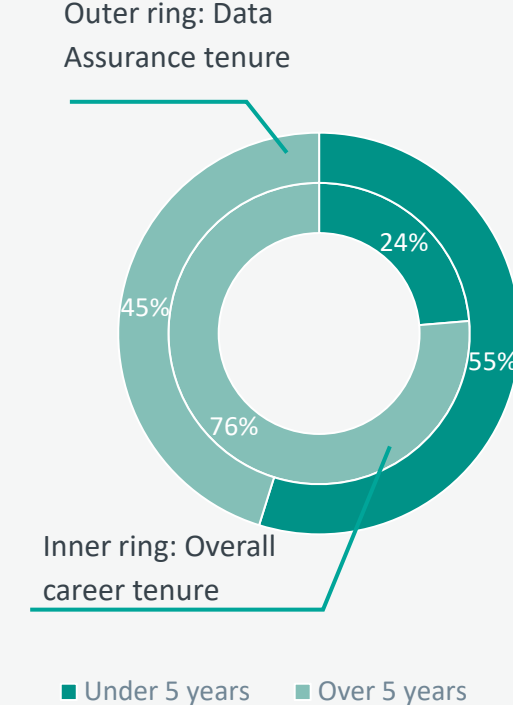
The US has the most seasoned data assurance professional, with 32% of respondents having more than 5-years experience.

DISTRIBUTION OF DATA ASSURANCE PROFESSIONALS BY CAREER AND DATA ASSURANCE TENURE

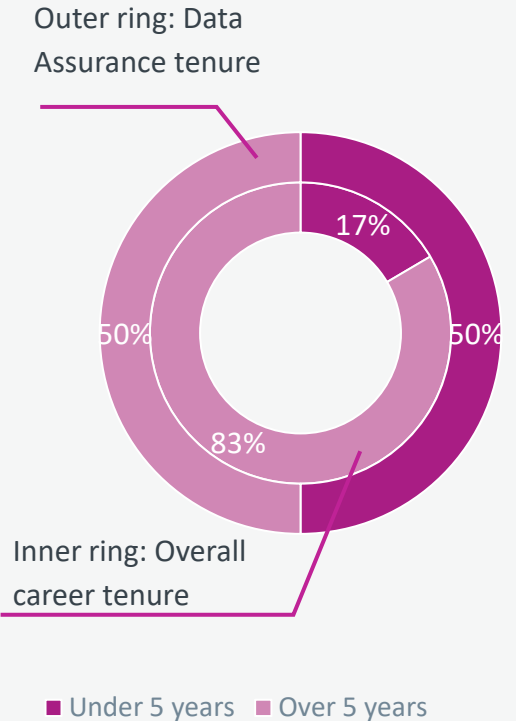
Service providers



Data holders



Data users



Source: Metia, Data Assurance Survey

Q: Please indicate the tenure of your career. Please indicate how long you have worked in the data assurance space. Please select one answer, N=791



SMALLEST SEGMENT OF DATA ASSURANCE PROFESSIONALS HAVE RESPONSIBILITY FOR REGULATORY COMPLIANCE

29%

of respondents hold leadership positions, responsible for setting data assurance strategy

28%

of respondents hold executive roles, responsible for implementation of set data assurance plans

24%

of respondents hold operational oversight positions, setting tactical plans and targets for data assurance

16%

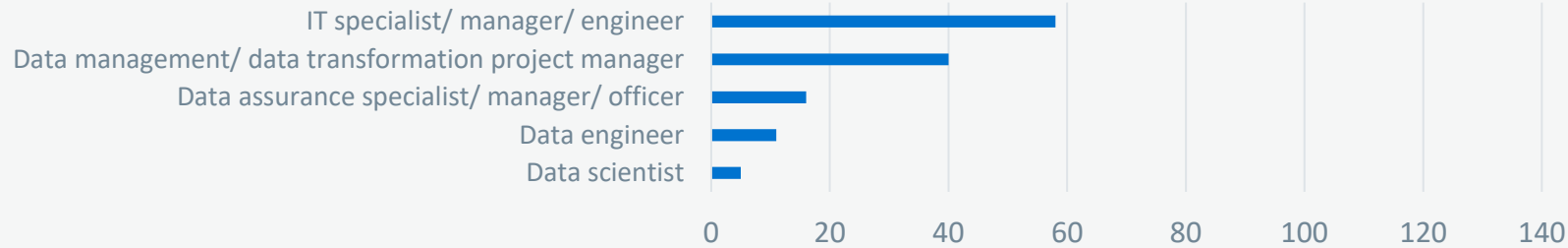
of respondents are executives with responsibilities including regulatory compliance





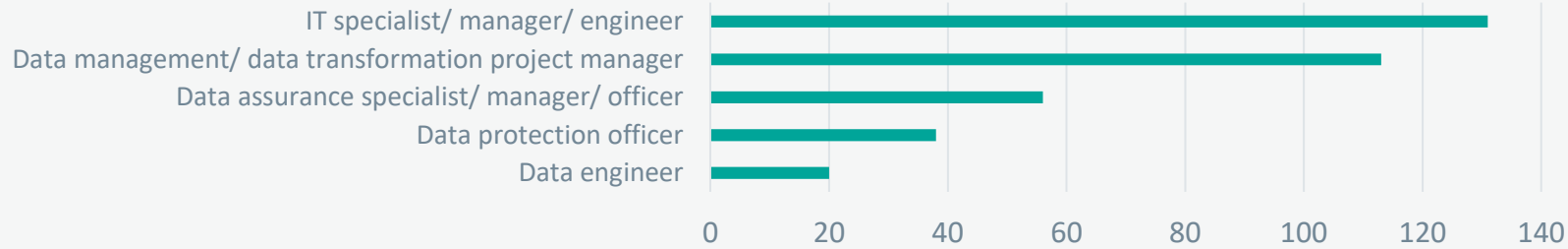
IT, DATA MANAGEMENT AND DATA TRANSFORMATION ROLES ARE MORE PREVALENT THAN DATA ASSURANCE SPECIFIC JOB TITLES

Service providers: top 5 positions



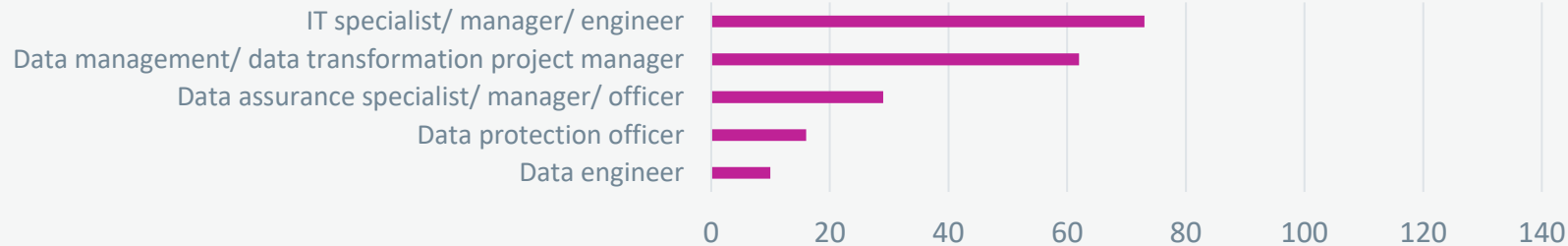
The job titles of service providers fall within specific standardised categories related to data

Data holders: top 5 positions



~8% of the sample had non-data related job titles, including Owner, CEO, Senior Leadership and Consultant

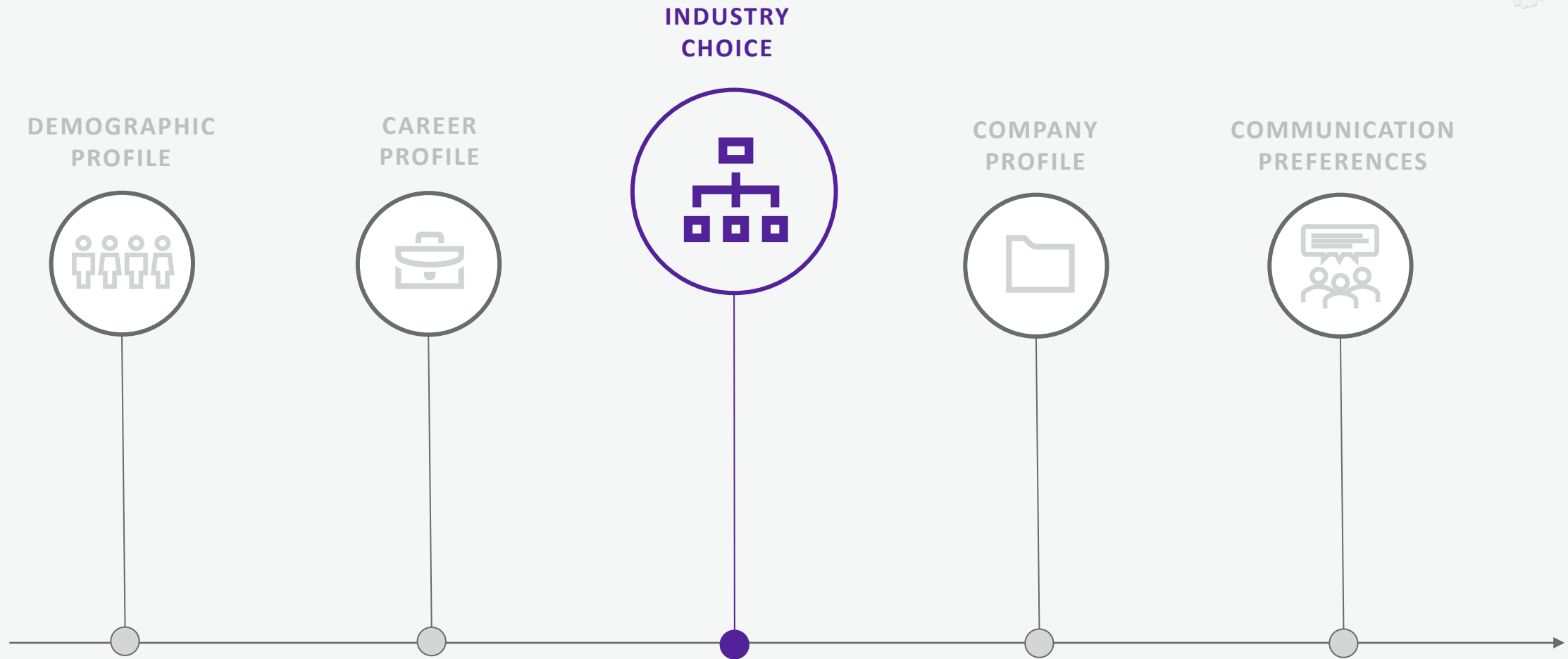
Data users: top 5 positions



~16% of the sample had non-data related job titles, including Owner, CEO, Senior Leadership and Executives within Operations and Sales



WHO WORKS IN THE DATA ASSURANCE SPACE?

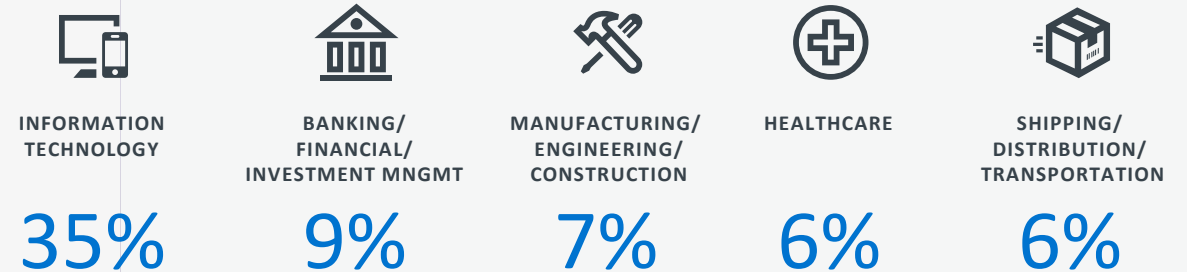


SERVICE PROVIDERS



OVER A THIRD OF DATA ASSURANCE PROVIDERS COME FROM THE IT SECTOR

IT is by far the most important industry where data assurance service providers operate. **Finance related industries**, including accounting and insurance, are more prominent in the **UK and France**, whilst in the **USA and Germany** there is a skew towards **retail and consumer electronics** fields. **Singapore** data assurers are divided between **IT and Manufacturing / Engineering / Construction** industries.



Source: Metia, Data Assurance Survey

Q: Please tell us about the industry sector you/ your company currently work in? Please choose the primary industry only. Please select one answer, N=141

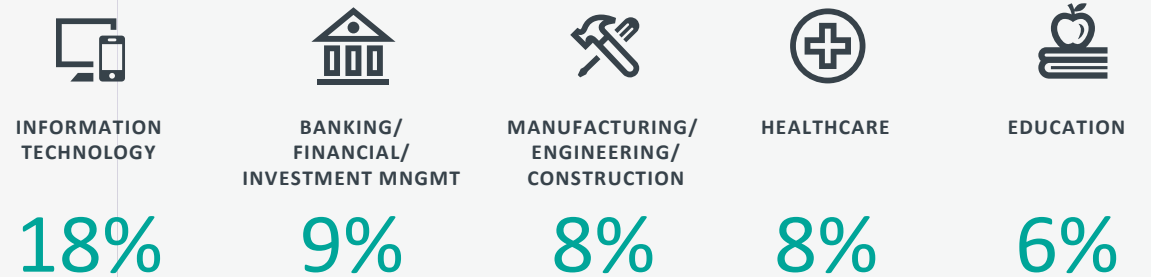


DATA HOLDERS OPERATE WITHIN A WIDE RANGE OF INDUSTRIES, YET INFORMATION TECHNOLOGY IS THE MOST PROMINENT



DATA HOLDERS

As with service providers, **data holders also primarily operate within the IT industry.** That said, the dominance of IT over other industry segments is far smaller than for service providers. A significant share of **European data holders** also come from **Government / Public Sector**; whilst **Singaporean data holders** originate from **Oil / Gas / Utilities** and **Retail** segments. **USA data holders** align to the global averages with **further focus on insurance and accounting.**



Source: Metia, Data Assurance Survey

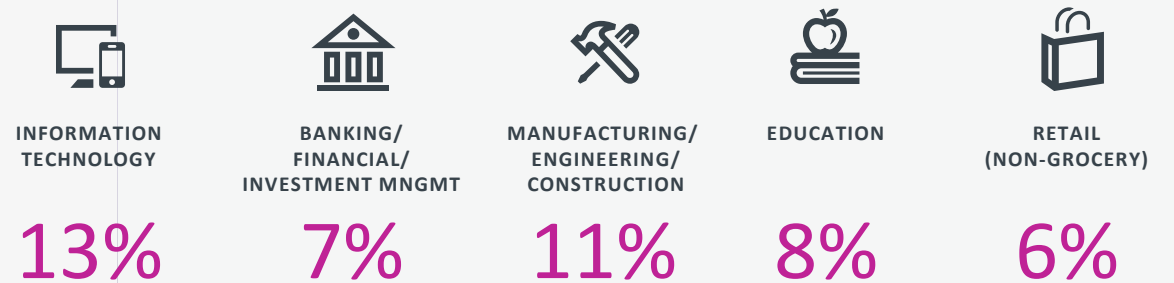
Q: Please tell us about the industry sector you/ your company currently work in? Please choose the primary industry only. Please select one answer, N=414



DATA USERS ARE MORE EVENLY DISTRIBUTED ACROSS A RANGE OF INDUSTRY SECTORS

DATA USERS

The majority of **data users** come from **similar industries to data holders**, although **banking / financial / investment management** is less prominent, and **non-grocery retail** is within the top five. Outside the leading five, key sectors which are prominent for data users are **the public sector, automotive / aviation / marine and healthcare industries**. Each of the industries account for 5% of the respondents.

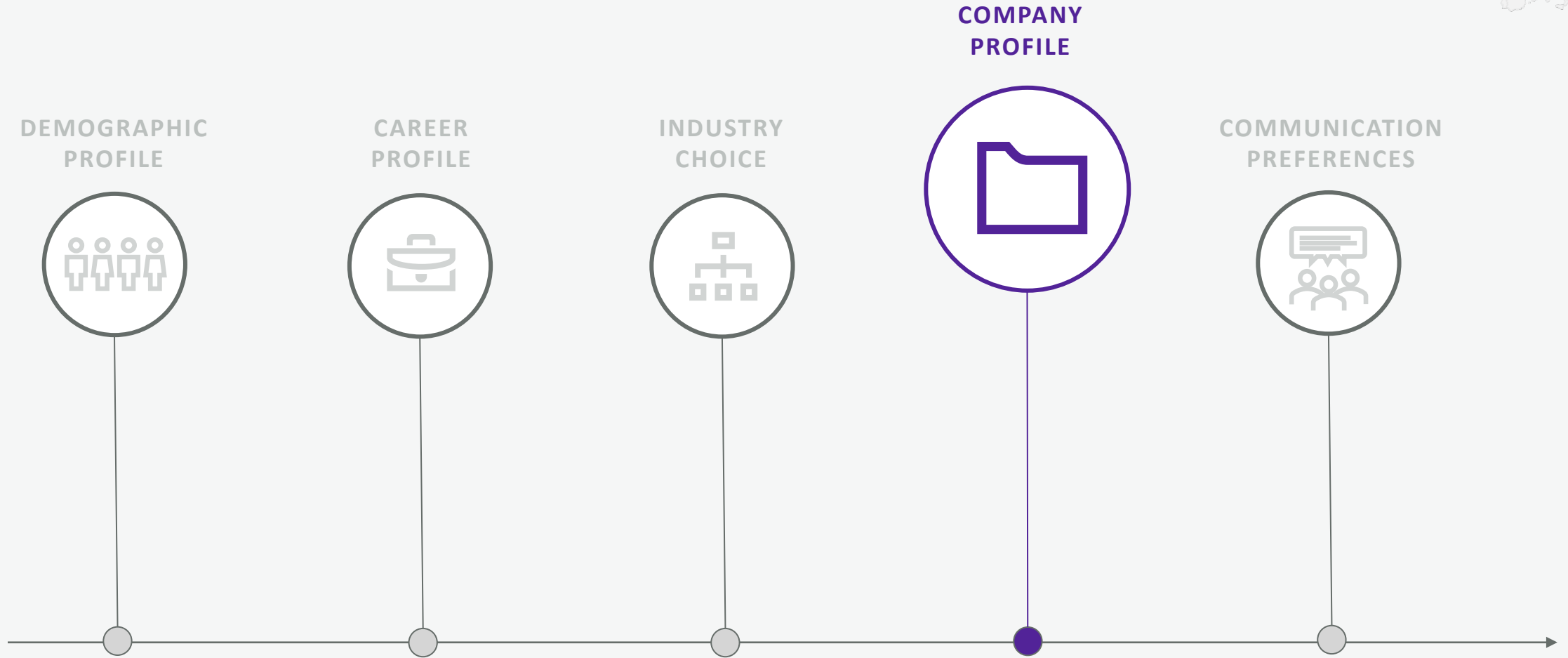


Source: Metia, Data Assurance Survey

Q: Please tell us about the industry sector you/ your company currently work in? Please choose the primary industry only. Please select one answer, N=237



WHO WORKS IN THE DATA ASSURANCE SPACE?





ORGANISATIONS WITH 500 TO 5,000 EMPLOYEES HAVE THE HIGHEST REPRESENTATION ACROSS THE DATA ASSURANCE SEGMENTS

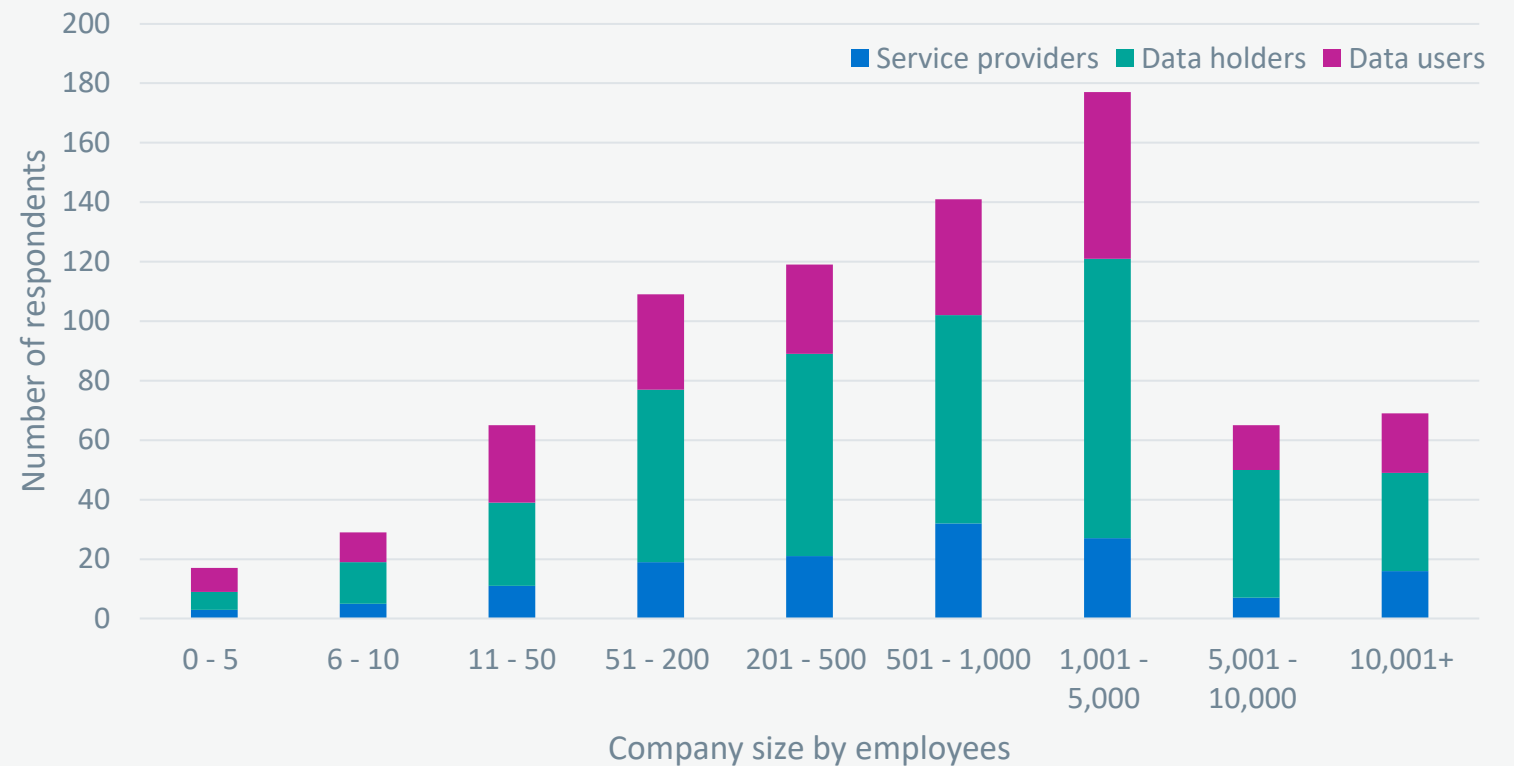
Across the supply chain, data assurance professionals tend to **work for mid-to-large sized companies** ranging from 51–5,000 employees.

Within the **service providers** segment, **23%** of respondents work in companies employing **between 501 and 1,000 employee.**

The **data holders and data user segments** have a higher share (23% and 24% respectively) of respondents working for larger enterprises of **1,000–5,000 employees.**

Micro-companies of up to five employees **do not form a large proportion of respondents**, whilst companies in the next category (with 5–50 employees) are weighted towards the **data holder segment.**

COMPANY PROFILE BY EMPLOYEE SIZE



Source: Metia, Data Assurance Survey

Q: Please indicate the size of your current employer? Please select one answer, N=791



DATA HOLDERS AND DATA USERS ARE TYPICALLY IN ORGANISATIONS EXCEEDING \$1M IN REVENUE

15% of the global respondents indicated that they work in organisations with more than **100m in annual revenue** (in their respective local currencies). **14% of service providers** report revenue within this range, as do **13% of data holders** and **18% of the data users**.

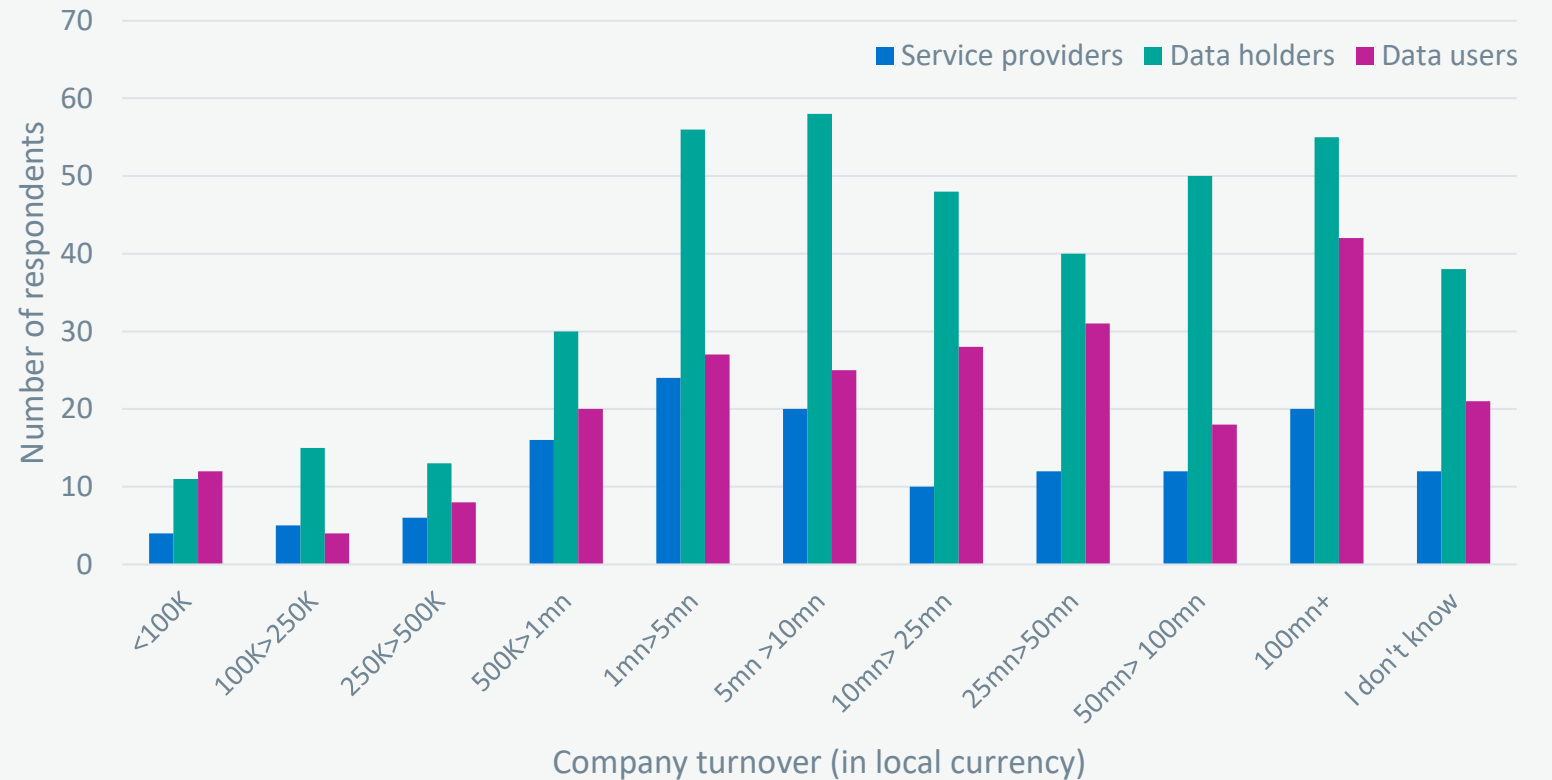
Companies turning over 1m–5m is the second-largest segment with **14% of global respondents**. This is the highest segment of revenue reported by **service providers (accounting for 17% of respondents)**. **14% of data holders** are in this revenue range, with **11% for data users**.

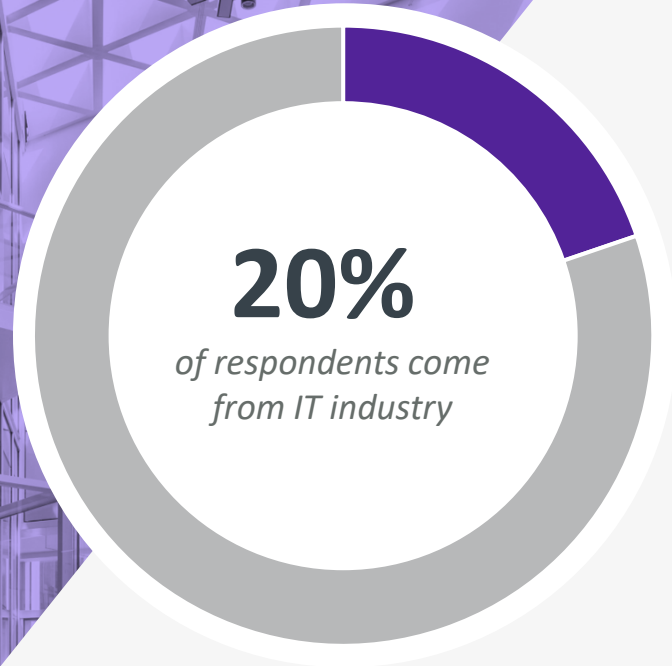
The **third-largest segment is 5m–10m companies**, where 13% of global respondents reside. This is a revenue segment where a higher proportion of the service providers and data holders reside.

Source: Metia, Data Assurance Survey

Q: Please indicate the turnover of your company in local currency? Please select one answer, N=791

COMPANY PROFILE BY REVENUE





INFORMATION TECHNOLOGY IS THE LEADING INDUSTRY SECTOR, WITH SERVICE PROVIDERS TYPICALLY SMALLER BY REVENUE IN THIS SECTOR THAN DATA HOLDERS AND DATA USERS

Service providers

38% of global respondents who indicated that they work within the IT sector come from companies with **1m–10m annual turnover**.

Data holders

29% of global respondents who indicated that they work within the IT sector come from companies with **50m–100m+ annual turnover**.

Data users

Global respondents working within the **IT sector** indicated three equally important company sizes: **19%** of respondents work for **100m+ companies**, **19%** for **25m–50m companies** and **19%** for **1m–5m companies**.

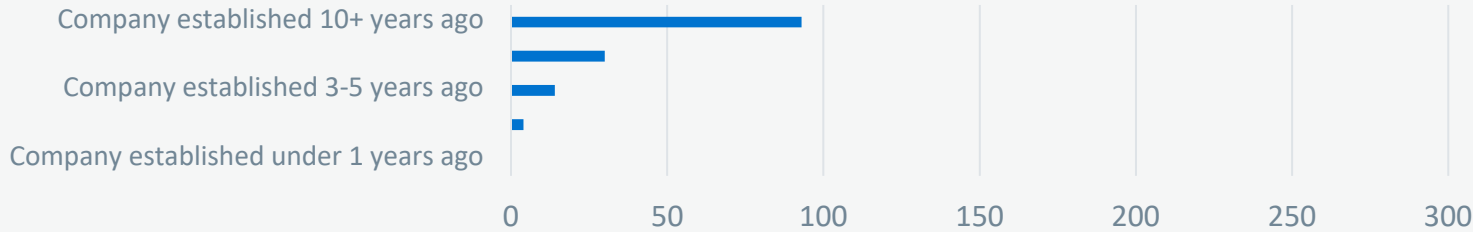
Source: Metia, Data Assurance Survey

Q: Please indicate the industry you work in. Please indicate the annual turnover of your company in local currency. Please select one answer, N=202



MATURE ORGANISATIONS ARE MORE PROMINENT ACROSS THE SEGMENTS, AND LIKELY TO BE EARLY ADOPTERS OF EXTERNAL DATA ASSURANCE

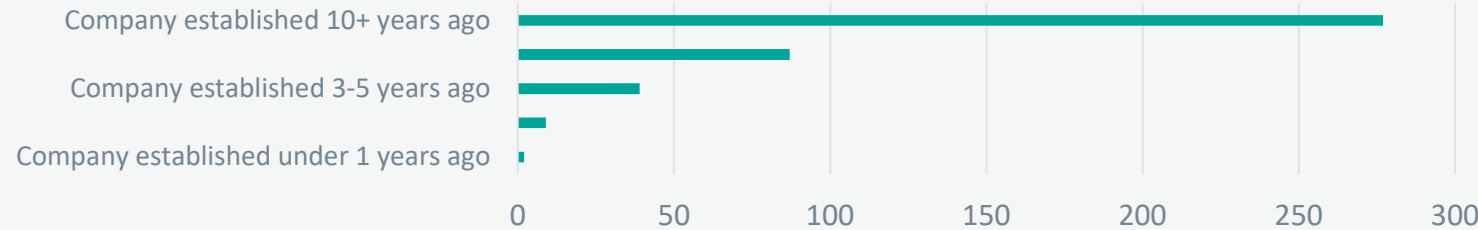
Service providers



Whilst external data assurance is a relatively new field, it is **established organisations which are more likely to be working with data for external use.**

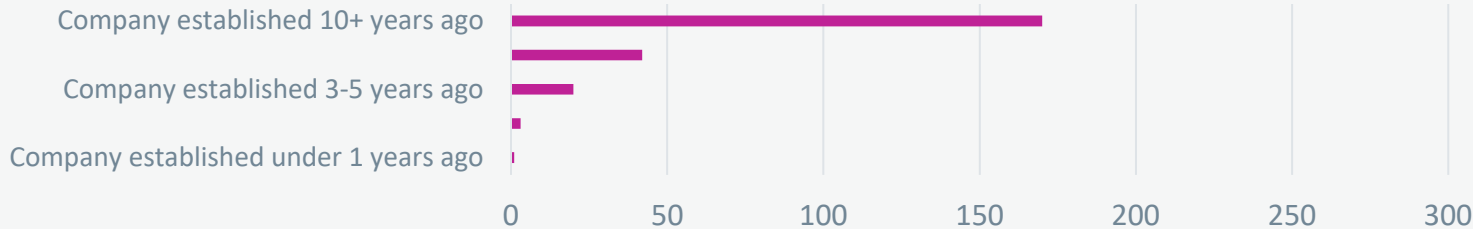
Companies with over 10-years tenure are by far the leaders in the field across the supply chain.

Data holders



Combined with the finding that 20% of organisations operate in the Information Technology sector, this indicates that **IT segments are more likely to adopt and adapt to the new demands of data assurance practices.**

Data users



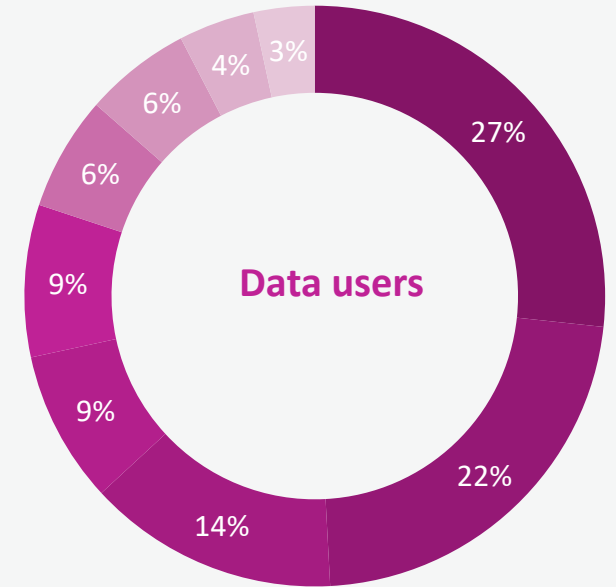
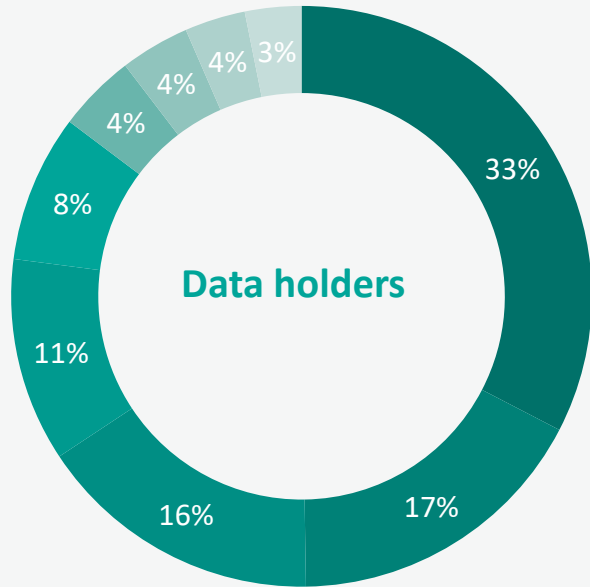
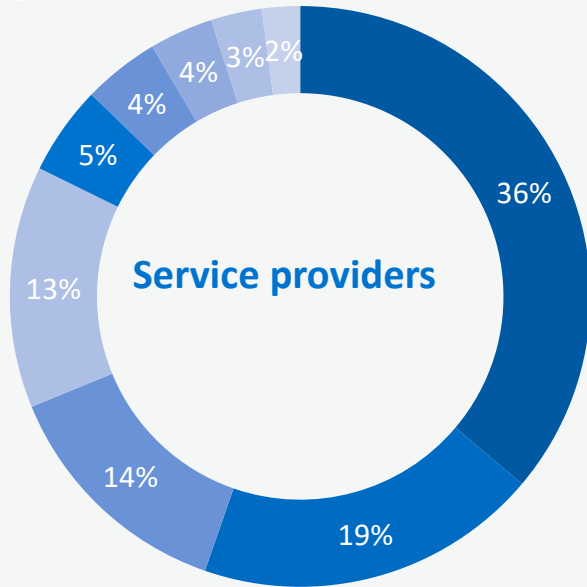
Younger organisations are less prominent across all the data assurance sectors, but those established in the 3–5-year age range are more prominent in **working with data for external only use.**

Source: Metia, Data Assurance Survey

Q: Please indicate the maturity of your company? Please select one answer, N=791



CHIEF INFORMATION / TECHNOLOGY OFFICER IS THE MOST COMMON SUPERVISOR OF EXTERNAL DATA ASSURANCE ACTIVITIES



- CIO/ CTO
- CEO
- COO
- CFO/ CRO
- Chief Customer Officer
- CMO
- DPO
- Legal Leadership
- Other

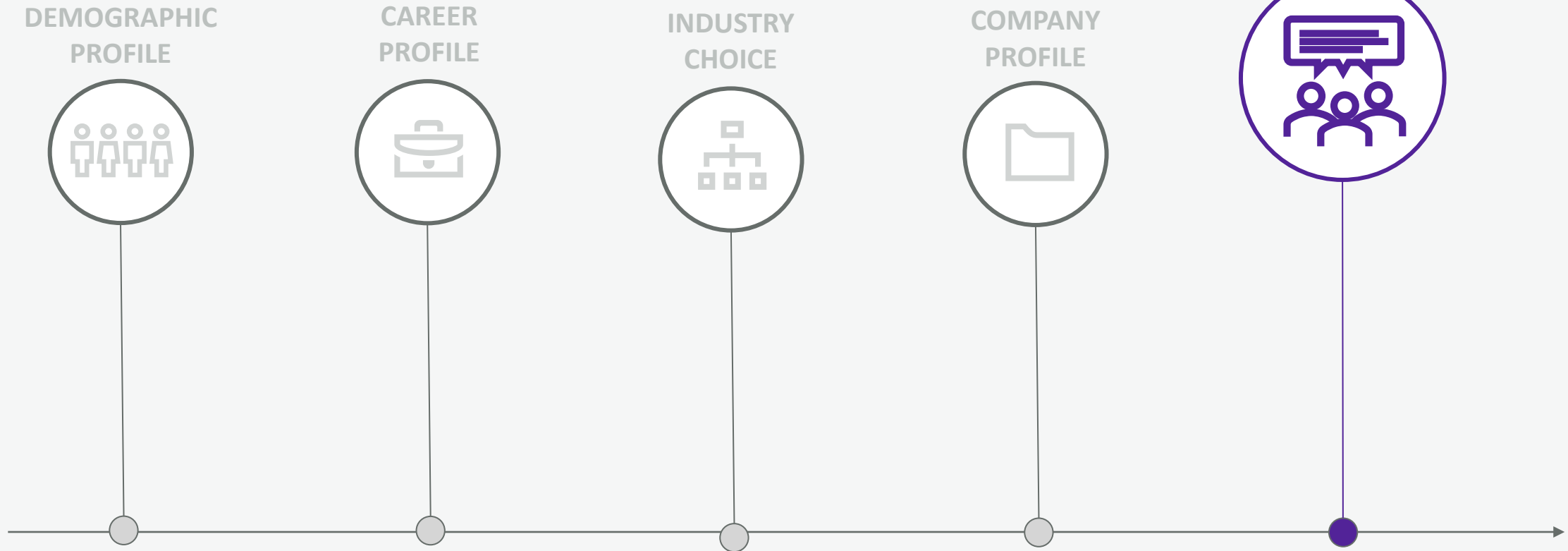
- CIO/ CTO
- CEO
- DPO
- COO
- CFO/ CRO
- Chief Customer Officer
- Other
- Legal Leadership
- CMO

- CIO/ CTO
- CEO
- COO
- CFO/ CRO
- DPO
- Chief Customer Officer
- Other
- Legal Leadership
- CMO

Across all three data assurance segments, the top-3 titles those responsible report into are: CIO/CTO (31%), CEO (19%) or COO (13%). This highlights the importance of data assurance to the c-suite in the organisations surveyed.



WHO WORKS IN THE DATA ASSURANCE SPACE?





FORMAL COMMUNICATION, PARTICULARLY IN WRITTEN FORMAT, IS PREFERRED BY SERVICE PROVIDERS

Service providers' attitude towards preferred communication styles

Face-to-face meetings with business partners focusing on the short-term and long-term opportunities

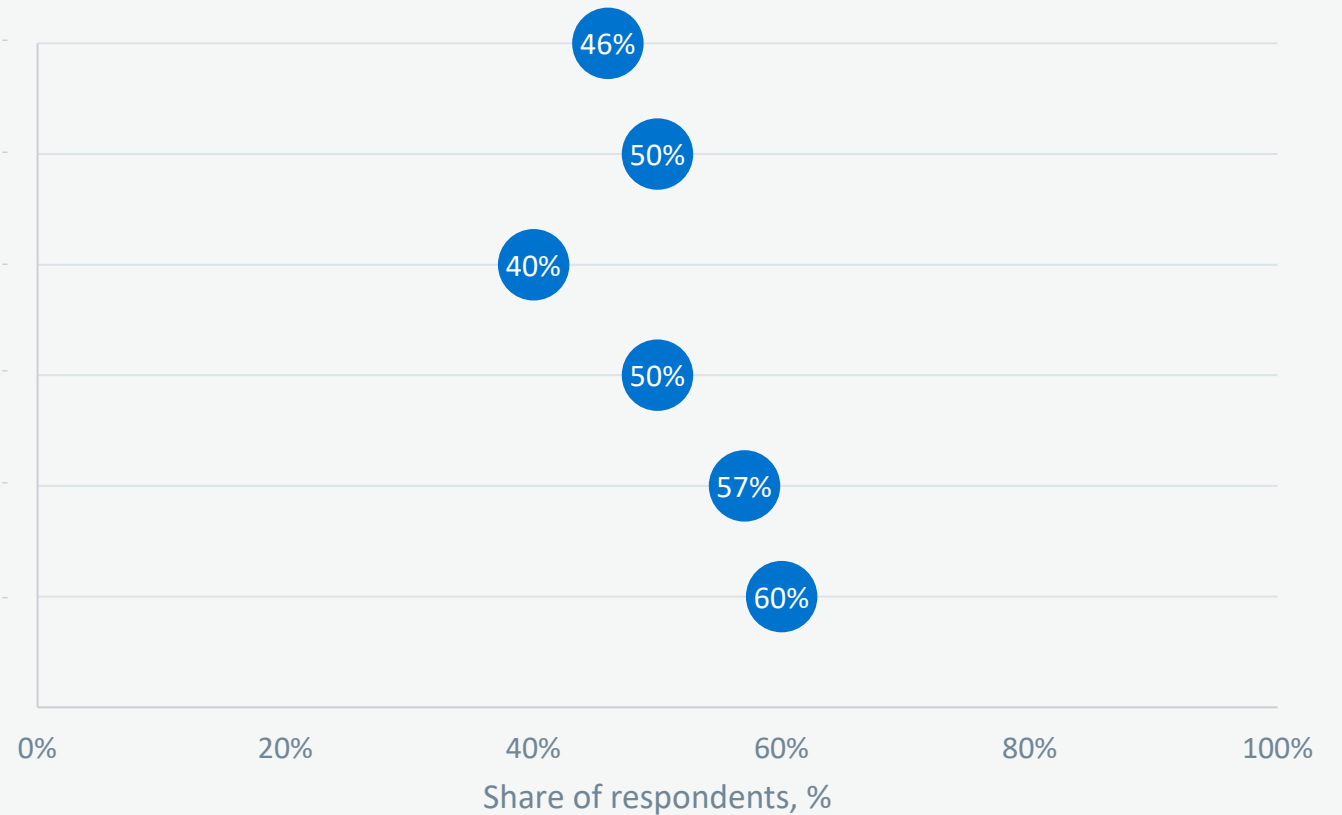
Virtual business meetings covering agenda point by point

Written communication — elaborate emails, explaining different scenarios and value-add (using emojis and persuasive adjectives)

Written communication — straight to the point emails, supported by key facts and figures (bullet point format)

Informal communication, establishing some personal topics and transitioning into business dialogue later

Formal communication style, avoiding small talk and focusing only on a business issue at hand



Source: Metia, Data Assurance Survey

Q: What communication style do you enjoy in business.? Please select all answers that are relevant, N=141



DATA HOLDERS PREFER A MORE INFORMAL COMMUNICATION STYLE AND FACE-TO-FACE MEETINGS

Data holders' attitude towards preferred communication styles

Face-to-face meetings with business partners focusing on the short-term and long-term opportunities

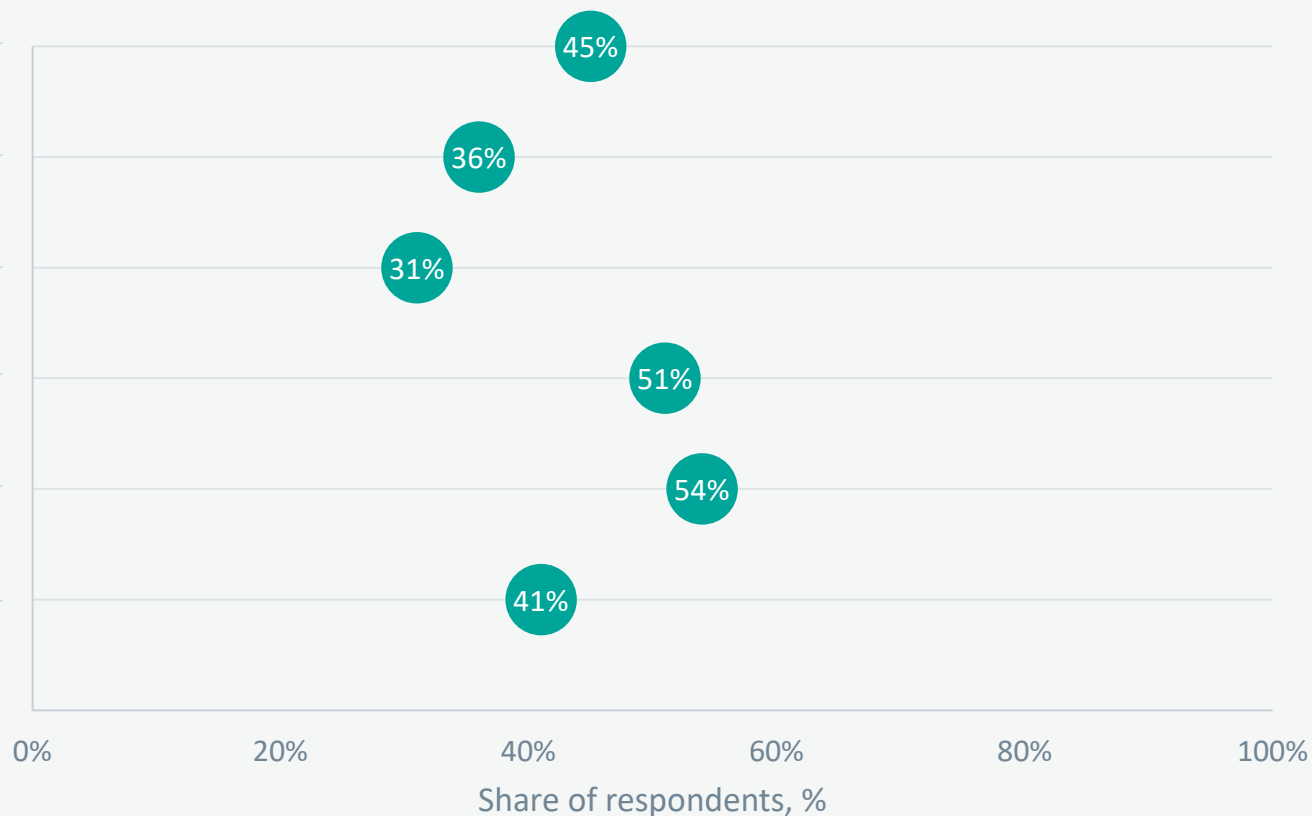
Virtual business meetings covering agenda point by point

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Informal communication, establishing some personal topics and transitioning into business dialogue later

Formal communication style, avoiding small talk and focusing only on a business issue at hand



Source: Metia, Data Assurance Survey

Q: What communication style do you enjoy in business? Please select all answers that are relevant, N=414



DATA USERS OPT FOR STRAIGHT TO THE POINT WRITTEN COMMUNICATION

Data users' attitude towards preferred communication styles

Face-to-face meetings with business partners focusing on the short term and long-term opportunities

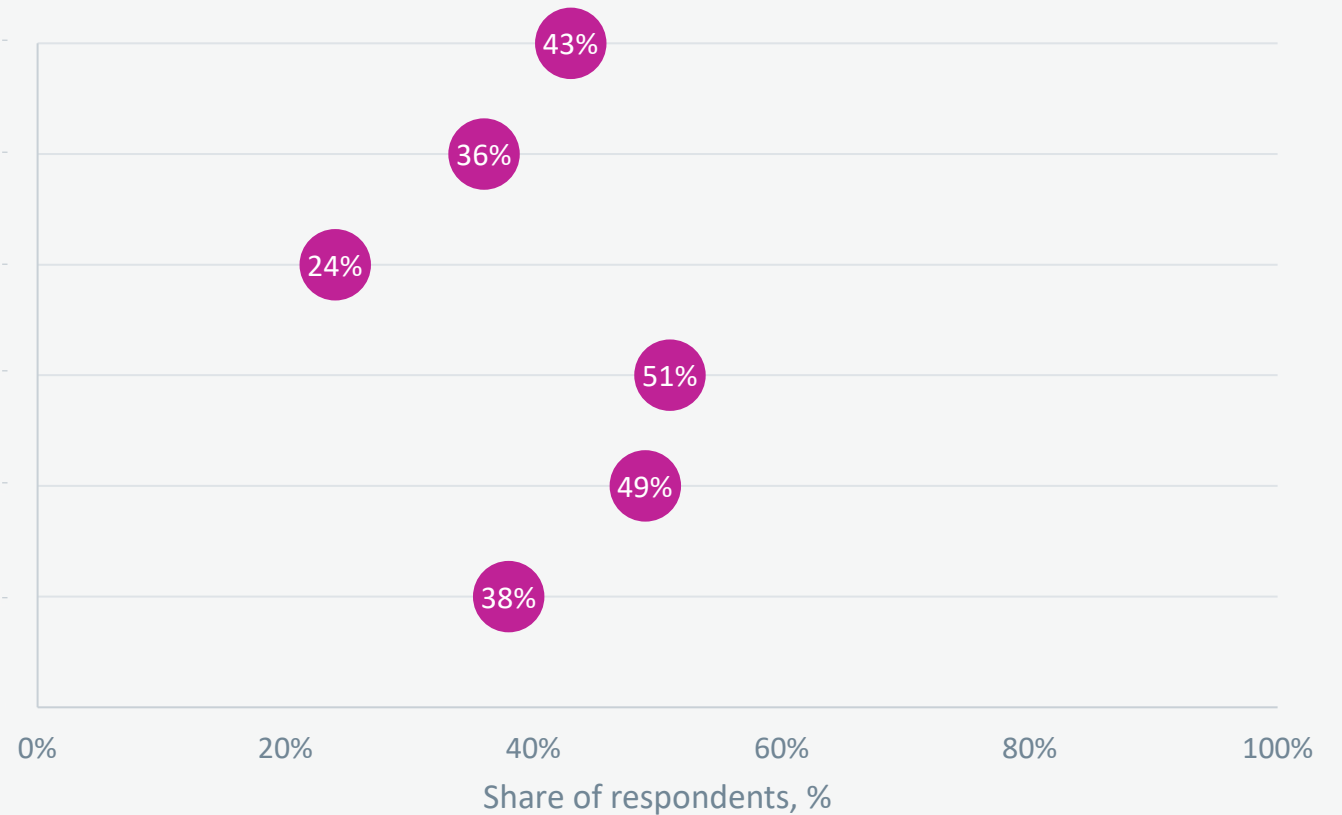
Virtual business meetings covering agenda point by point

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Written communication — straight to the point emails, supported by key facts and figures (bullet point format)

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Formal communication style, avoiding small talk and focusing only on a business issue at hand



Source: Metia, Data Assurance Survey

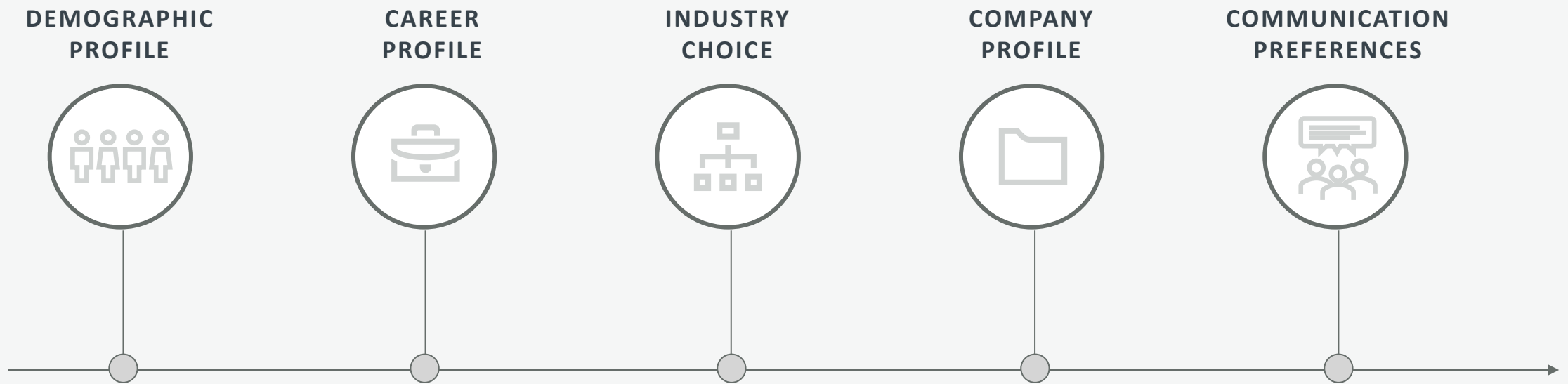
Q: What communication style do you enjoy in business? Please select one answer, N=237



WHO WORKS IN THE DATA ASSURANCE SPACE?



COUNTRY-SPECIFIC PERSONA HIGHLIGHTS



17% of respondents work for companies with 1m–5m GBP turnover

22% of respondents work for companies with 1,000–5,000 employees

32% of respondents hold managerial position

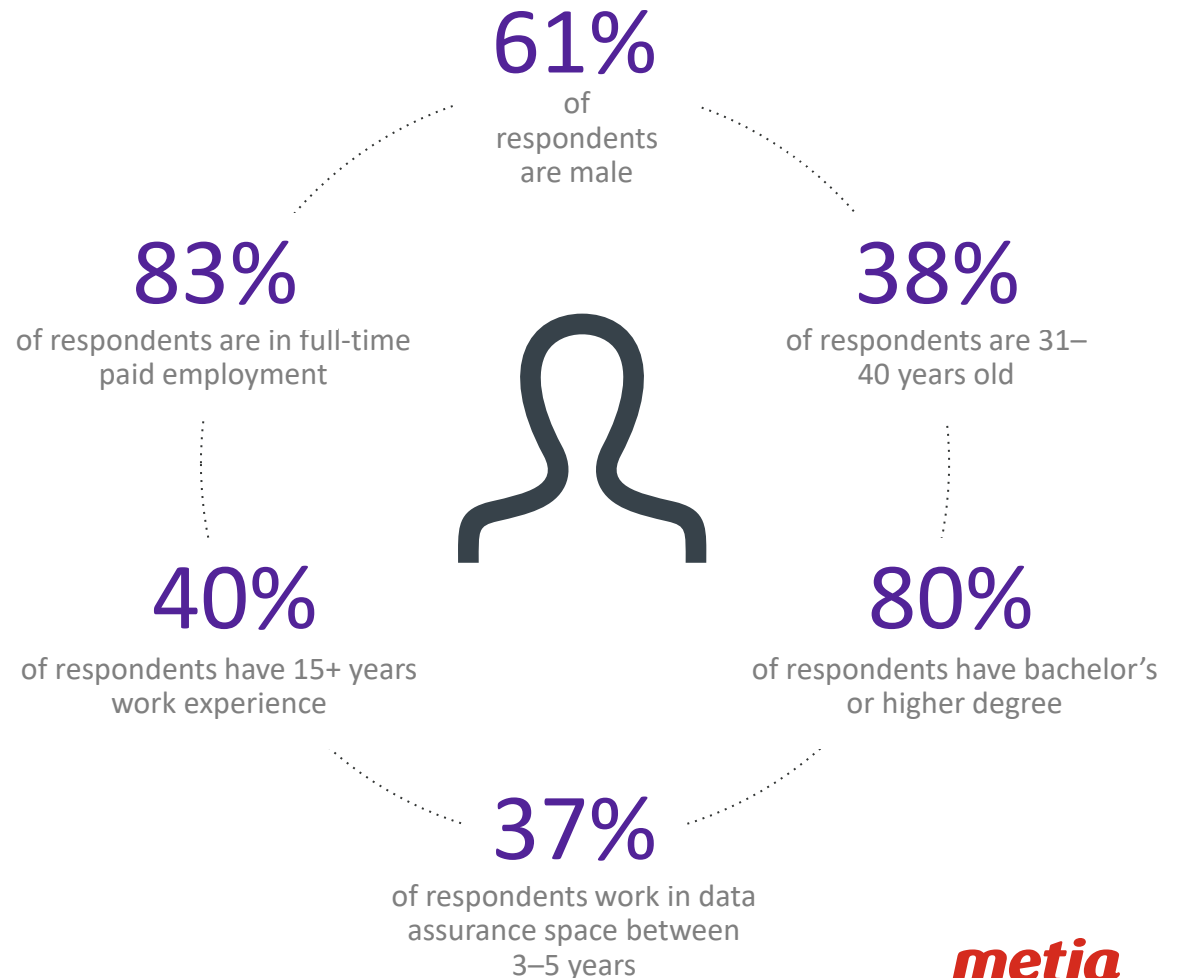
36% of respondents hold data management/data transformation project manager title



UK



UNIVERSITY EDUCATED MILLENNIALS DRIVE DATA ASSURANCE BUSINESSES IN THE UK



Source: Metia, Data Assurance Survey

Q: Please indicate how do you identify yourself in terms of gender? Please indicate your age range. Please indicate your highest educational level. Please describe your employment status. Please indicate the tenure of your career. Please indicate how long have you worked in data assurance space. Please indicate your role in organization. Please select one answer, N=202

14% of respondents work for companies with 5m–10m USD turnover

19% of respondents originate from 51–200 employee companies and the same share come from 501–1,000 employee companies

30% of respondents hold leadership positions and the same share deals with execution

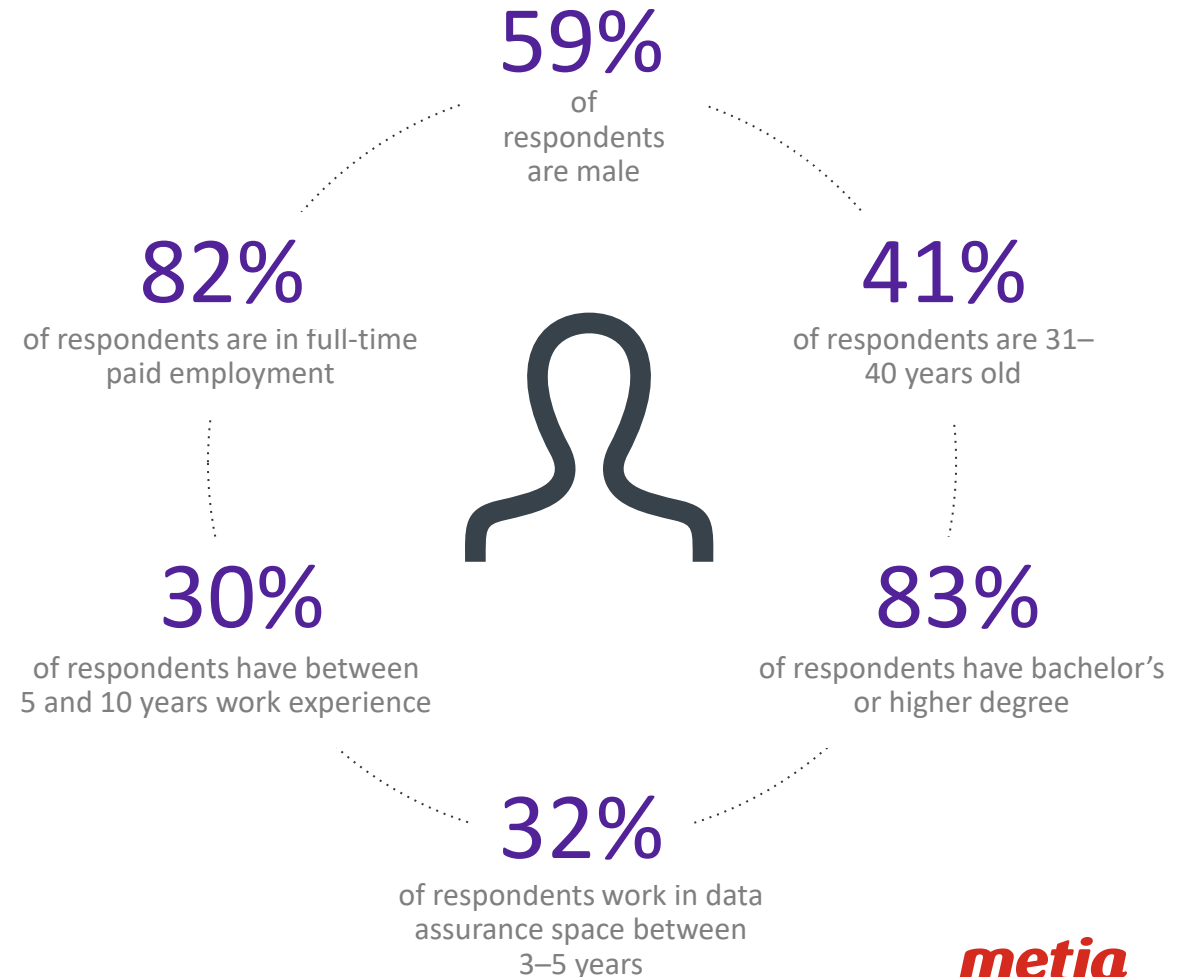
33% of respondents hold IT specialist/ manager/ engineer title



USA



US EXPERTS HAVE A LONGER TENURE IN DATA ASSURANCE OVER EUROPEAN COUNTERPARTS



Source: Metia, Data Assurance Survey

Q: Please indicate how do you identify yourself in terms of gender? Please indicate your age range. Please indicate your highest educational level. Please describe your employment status. Please indicate the tenure of your career. Please indicate how long have you worked in data assurance space. Please indicate your role in organization. Please select one answer, N=305

20% of respondents work for companies with 5m–10m EUR turnover

23% of respondents work for companies with 1,001–5,000 employees

28% of respondents are responsible for company's regulatory compliance

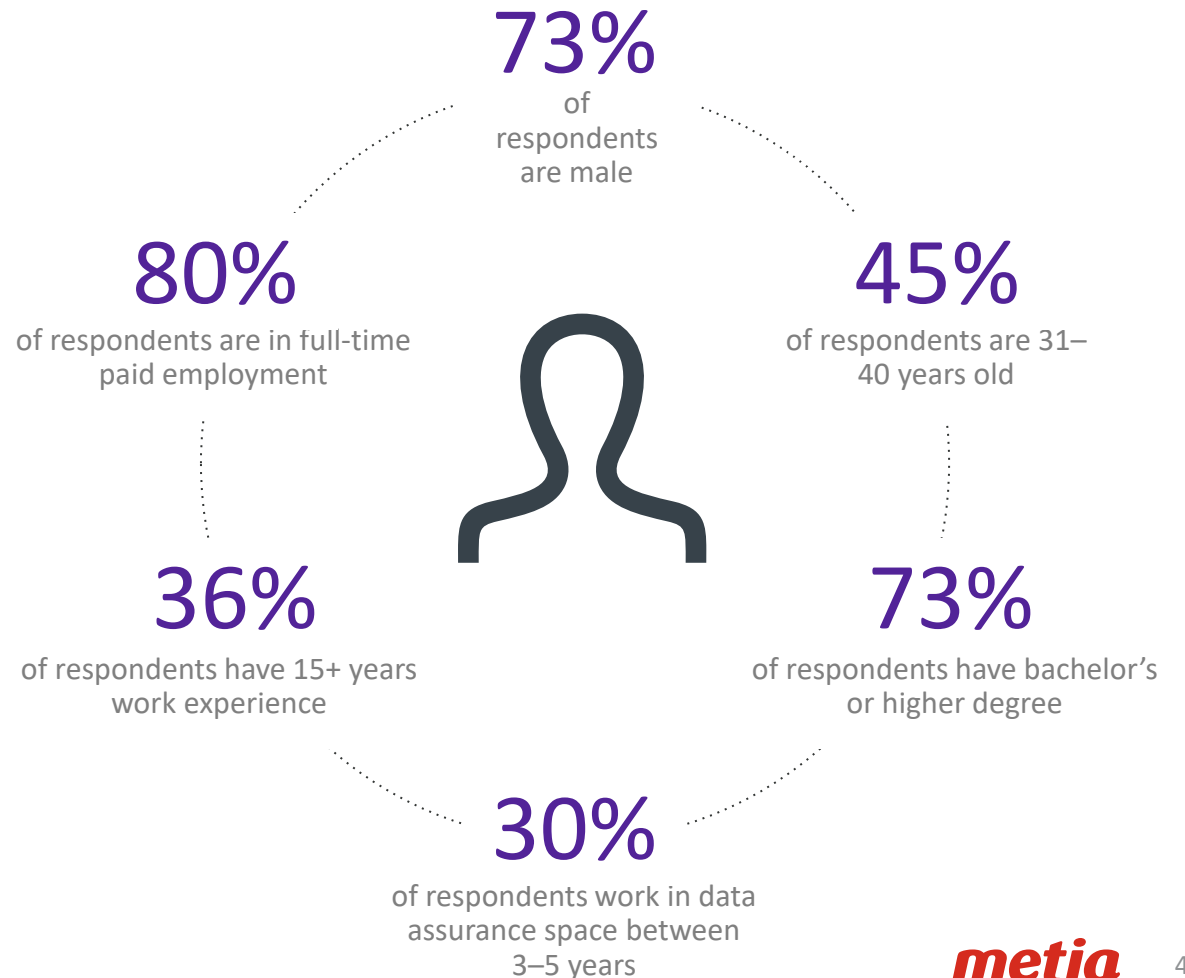
53% of respondents hold IT specialist/ manager/ engineer title



GERMANY



REGULATORY COMPLIANCE IS AT THE HEART OF DATA ASSURANCE IN GERMANY



Source: Metia, Data Assurance Survey

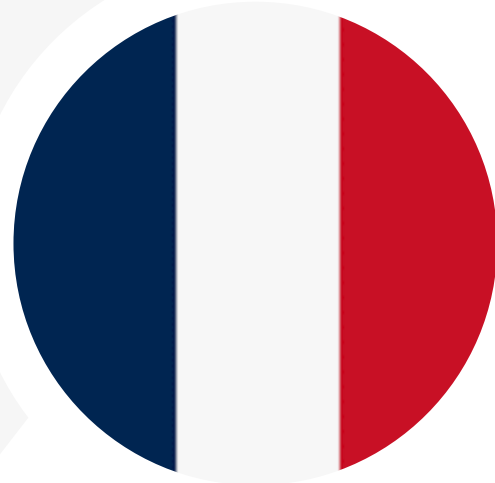
Q: Please indicate how do you identify yourself in terms of gender? Please indicate your age range. Please indicate your highest educational level. Please describe your employment status. Please indicate the tenure of your career. Please indicate how long have you worked in data assurance space. Please indicate your role in organization. Please select one answer, N=305

17% of respondents work for companies with 1m–5m EUR turnover and same share works for 25m–50m EUR corporations

26% of respondents work for companies with 1,001–5,000 employees

32% of respondents hold executive/implementation position

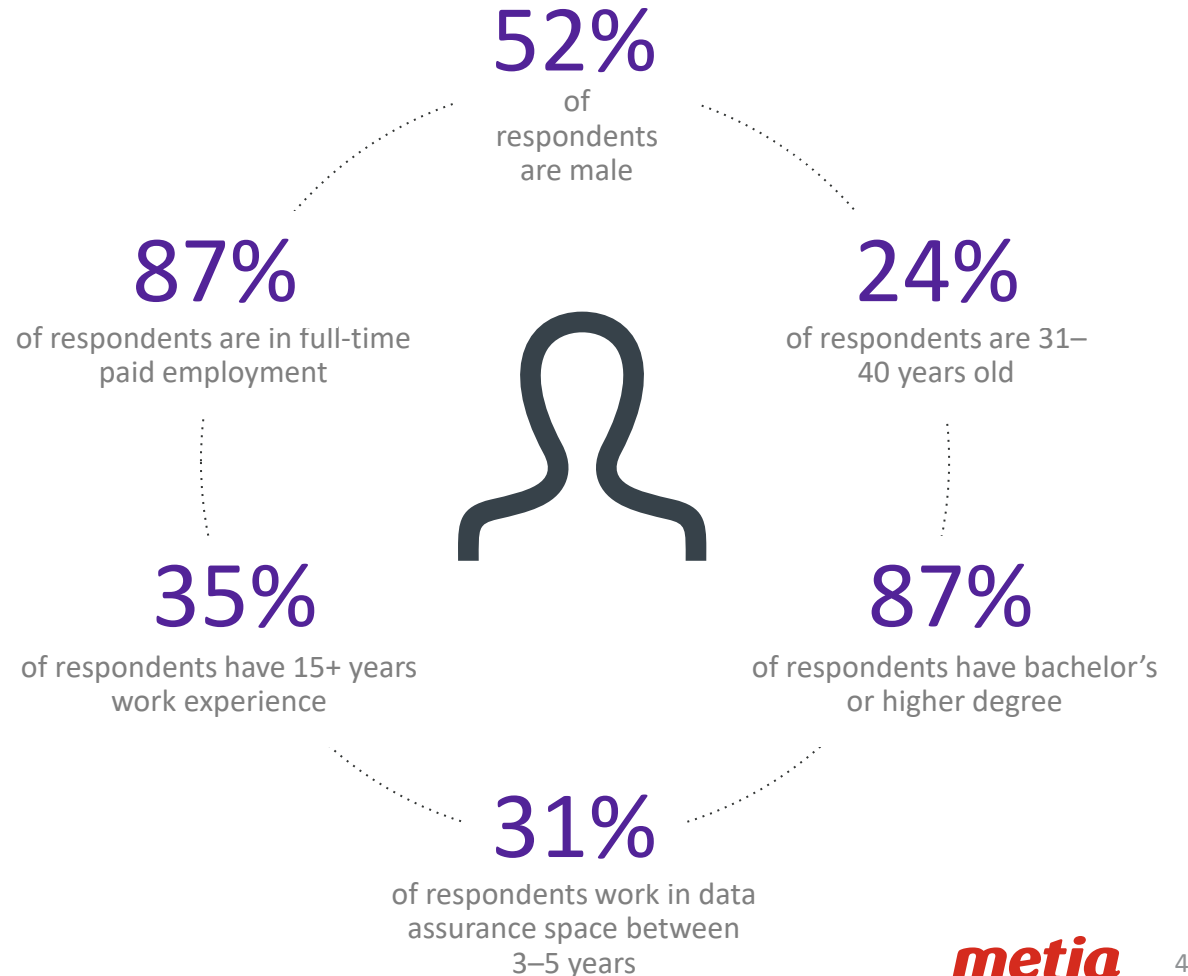
29% of respondents hold IT specialist/ manager/ engineer title



FRANCE



FRENCH DATA ASSURANCE MARKET SEES A HIGHER SHARE OF FEMALES IN THE WORKFORCE THAN THE OTHER SURVEYED COUNTRIES



Source: Metia, Data Assurance Survey

Q: Please indicate how do you identify yourself in terms of gender? Please indicate your age range. Please indicate your highest educational level. Please describe your employment status. Please indicate the tenure of your career. Please indicate how long have you worked in data assurance space. Please indicate your role in organization. Please select one answer, N=305

25% of respondents work for companies with 100+m SGD turnover

38% of respondents work for companies with 1,000–5,000 employees

38% of respondents hold managerial position

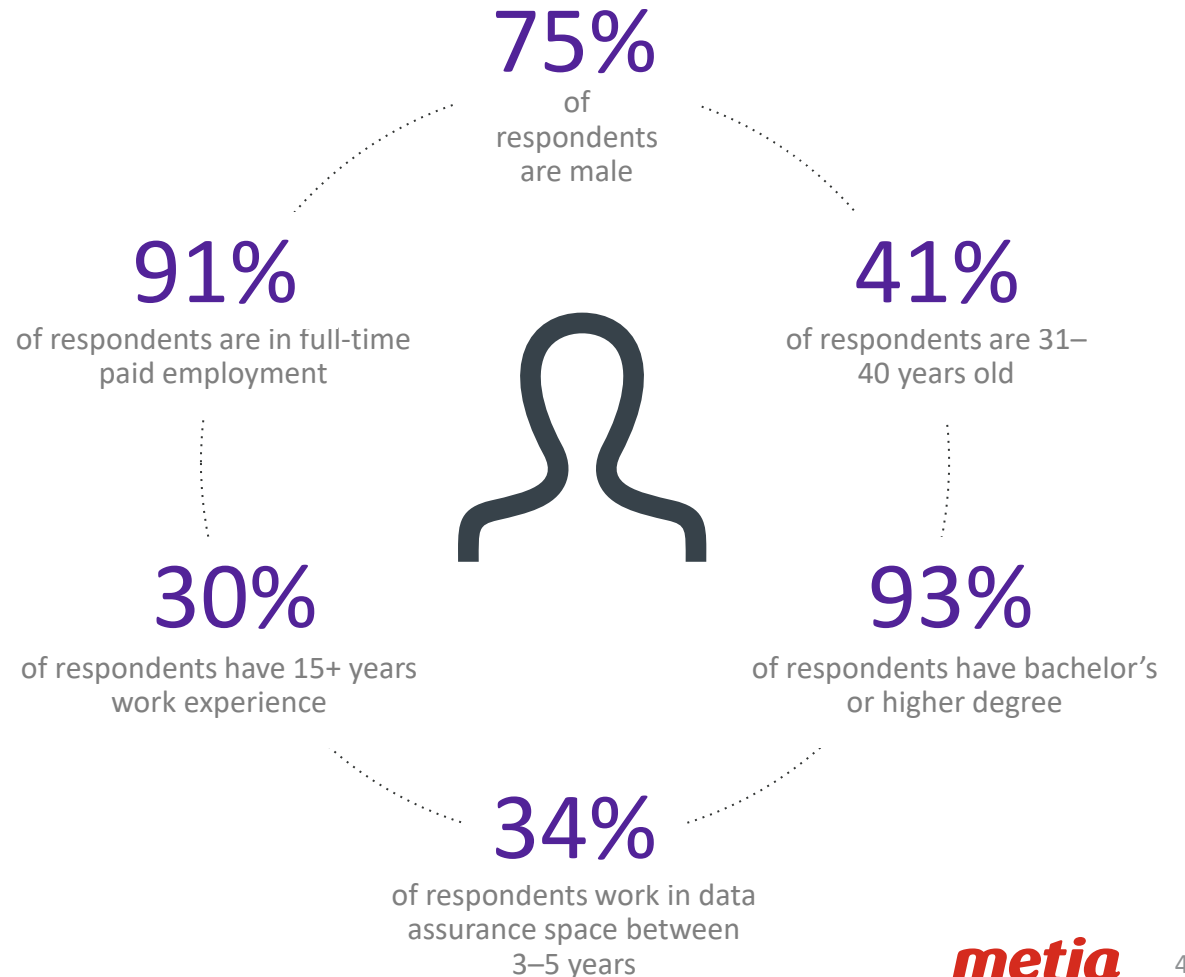
23% of respondents hold IT specialist/ manager/ engineer title



SINGAPORE



SINGAPOREAN DATA ASSURANCE EXPERTS TYPICALLY WORK FOR LARGE CONGLOMERATES



Source: Metia, Data Assurance Survey

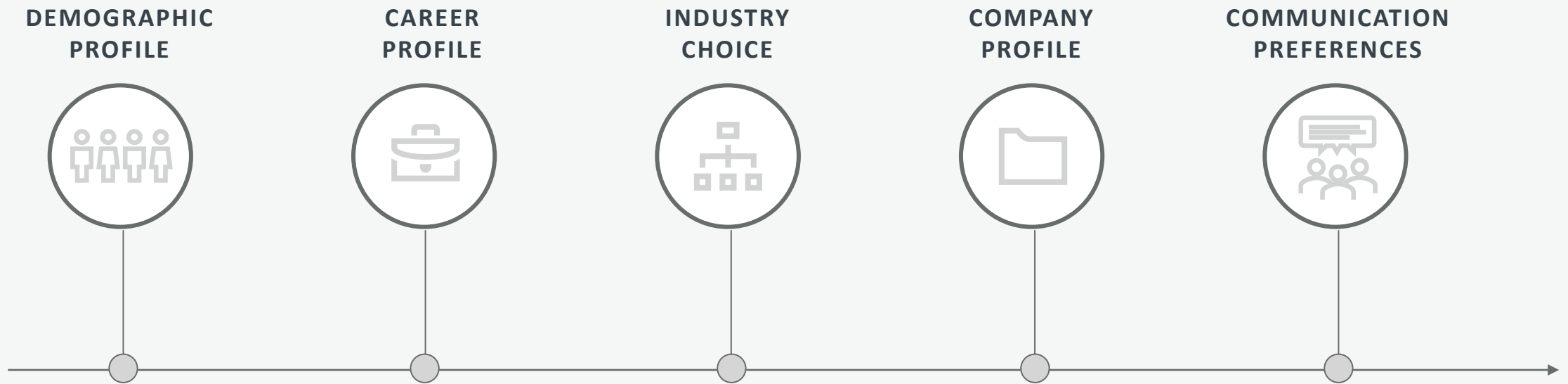
Q: Please indicate how do you identify yourself in terms of gender? Please indicate your age range. Please indicate your highest educational level. Please describe your employment status. Please indicate the tenure of your career. Please indicate how long have you worked in data assurance space. Please indicate your role in organization. Please select one answer, N=305



WHO WORKS IN THE DATA ASSURANCE SPACE?



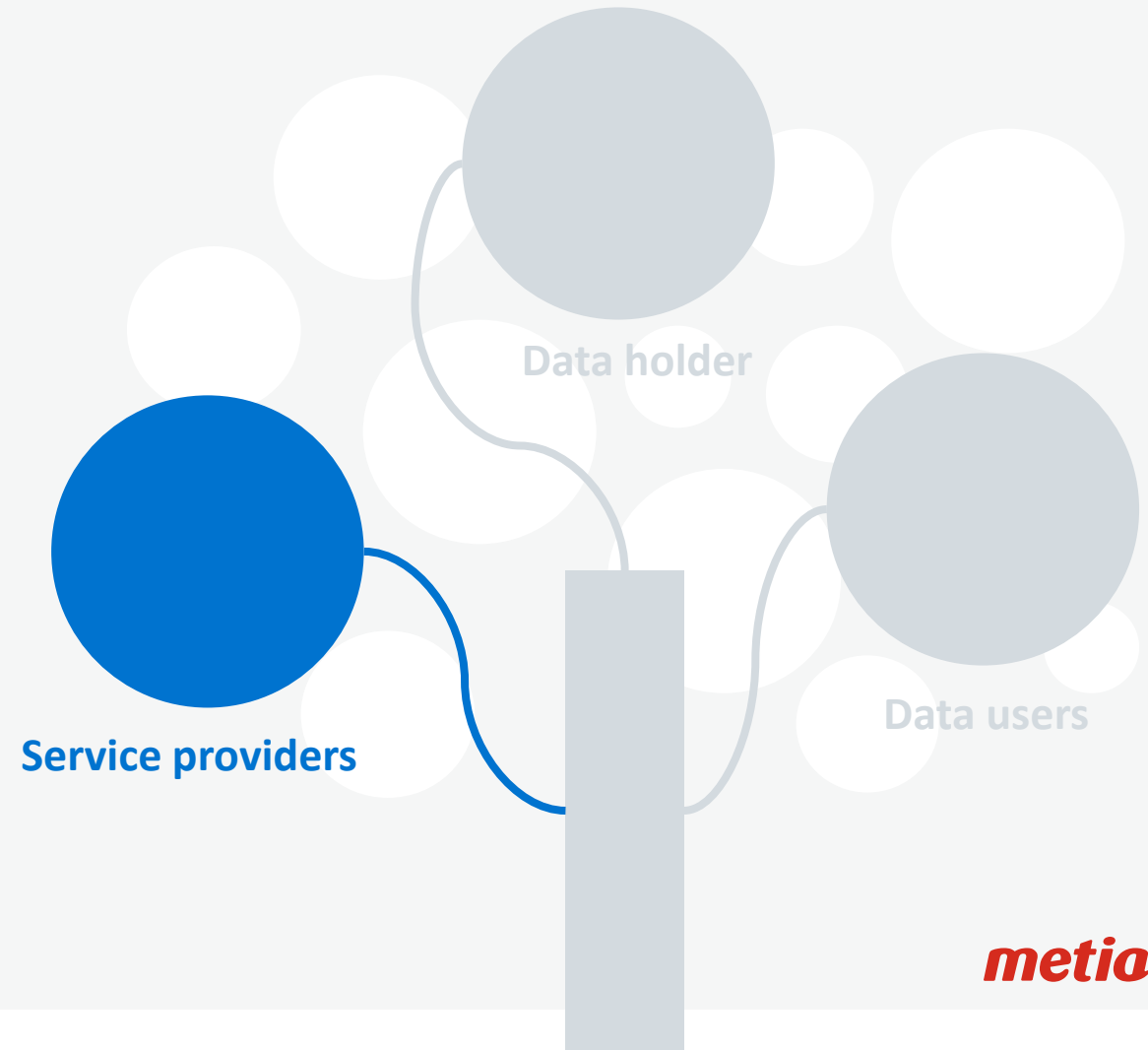
SEGMENT SPECIFIC PERSONA HIGHLIGHTS





SERVICE PROVIDERS OFFER A MIX OF INTERNAL AND EXTERNAL DATA ASSURANCE SERVICES

- 45%** of service providers originate from the US
- 89%** of service providers offer both internal and external data assurance services
- 50%** of service providers are between 31 and 40 years old
- 66%** of service providers are working for the companies that have been established over 10 years ago



Source: Metia, Data Assurance Survey
N=141



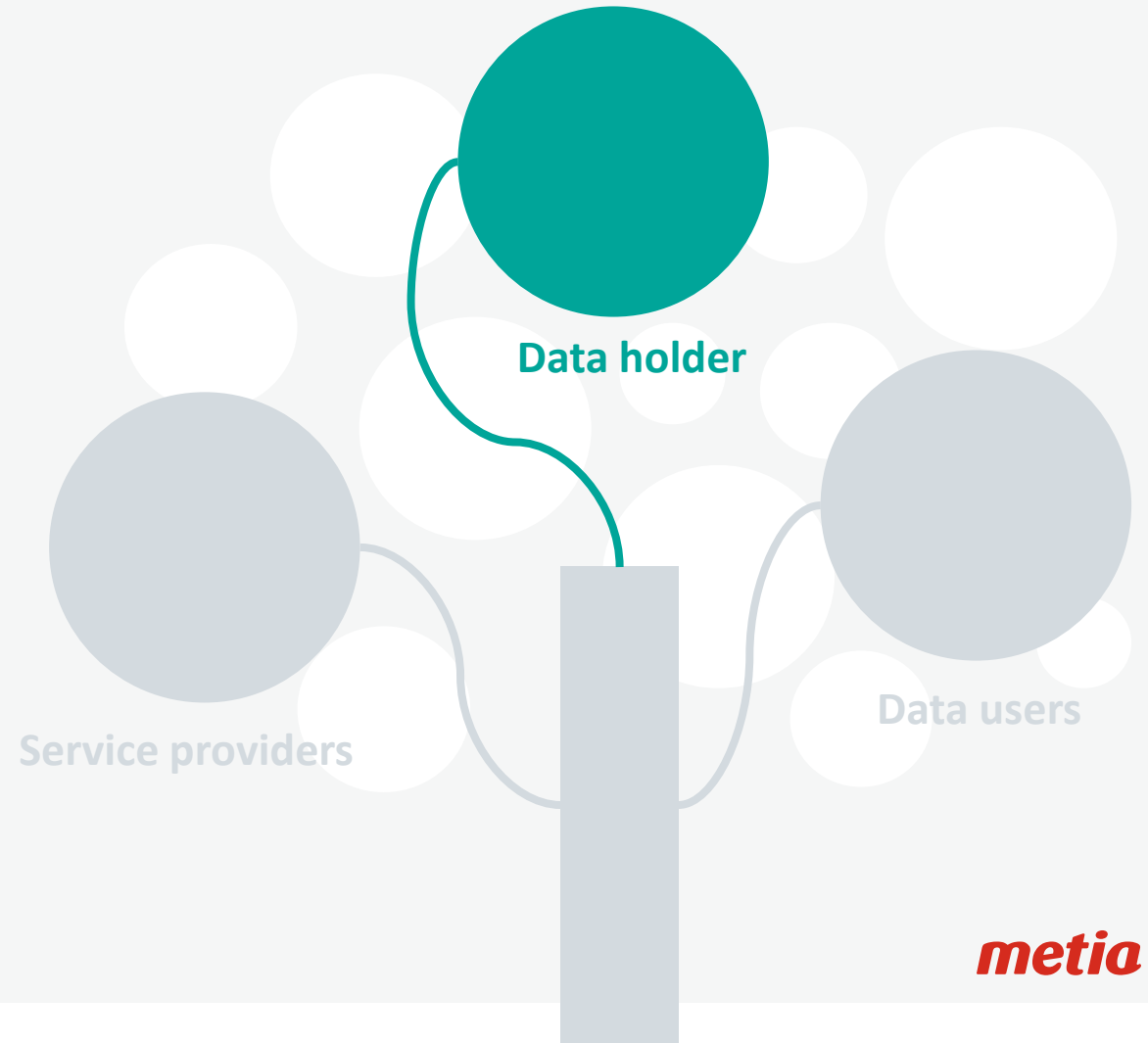
COMPANIES OPERATING FOR 10+ YEARS COMPRISE THE MAJORITY OF DATA HOLDERS INTERESTED IN DATA ASSURANCE

32% of data holders have between 3 and 5 years experience in data assurance field

42% of data holders are between 31 and 40 years old

23% of data holders work for companies with 1,000–5,000 employees

67% of data holders are working for the companies that have been established over 10 years ago



Source: Metia, Data Assurance Survey
N=141



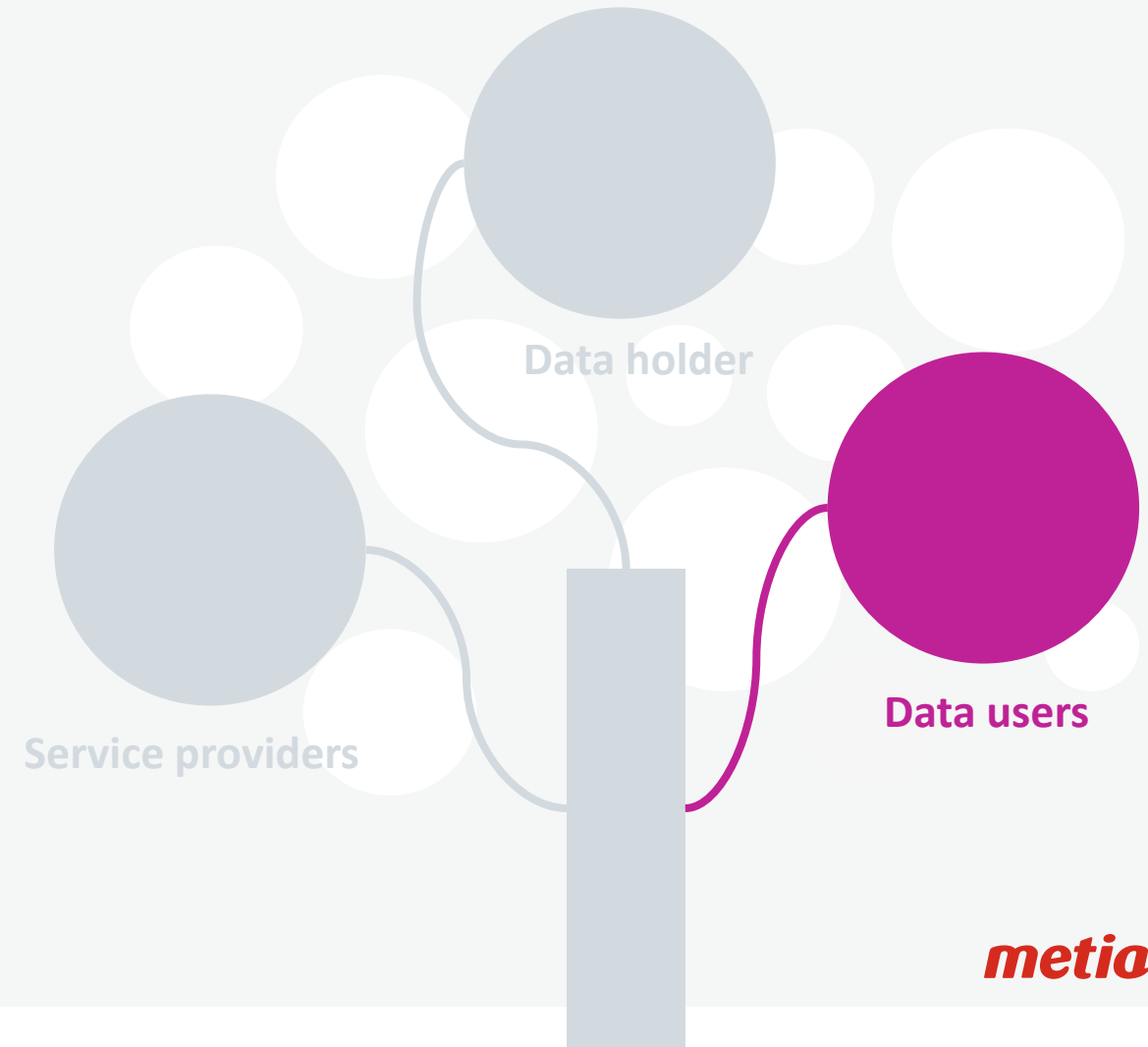
DATA USERS ARE TYPICALLY ESTABLISHED IN THEIR CAREERS IN TERMS OF TENURE, BUT ARE RELATIVELY NEW TO DATA ASSURANCE

45% of data users are between 36 and 40 years old

89% of data users work for companies with over 100m annual turnover

50% of data users have between 3 and 5 years of experience within data assurance field

66% of data users are working for the companies that have been established over 10 years ago



Source: Metia, Data Assurance Survey
N=141

DATA ASSURANCE THROUGH SUPPLY LENS



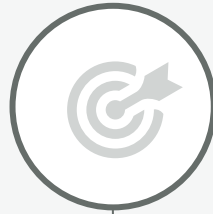
ASSESSMENT OF DATA ASSURANCE MARKET THROUGH THE SUPPLY LENS



**DATA ASSURANCE
SCOPE AND REACH**



DEEP-DIVE INTO
EXTERNAL DATA
ASSURANCE
OFFERING



MARKET DEMAND
AND WHITE SPACES



ATTITUDES
TOWARDS
PARTNERSHIPS





DATA ASSURANCE PROVIDERS TYPICALLY HAVE LIMITED GEOGRAPHICAL SCOPE, CATERING TO A SINGLE OR A FEW COUNTRIES

1-in-3 service providers offer services locally, catering to customers within a single country, which typically is the country of data assurers' establishment.

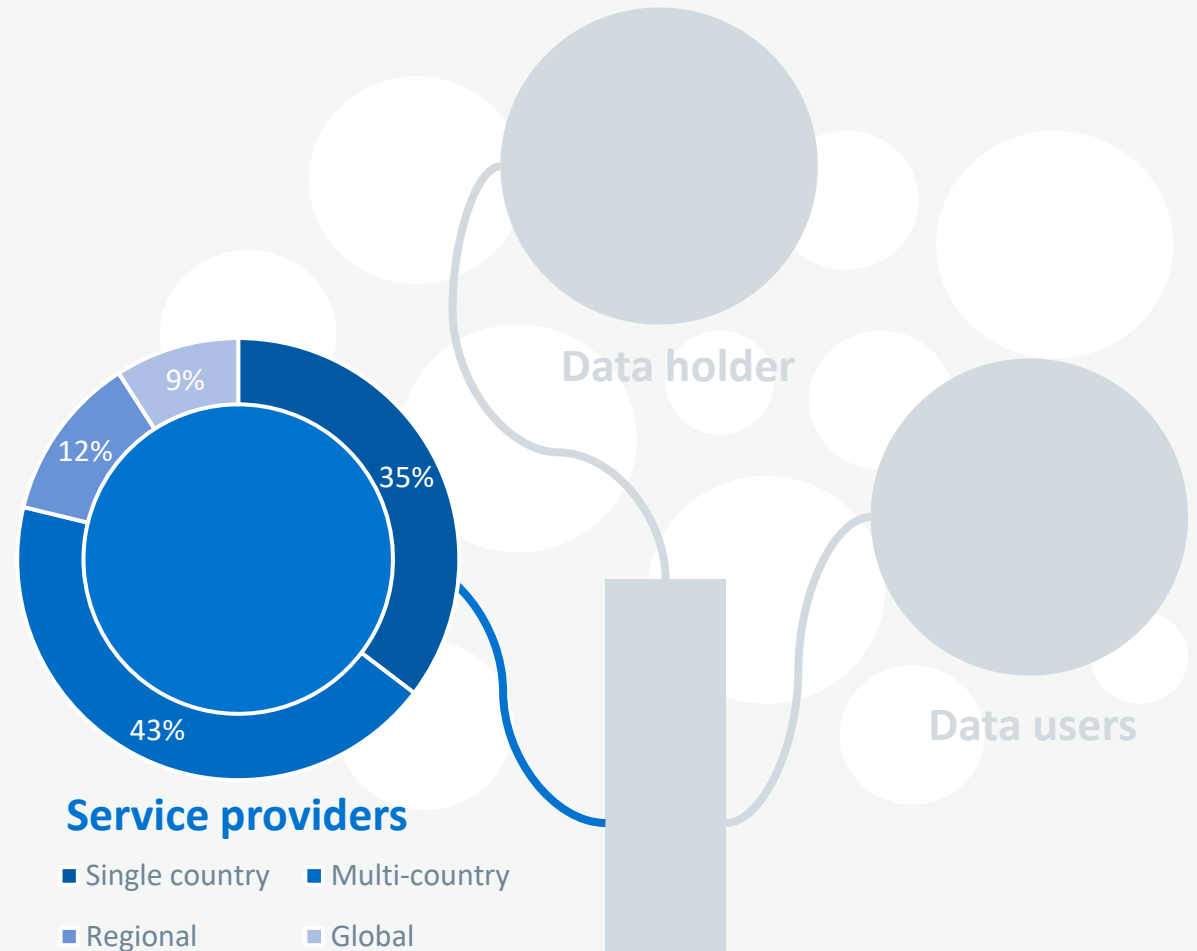
The **majority of service providers target customers within a few countries**, but do not extend their offering to the whole region, primarily targeting their home country and immediate neighbours.

As such, 86% of UK, German and French respondents indicated that their companies target customers within Western Europe; 93% of US respondents recognised North America as the focus region and 83% of Singaporean counterparts cater to Asia Pacific customers.

Despite globalisation and world-wide reach of technology, **data assurance is currently a largely localised industry.**

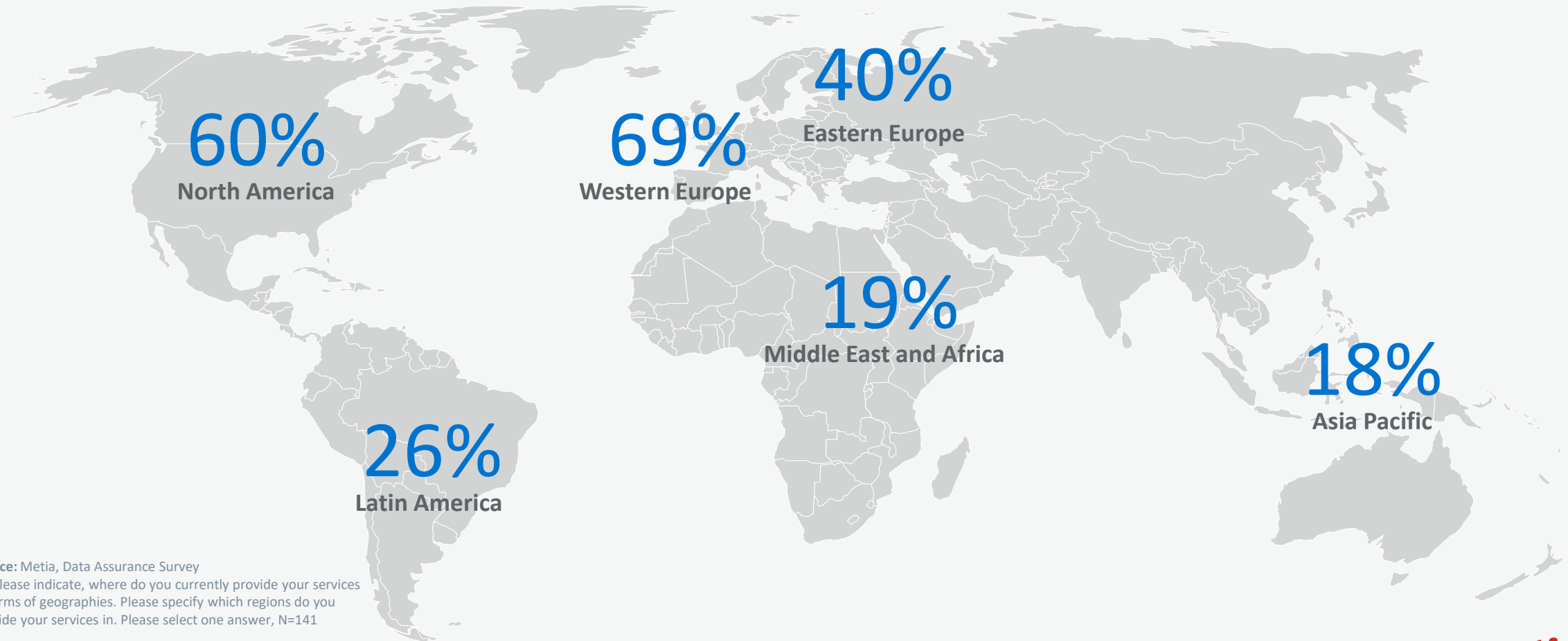
Source: Metia, Data Assurance Survey

Q: Please indicate, where do you currently provide your services in terms of geographies. Please specify which regions do you provide your services in. Please select one answer, N=141





NORTH AMERICA AND WESTERN EUROPE ARE THE KEY TARGET MARKETS, WHICH ALIGNS WITH THE GEOGRAPHIC FOOTPRINT OF ESTABLISHED DATA ASSURANCE PROVIDERS



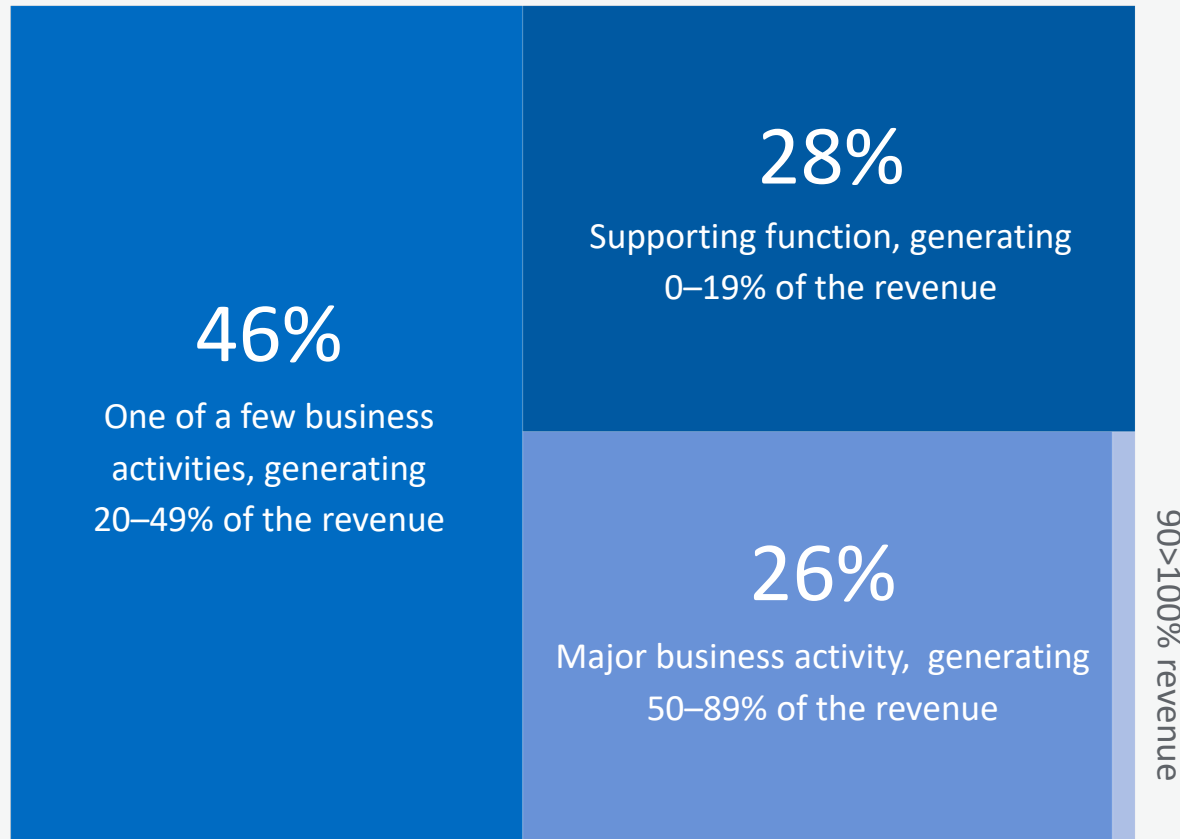
Source: Metia, Data Assurance Survey

Q: Please indicate, where do you currently provide your services in terms of geographies. Please specify which regions do you provide your services in. Please select one answer, N=141



THE MAJORITY OF PROVIDERS OFFER DATA ASSURANCE AS PART OF A WIDER PORTFOLIO OF SERVICES

THE STRUCTURE OF BUSINESS PORTFOLIO



The largest segment — **46% of respondents** — report that data assurance generates between 20% and 49% of the company's turnover.

Just over a **quarter of data assurance providers** offer **data assurance service as their only or major sales generating proposition**.

The majority of participants offer **data assurance services as an additional service/ product**. For **28%** of respondents, such a business model means that the data assurance function is a **supporting business activity**, generating less than a fifth of their sales.

This portfolio composition is indicative of how data assurance is emerging, especially amongst the dominant IT service providers.

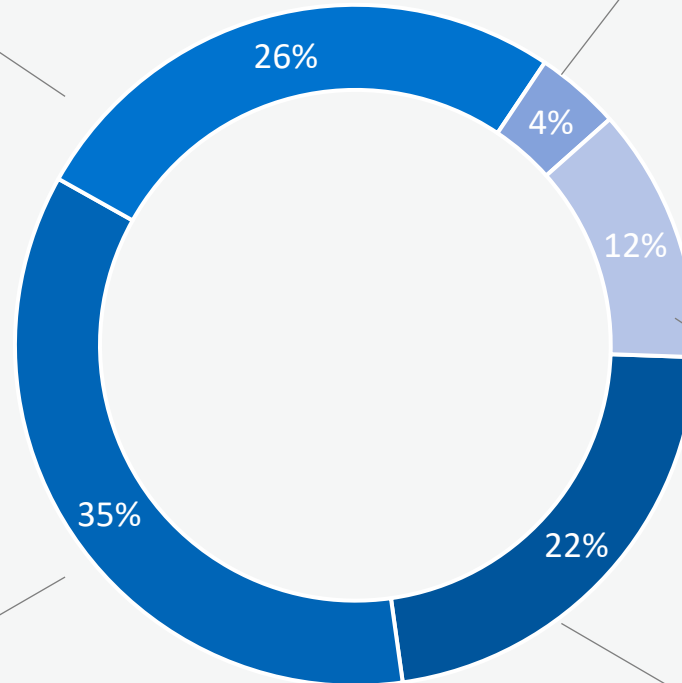


DATA ASSURANCE SERVICES ARE PROVIDED FOR A VARIETY OF EXTERNAL AND INTERNAL USES

THE STRUCTURE OF BUSINESS PORTFOLIO

Just over quarter of providers work with data assurance for data that is intended for external use (for example, industry specific metadata compliance, software verification)

Majority of providers focus on assuring quality of internally focused data that might be shared into the market (for example, auditing data, GDPR or other data standards compliance data)



Data assurance products / services for external (third party/ open) data that is exclusively intended for sharing outside of the organisation is niche (for example, open data quality assurance, data comparison, data exchange)

Some providers offer a combination of internal and external data assurance products and services

Nearly a quarter of providers work with assuring external data that is intended for purely internal use (for example, data transformation, data processing and data analytics)

Source: Metia, Data Assurance Survey

Q: Considering the overall product/ service portfolio of your organization, please tell us how big data assurance products/ services are for the business? Please select one answer, N=141



ASSESSMENT OF DATA ASSURANCE MARKET THROUGH THE SUPPLY LENS





EXTERNAL DATA ASSURANCE IS A SUPPLEMENTARY OFFERING TO A WIDER DATA ASSURANCE PORTFOLIO

Only 4% of service providers focus **exclusively on the assurance of external data**. The majority offer a blend of data assurance for internal and external uses, with **external data assurance currently considered as supplementary** to their core business.

This is changing, however, as **40% of respondents** believe that external data assurance is a business line that is gaining momentum, **generating between 5% and 10% of company's data assurance revenue**.

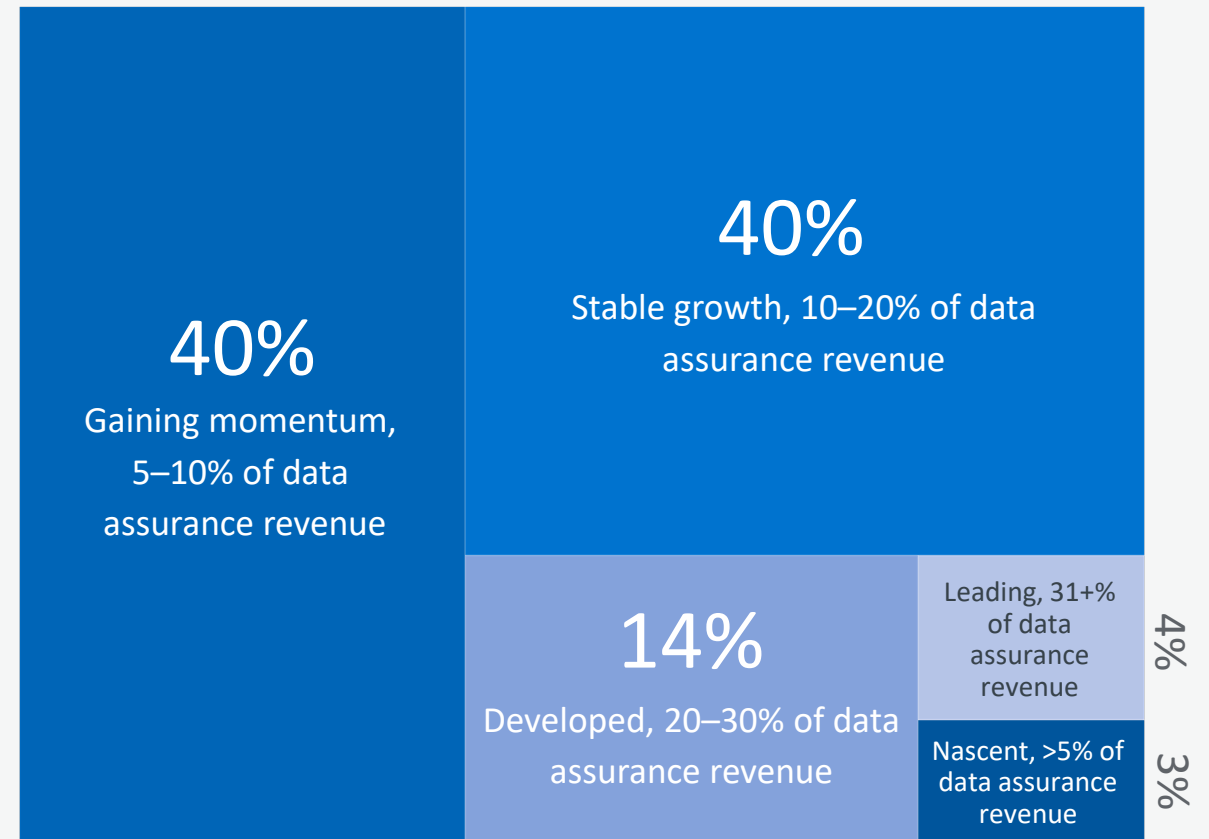
An additional 40% find that their external data assurance activities are now developed and have reached **stable growth**, accumulating **10% to 20% of data assurance revenue**.

Those for whom external data assurance generates **over 20% of the business' revenue** remain in a minority.

Source: Metia, Data Assurance Survey

Q: Please indicate how big is external data assurance offering for your organisation today. Please select one answer, N=141

EXTERNAL DATA ASSURANCE WEIGHT IN DATA ASSURANCE PORTFOLIO





EXTERNAL DATA ASSURANCE SERVICES ARE DIVERSE, HOWEVER ESTABLISHING SHARING PROCESSES AND DATA USAGE ARE KEY

THE RANGE OF EXTERNAL DATA ASSURANCE SERVICES

Product / services responsible for **data sharing** (e.g., setting up processes for data management across multiple ecosystems, assuring data consistency, traceability and quality)

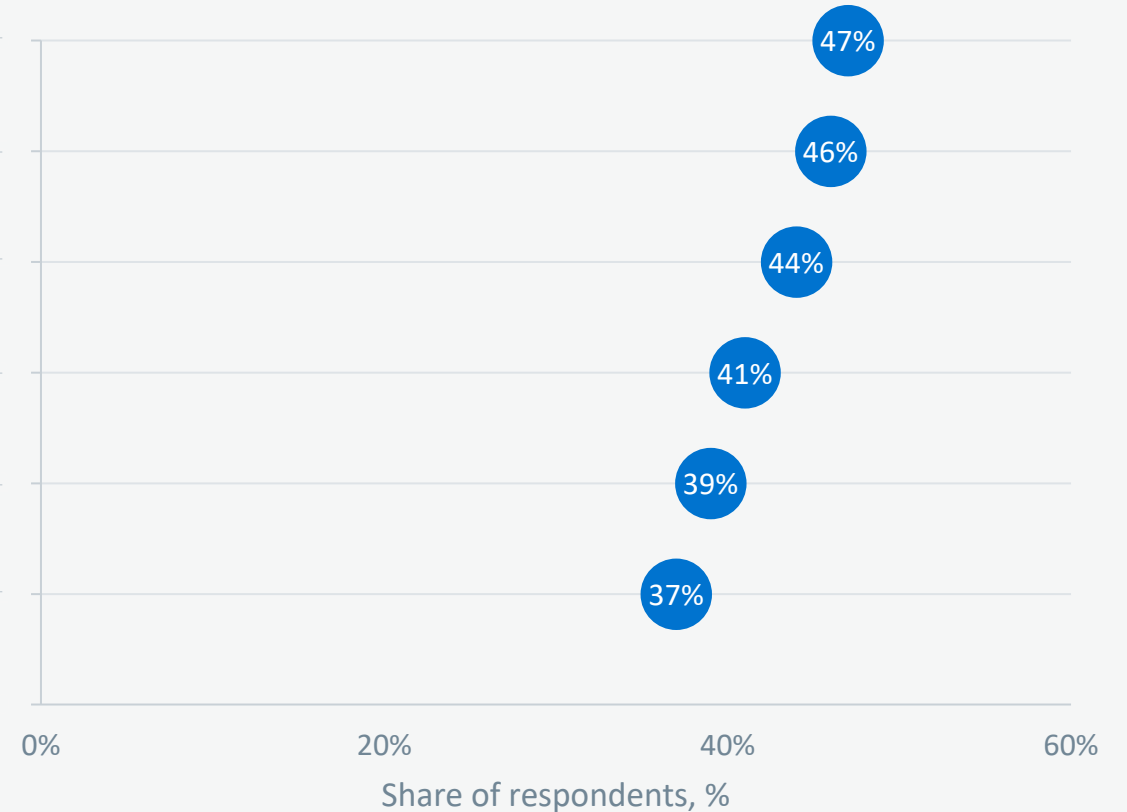
Product / services **putting data to use** (e.g., setting up processes helping companies identify and mitigate any activities that compromise data integrity and drive confidence up)

Product / services directed at **data privacy and security** (e.g., setting up processes for managing malicious data access or manipulation, in order to assure regulatory compliance)

Product / services improving **data quality** (e.g., setting up processes increasing data accuracy and creating insights)

Product / services targeting **data compliance** (e.g., setting up processes assuring the quality and status of the data)

Product / services aiming to improve **data governance** (e.g., setting up processes for data governance, data quality management and data sharing)



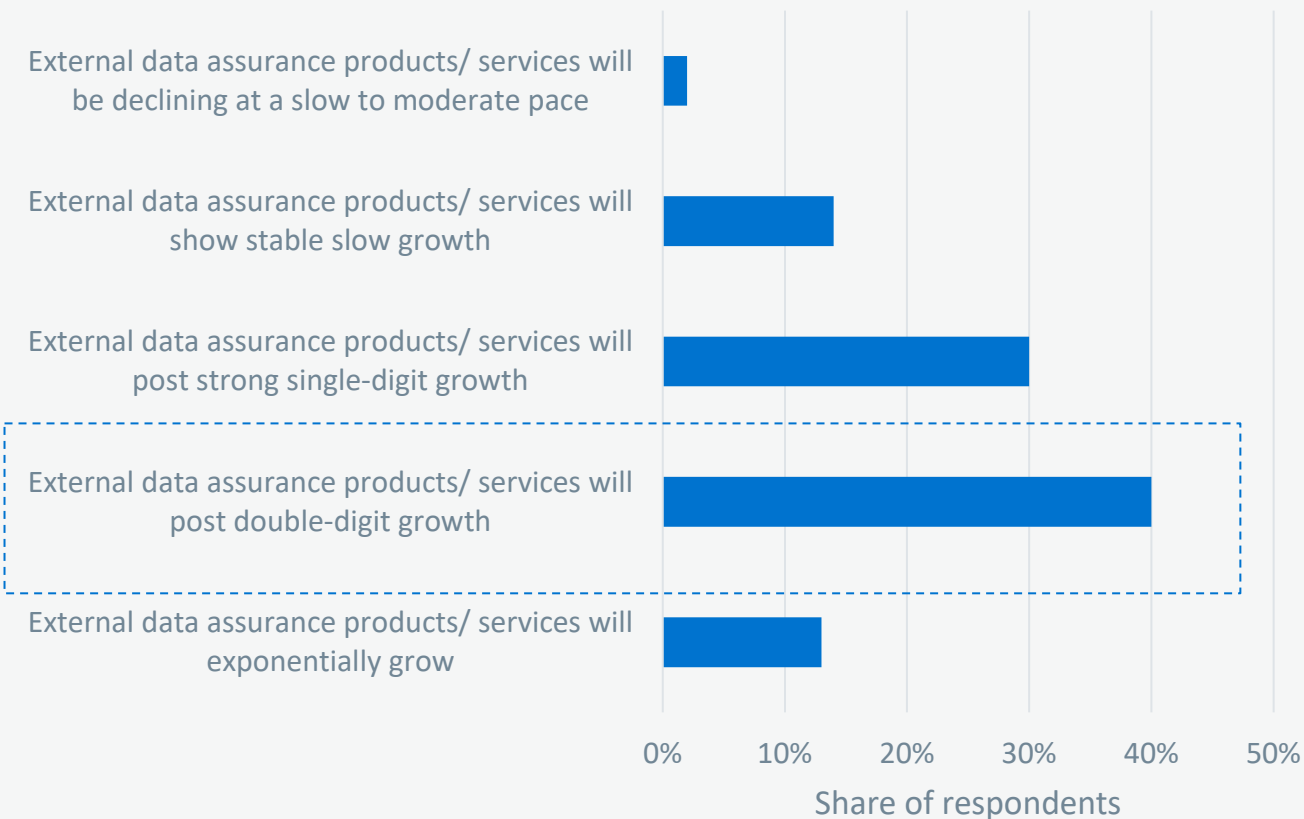
Source: Metia, Data Assurance Survey

Q: Please tell us in more detail what external data assurance products/ services the company you work for currently provides? (Select all relevant answers), N=141



STRONG GROWTH IS ANTICIPATED IN THE NEXT FIVE YEARS

ASSESSMENT OF EXTERNAL DATA ASSURANCE MARKET GROWTH POTENTIAL



98% of service providers believe that the external data assurance market is set to grow in the next five years. 40% of the sample expects to see double-digit growth, whilst 30% forecast more moderate growth in strong single digits.

Only 13% of service providers expect to see exponential growth in the near term, with the main reason cited for pessimism being the perceived deteriorating general economic outlook.

Only 2% of service providers, however, expect the current economic climate to cause a decline in the provision of external data assurance.



IT AND BANKING / FINANCIAL INDUSTRIES ARE THE KEY TARGETS FOR EXTERNAL DATA ASSURANCE OFFERING

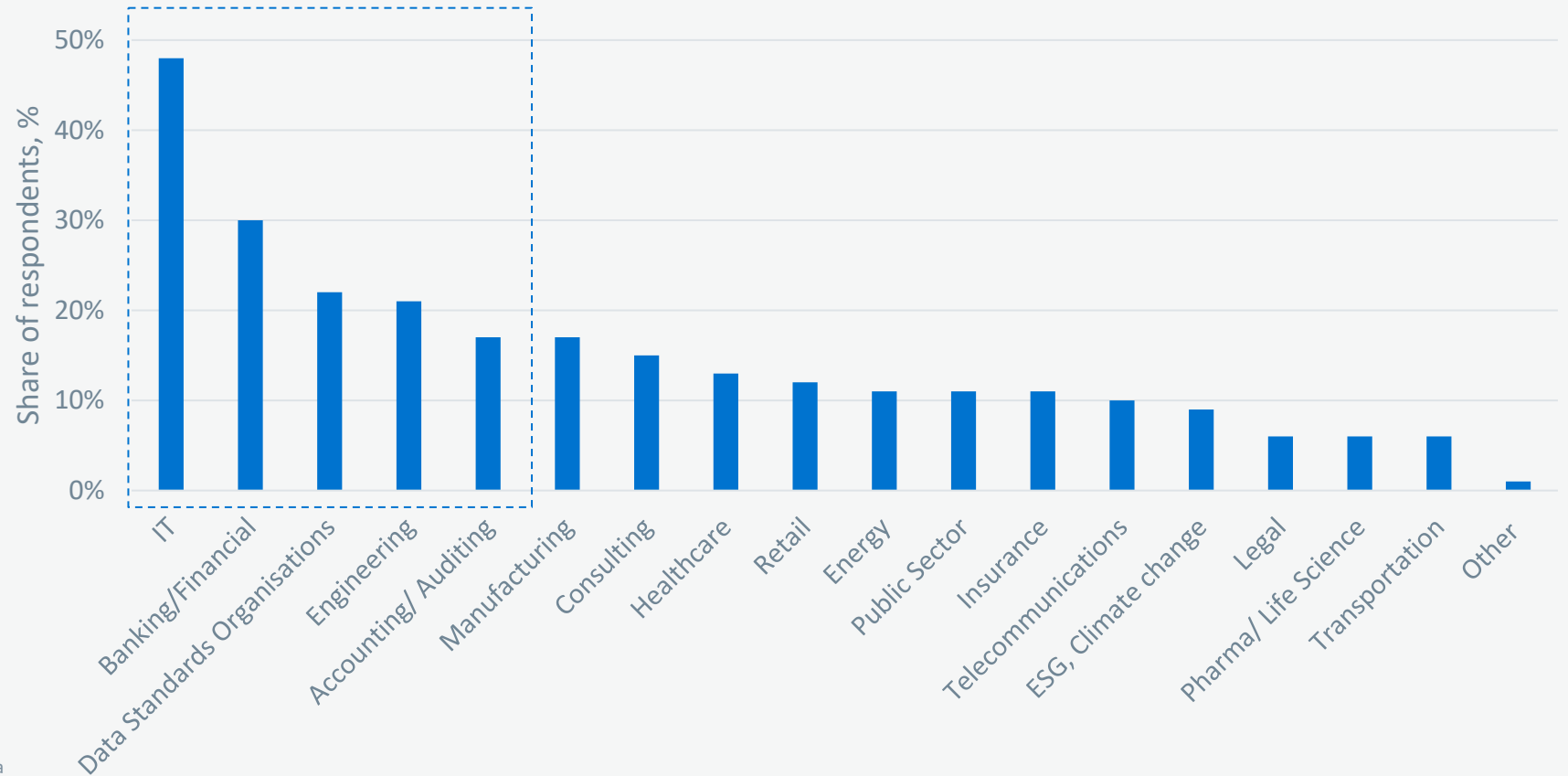
63%

of service providers cater to a single industry

37%

of service providers cater to multiple industry

THE KEY INDUSTRIES SERVICE PROVIDERS SELL EXTERNAL DATA ASSURANCE SERVICES TO



Source: Metia, Data Assurance Survey

Q: What are the key industries that you currently sell/ provide external data assurance products/services for? (Please select all relevant answers), N=141



MAJORITY OF SERVICE PROVIDERS EXPECT KEY INDUSTRIES TO MODERATELY GROW IN THE NEXT 5 YEARS

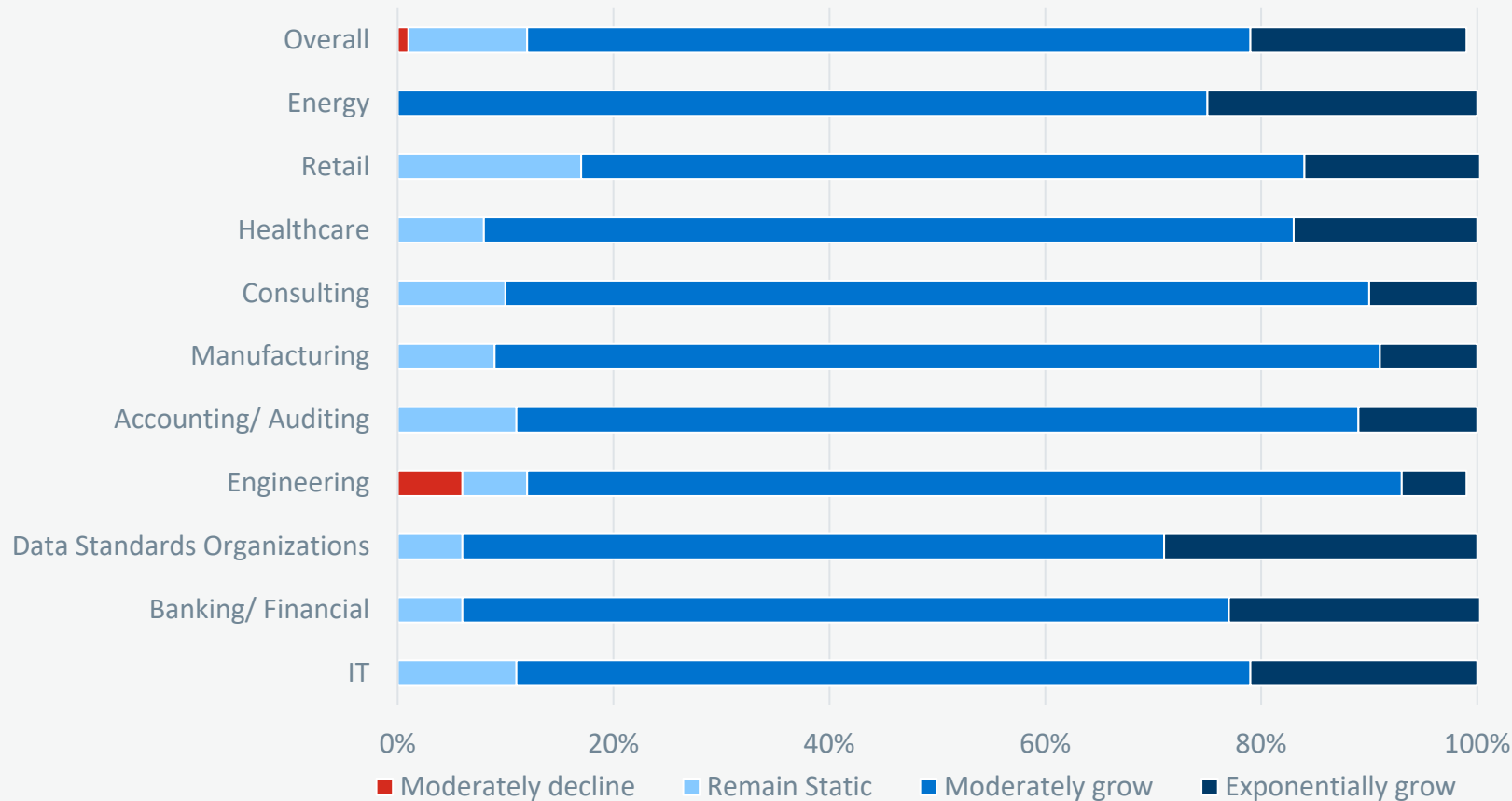
THE KEY INDUSTRIES SERVICE PROVIDERS SELL THEIR EXTERNAL DATA ASSURANCE SERVICES TO

69%

of those serving multiple industries customise their offer by industry

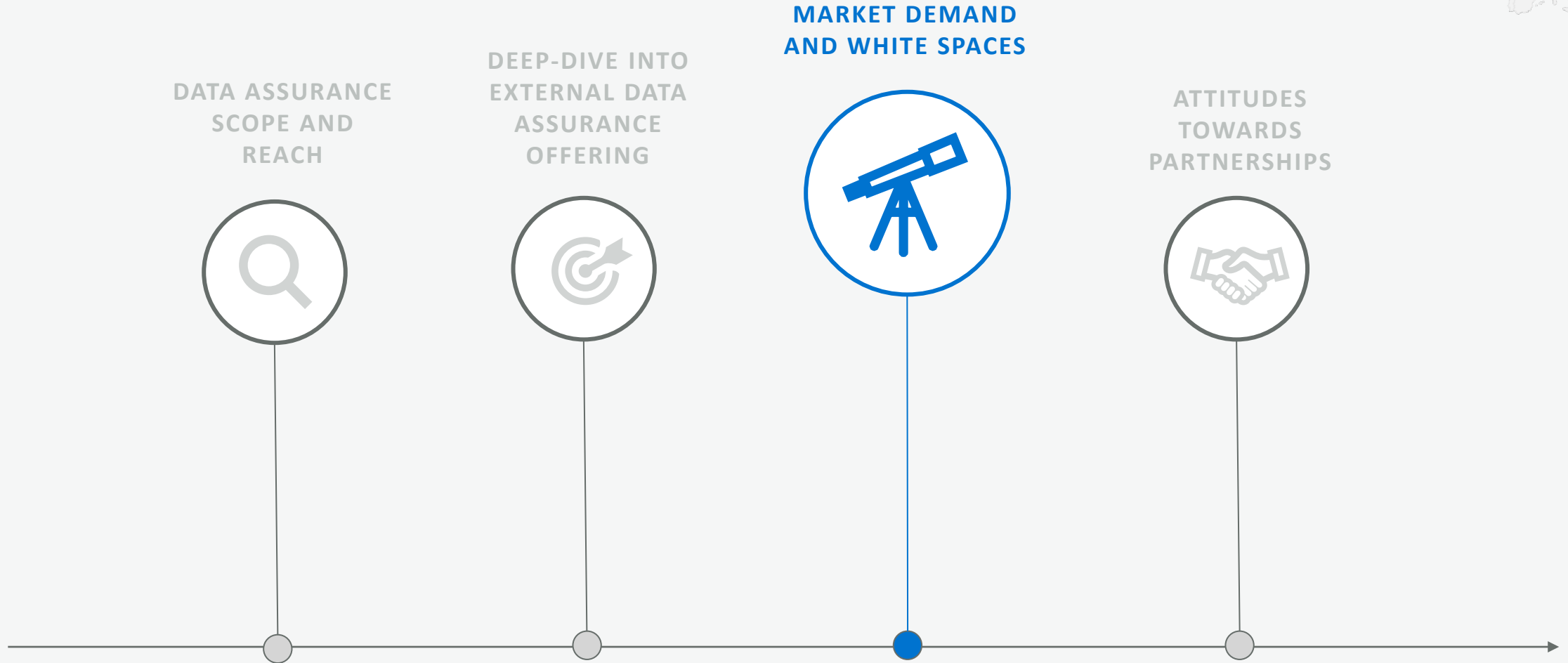
Service providers believe that increasing the sophistication and pure volume of data that organisations use in their daily operations, layered with stricter regulatory environment in terms of data privacy and security, will lead to increasing demand for external data assurance services.

Providers also expect automotive, retail and media industries to gain appetite for their services.





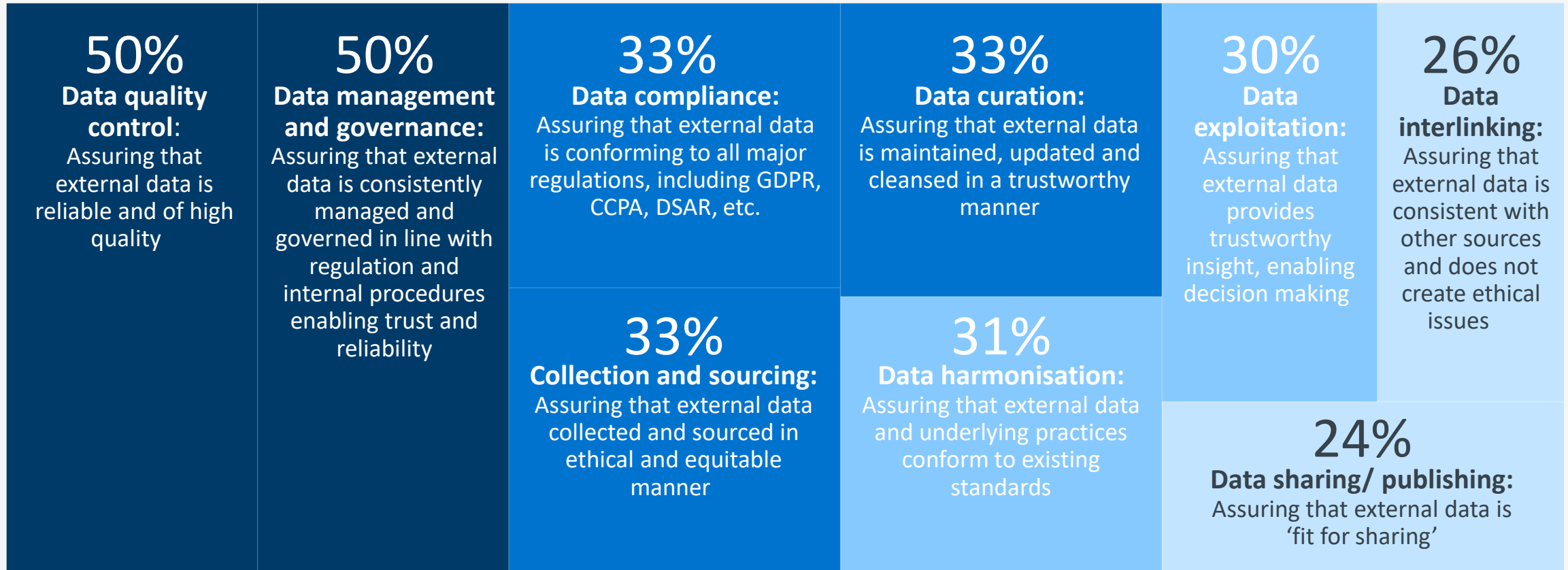
ASSESSMENT OF DATA ASSURANCE MARKET THROUGH THE SUPPLY LENS





THE LACK OF QUALITY CONTROL AND DATA GOVERNANCE ARE SEEN AS KEY PAIN POINTS BY DATA ASSURERS

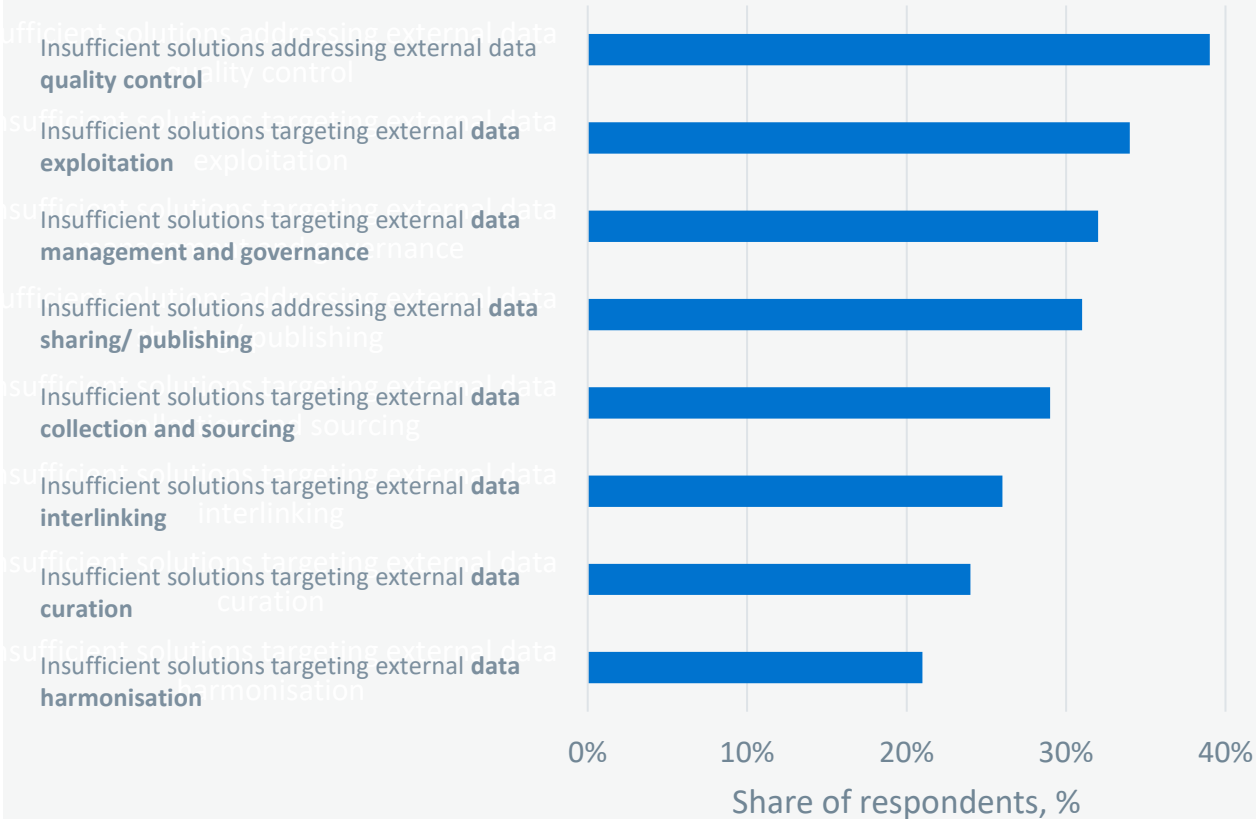
SERVICE PROVIDERS ATTITUDES TOWARDS KEY PAIN POINTS ON THE DEMAND SIDE





QUALITY CONTROL IS THE BIGGEST GAP IDENTIFIED IN CURRENT PROVISION BY SERVICE PROVIDERS IN ASSURANCE OF EXTERNAL DATA

ASSESSMENT OF EXTERNAL DATA ASSURANCE MARKET GAPS



Service providers identify a number of areas where current provision is not meeting market demand for external data assurance.

39% of service providers believe that the biggest white space lies in assuring the **quality of external data**, as the market demands reliability and credible data.

This leads to the next biggest opportunity, **external data exploitation**, supported by 34% of the sample, whereby service providers assure the quality of insight developed on the basis of external data and preparation for decision making.

This is closely followed (32% of the sample) by **data governance**, focusing on assurance of external data consistency and management in line with set regulations and procedures, enabling trust and reliability.



ASSESSMENT OF DATA ASSURANCE MARKET THROUGH THE SUPPLY LENS

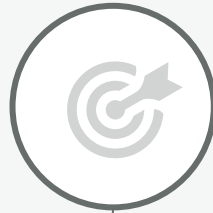


**ATTITUDES
TOWARDS
PARTNERSHIPS**

DATA ASSURANCE
SCOPE AND
REACH



DEEP-DIVE INTO
EXTERNAL DATA
ASSURANCE
OFFERING



MARKET DEMAND
AND WHITE SPACES





DATA ASSURERS SEE VALUE IN PARTNERING WITH A DATA ASSURANCE STANDARDS BODY AND DEVELOPING BEST PRACTICES

38%

of service providers believe that working in partnership with Data Assurance Standards Body / to a Code of Practice in order to bring higher credibility and trust to our clients, would improve their reputation and bottom-line

26%

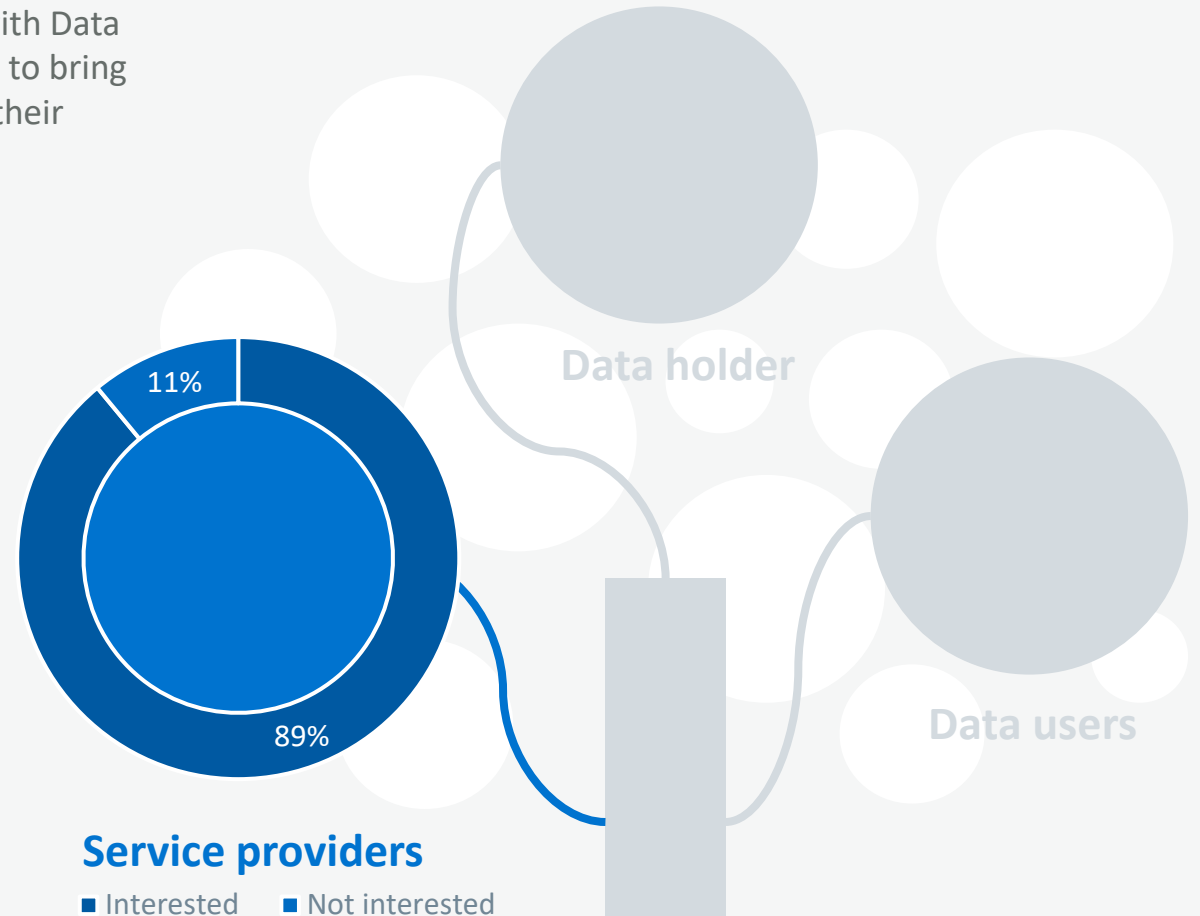
of service providers believe that being accredited practitioners in External Data Assurance by a Standards Body / Code of Practice would add value to their process and create best-practice trust

25%

of service providers believe that being certified by a Data Assurance Standards Body / Code of Practice would positively impact their reputation and trustworthiness

11%

of service providers believe that there is no value-add in partnering with a Standards Body because they are already reputable



Source: Metia, Data Assurance Survey

Q: Please tell us do you see a value-add for your organization to work in partnership with a data assurance standards body?
Please select one answer, N=141

DATA ASSURANCE THROUGH THE DEMAND LENS

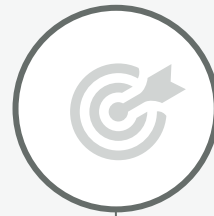


ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS

DATA HOLDERS: SCOPE AND REACH



DEMAND STRUCTURE AND MOTIVATIONS



BUYING PATTERNS



PREFERRED SUPPLIERS

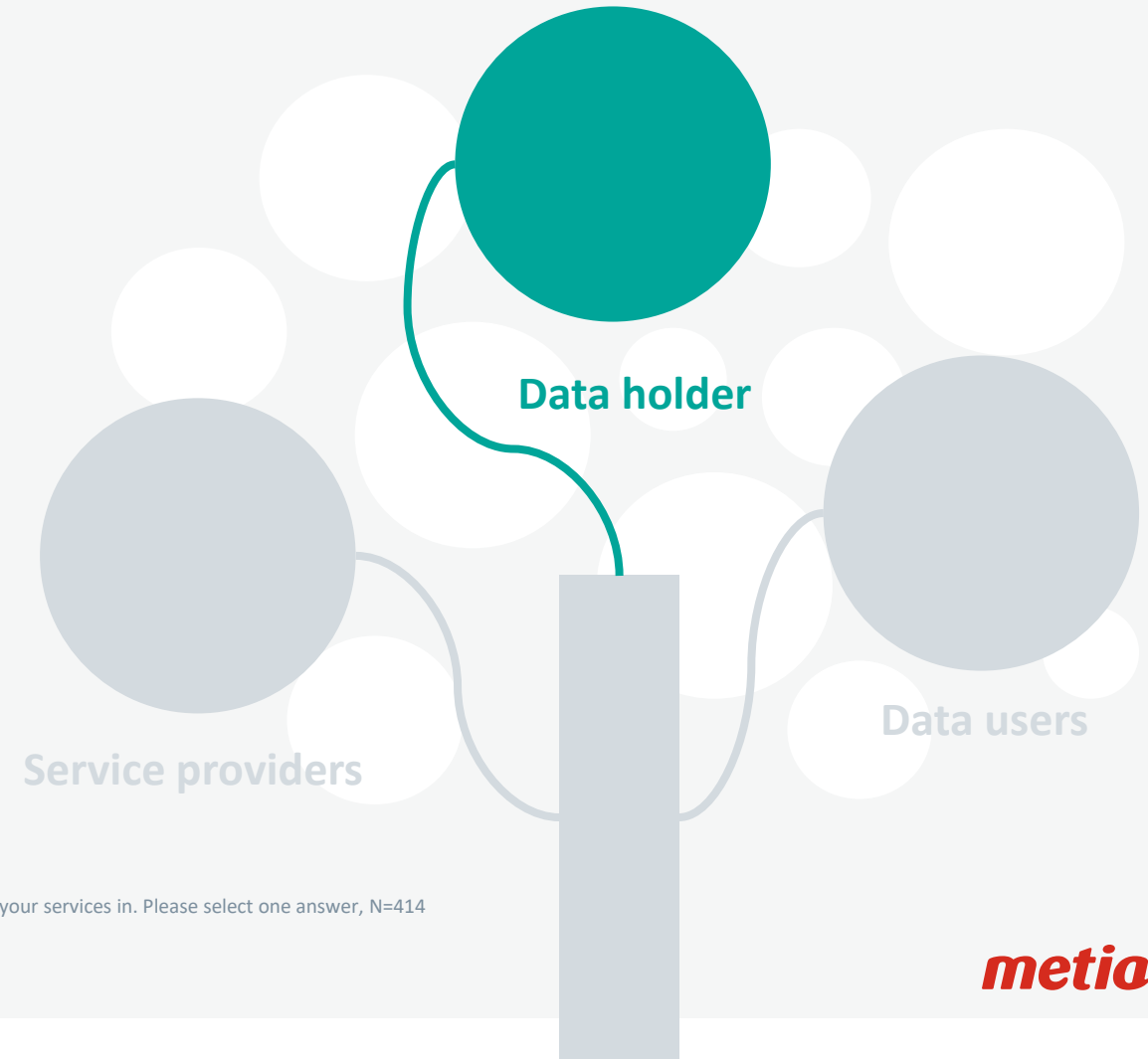




DATA HOLDERS PRIMARILY SERVICE THE MARKET WITHIN THEIR IMMEDIATE GEOGRAPHICAL AREA

Nearly 8 in 10 data holders operate either in a single country or on a multi-country basis. The largest segment of respondents (43%) focus only on a single country, underlining the local nature of current market demand.

Only one fifth of data holders operate on either a regional or global basis. This indicates that multi-national data holders only form a minority section of the market, and that demand is currently limited for cross-border external data flows.

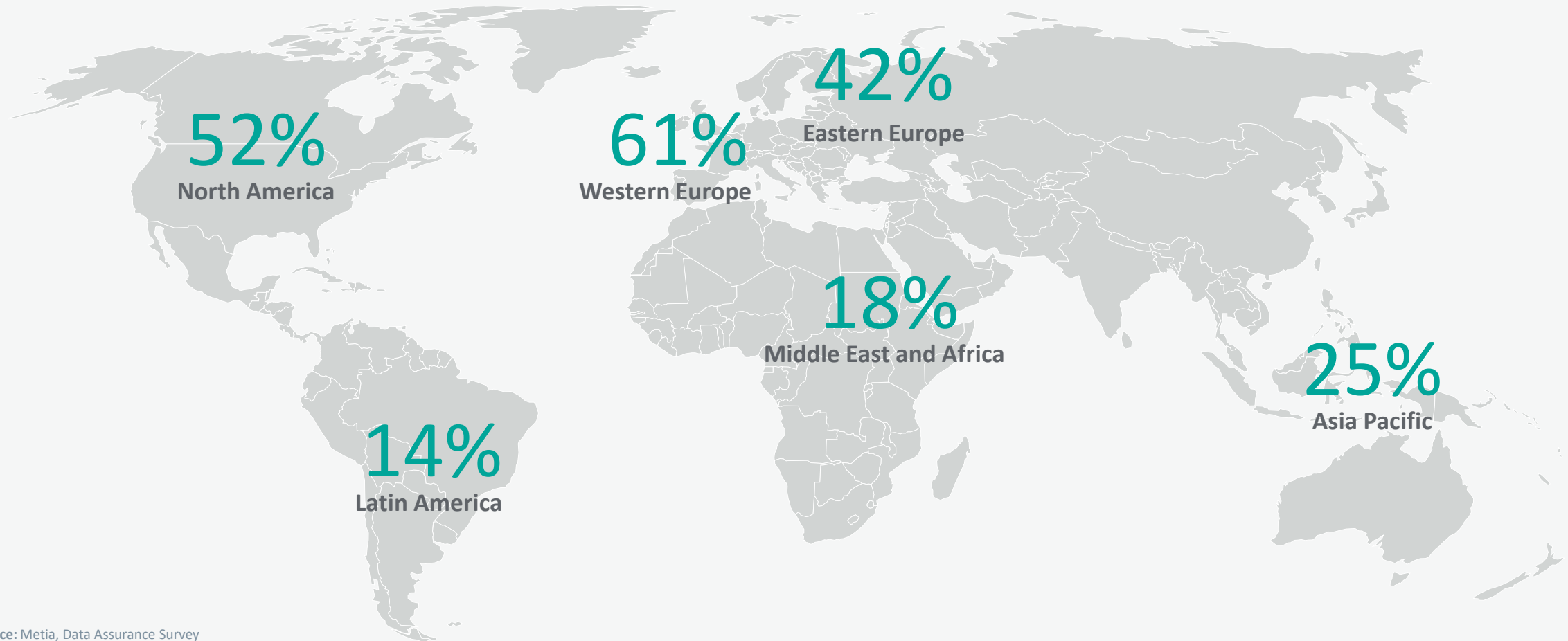


Source: Metia, Data Assurance Survey

Q: Please indicate, where do you currently provide your services in terms of geographies. Please specify which regions do you provide your services in. Please select one answer, N=414



EUROPE AND NORTH AMERICA HAVE THE HIGHEST CONCENTRATION OF DATA HOLDERS INTERESTED IN EXTERNAL DATA ASSURANCE



Source: Metia, Data Assurance Survey

Q: Please indicate, where do you currently provide your services in terms of geographies. Please specify which regions do you provide your services in. Please select one answer, N=414



ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS



DEMAND STRUCTURE AND MOTIVATIONS

DATA HOLDERS:
SCOPE AND
REACH



BUYING
PATTERNS



PREFERRED
SUPPLIERS





DATA HOLDERS OPT FOR DATA ASSURANCE IN ORDER TO IMPROVE THE QUALITY OF THEIR DATA AND MINIMISE RISKS



18%



9%



8%

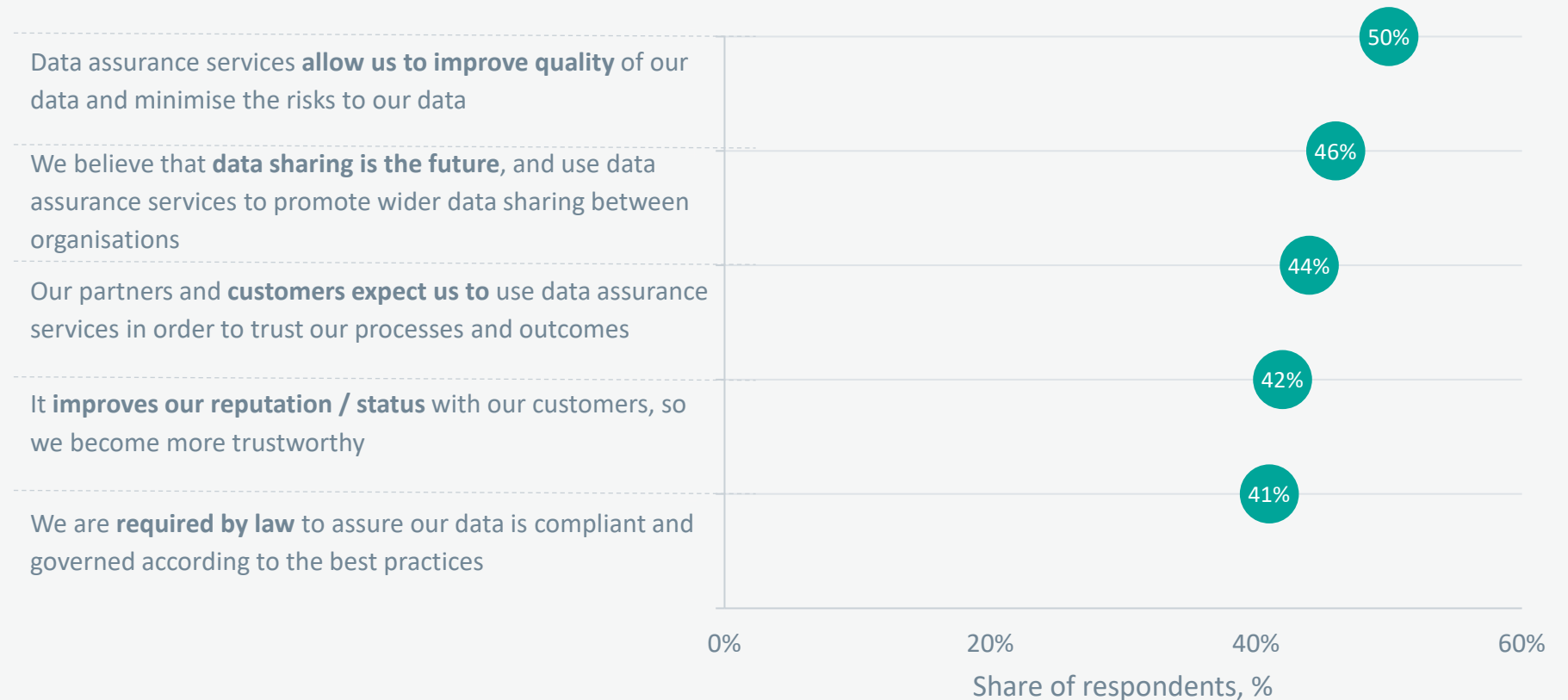


8%



6%

DATA HOLDERS' MOTIVATIONS BEHIND USAGE OF DATA ASSURANCE





MAJORITY OF DATA HOLDERS DEMAND A BLEND OF INTERNAL AND EXTERNAL DATA ASSURANCE SERVICES

DATA ASSURANCE SERVICES DEMAND STRUCTURE

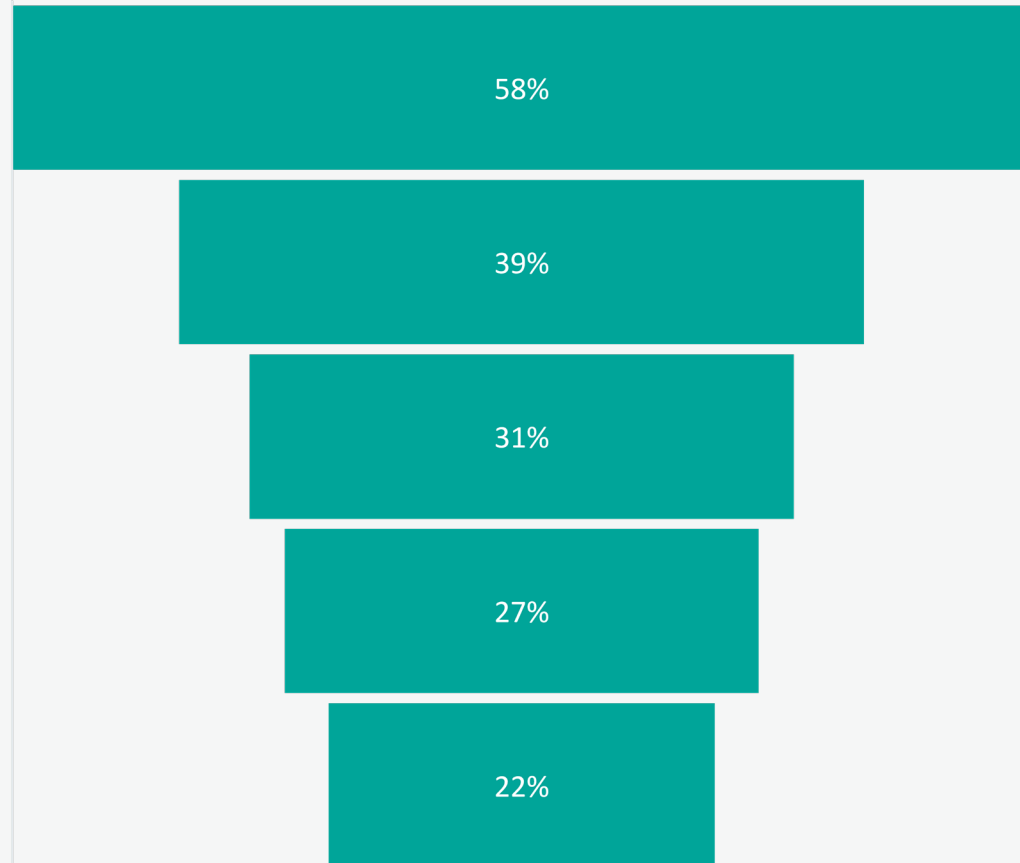
Data assurance products / services for **internally focused data that might be shared** into the market (for example, auditing data, GDPR or other data standards compliance data)

Data assurance products / services for **externally-focused data that is intended for external use** (for example, industry-specific metadata compliance, software verification)

Exclusively internal data assurance products / services (for example, data transformation, data processing and data analytics of data generated by the client, which is not shared or used externally)

Data assurance products / services for external (third party / open) data that is **exclusively intended for sharing outside of** the organisation (for example, open data quality assurance, data comparison, data exchange)

Combination of internal and external data assurance solutions



44%

of data holders believe data assurance has a **highly positive impact** on their organisation's trustworthiness

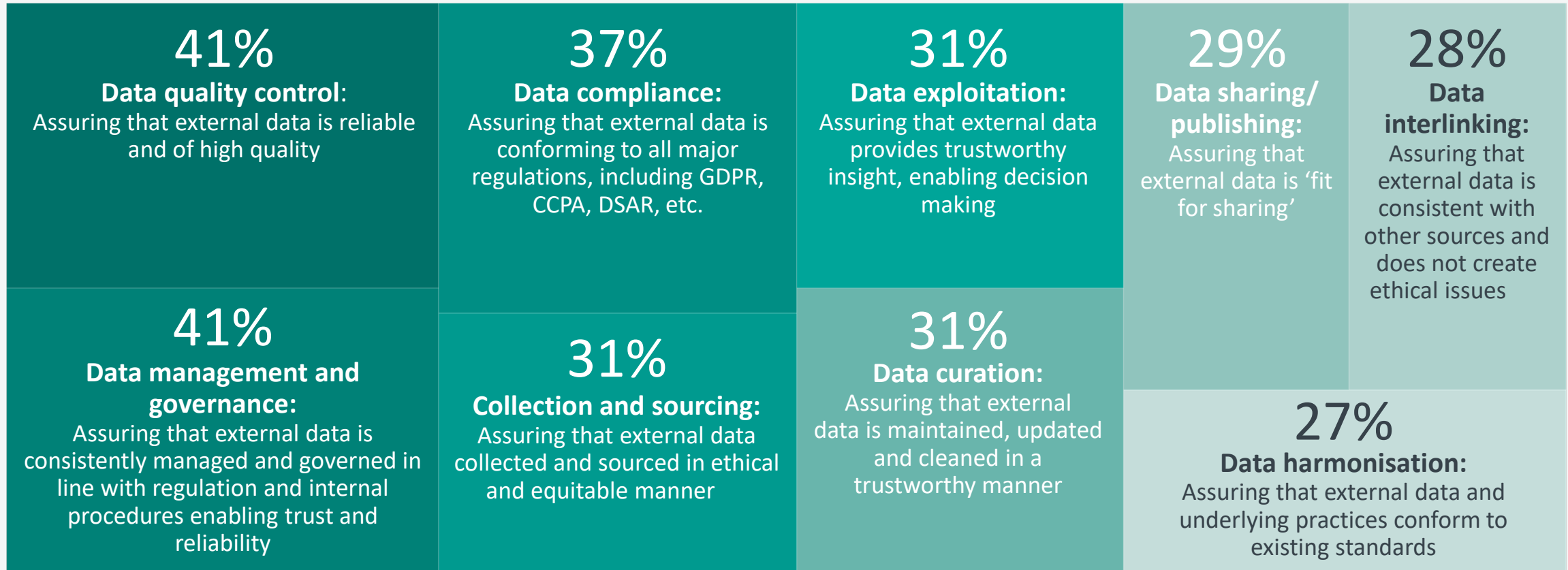
50%

of data holders believe data assurance has a **moderately positive impact** on their organisation's trustworthiness



DATA QUALITY, GOVERNANCE AND COMPLIANCE ARE THE TOP-3 CHALLENGES DATA HOLDERS ARE LOOKING TO SOLVE

DATA HOLDERS' ATTITUDES TOWARDS THE KEY PAIN POINTS OF EXTERNAL DATA ASSURANCE



Source: Metia, Data Assurance Survey



MAJORITY OF DATA HOLDERS BELIEVE THAT REQUIRED EXTERNAL DATA ASSURANCE SOLUTIONS ALREADY EXIST

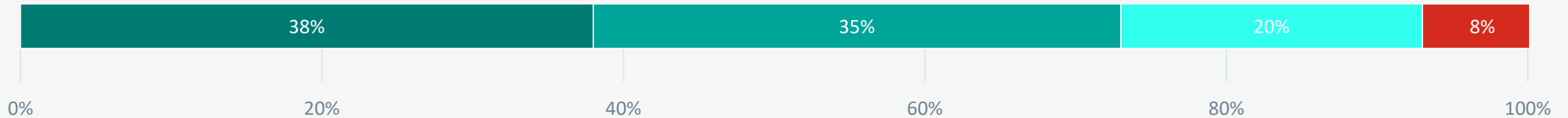
ATTITUDES TOWARDS SUPPLY EFFICACY AND ACCESSIBILITY

Yes, there are products/ services addressing a few key problems, but not all of them

Yes, there are accessible products/ services addressing all of the key demands

Yes, there are products/ services addressing key problems, but they are too expensive for us to afford them

No, the data assurance proposition is not yet developed and does not address key pain-points



92% of data holders responded positively regarding the existing provision in the market for external data assurance products / services. Only a minority of 8% consider current market provision as inadequate for their current requirements.

The largest segment — 38% of respondents — believe that whilst the core of their requirements are being addressed, **gaps do remain in the provision of external data assurance products / services.**

The second most popular response is more positive still about existing market provision, with **35% reporting that accessible products / services are addressing all of their key demands.**

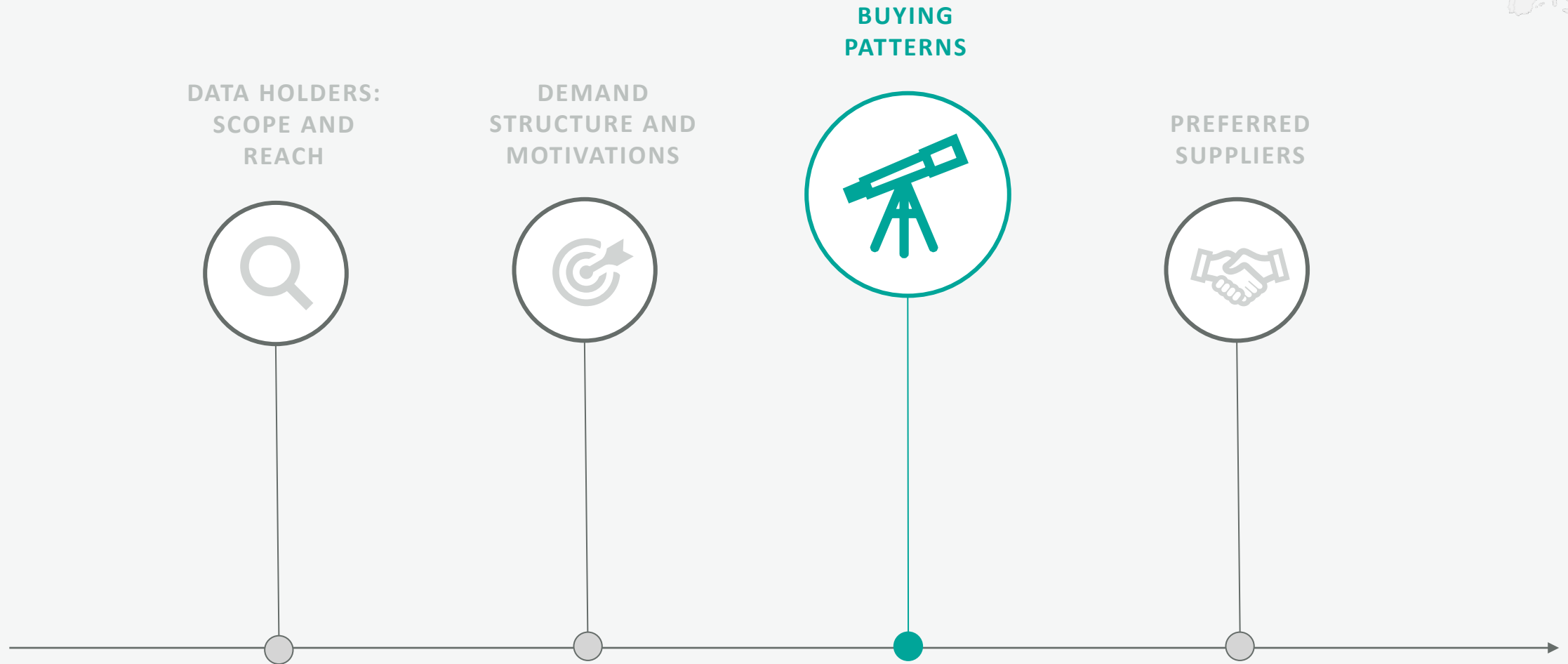
20% of data holders believe, however, that the existing **range of external data assurance products are not accessible due to being too expensive.**

There are a number of **drivers behind the lack of market provision**, including continuously **evolving technology** and **legal regulations**, and given the newness of the industry, the **lack of an experienced workforce.**

Current solutions are described as rigid and complex, there is a demand for tailored solutions, rather than standardised ‘one size fits all’ models.



ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS





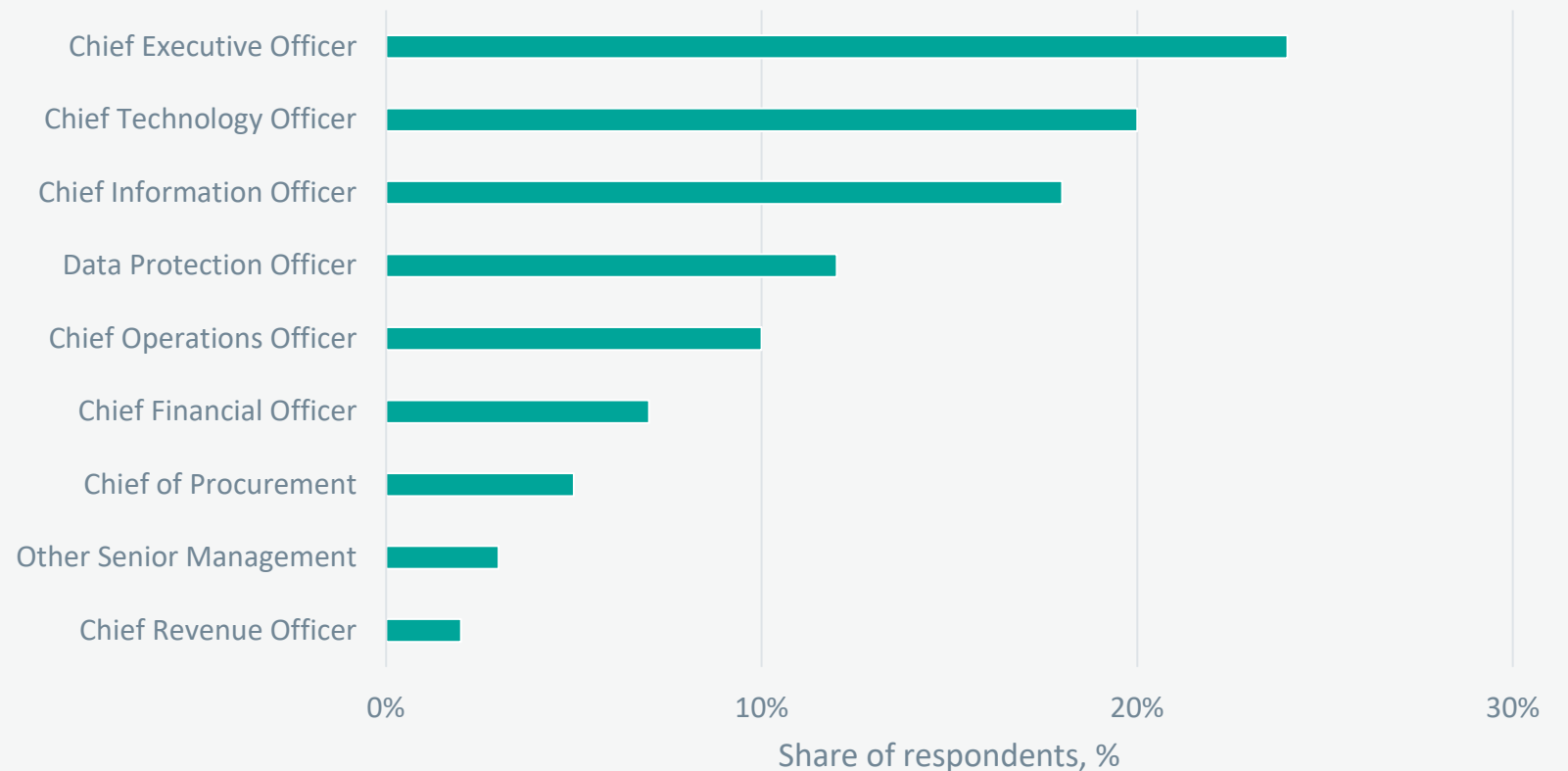
C-SUITE HOLDS THE DECISION-MAKING AUTHORITY FOR EXTERNAL DATA ASSURANCE PRODUCT / SERVICE SELECTION AMONG DATA HOLDERS

62% of data holders report that the **decision-making authority for data assurance procurement rests with either the CEO, CTO or CIO**. This seniority in decision making highlights the strategic importance these organisations place on the use of their data externally.

12% of respondents report that the key **decision making rests with the DPO**, as this aligns well with the compliance and legal aspects of the data related regulations.

Financial and procurement have only a limited role in the decision making on the purchase of external data assurance services among data holders. The **Chief Financial Officer** and the **Chief of Procurement** are only responsible in 7% and 5% of these organisations respectively.

DECISION MAKERS OVER EXTERNAL DATA ASSURANCE PRODUCTS WITHIN DATA HOLDERS



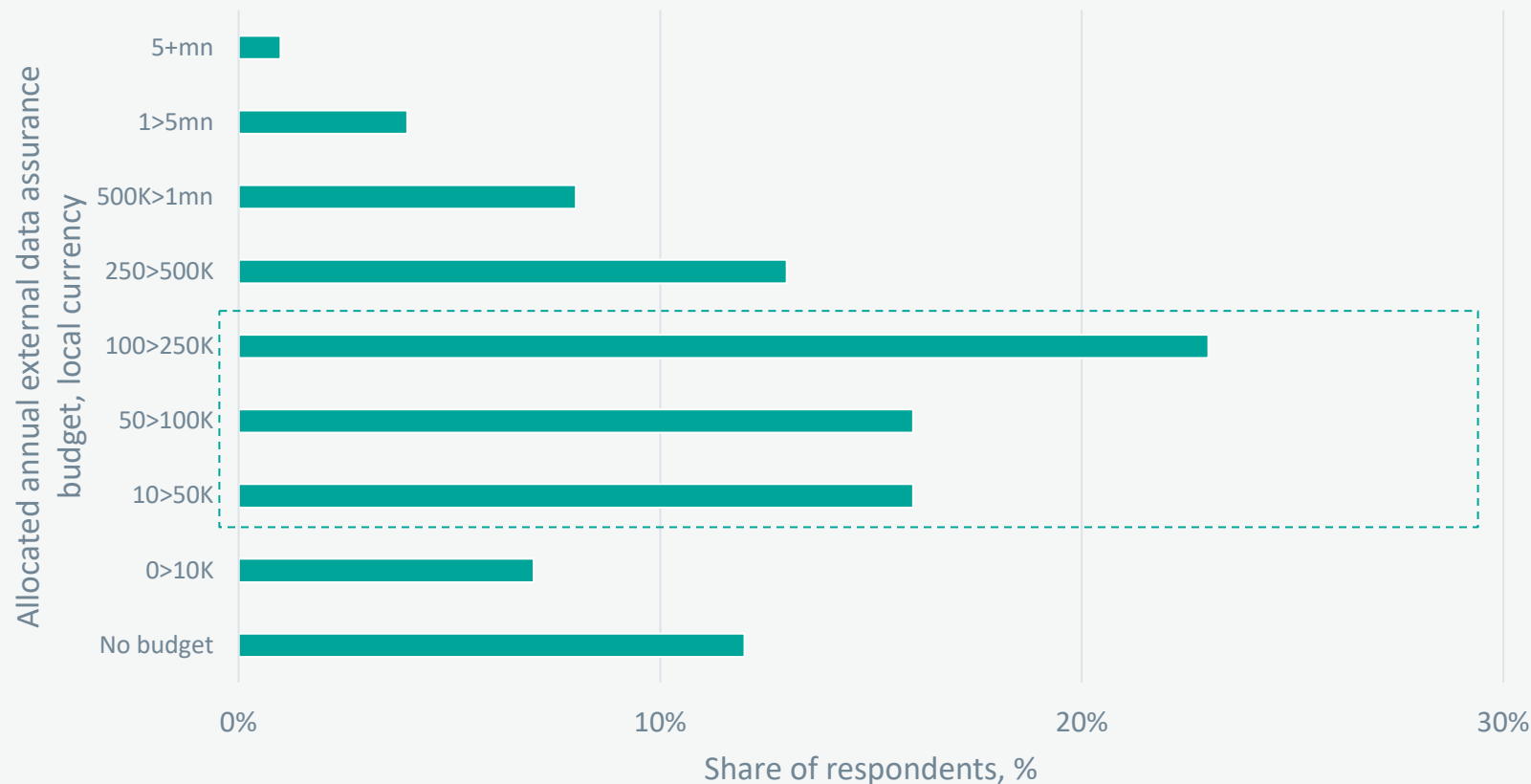
Source: Metia, Data Assurance Survey

Q: In your organization, who has the decision-making authority when it comes to choosing external data assurance products/ services your company uses? Please select one answer, N=414



DATA HOLDERS UNDERSTAND THE IMPORTANCE OF EXTERNAL DATA ASSURANCE AND ARE READY TO INVEST

ANNUAL BUDGETS DATA HOLDERS ALLOCATE TO EXTERNAL DATA ASSURANCE SERVICES



Nearly a quarter of the data holders sampled estimate that the **size of their organisation's budget for external data assurance between 100 and 250K** (in their respective local currencies). This is a considerable investment, showcasing that data holders are consciously making steps towards improving data sharing.

32% of them **allocate a smaller 10K to 100K budget** for their external data assurance needs.

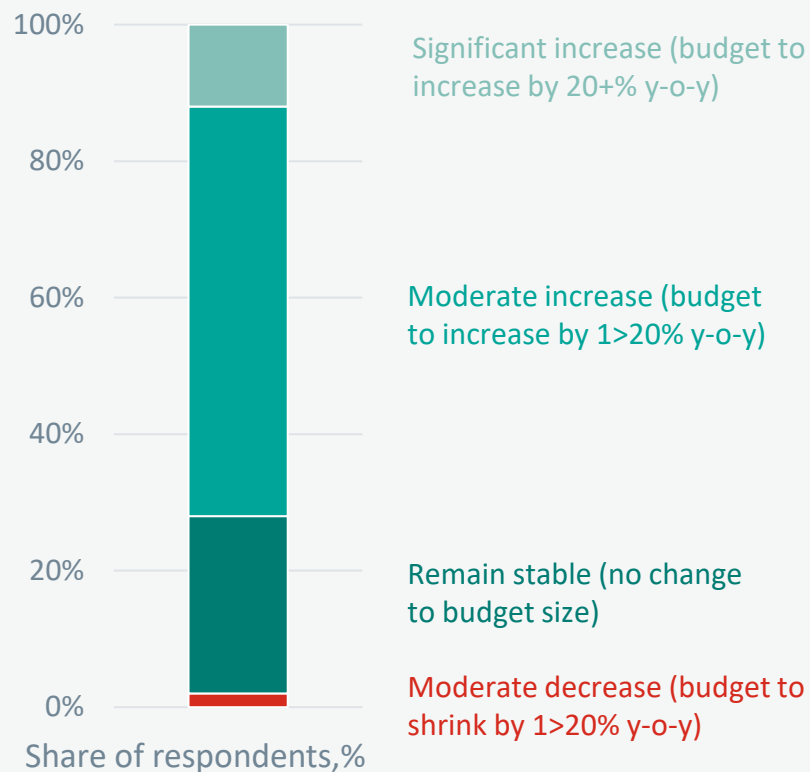
Only 5% of the sample estimated their external data assurance investment at over 1m. Given that the majority of data holders are operating at the local level (rather than regionally or globally), this is likely to limit the number of organisations able to invest at the 1m+ scale.

Source: Metia, Data Assurance Survey



INVESTMENT INTO EXTERNAL DATA ASSURANCE IS PREDICTED TO RISE IN THE NEAR-TO-MID TERM

DATA HOLDERS' PREDICTIONS OF FUTURE INVESTMENT



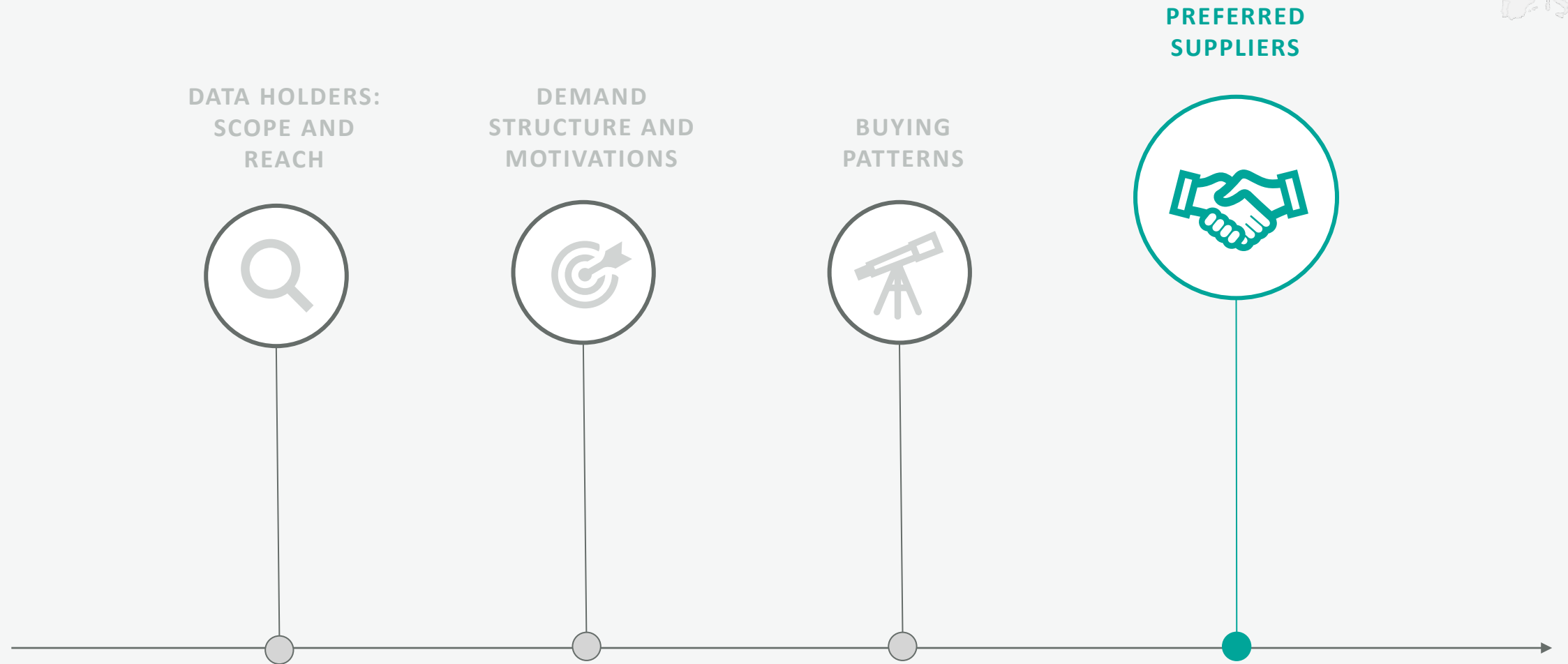
Despite concerns over the economic climate globally, **only 2%** of data holders anticipate that their organisations will **moderately cut their external data assurance budgets in the next 5 years**, whereas a further **quarter of organisations expect their investment to remain stable**, with no significant change to budget size.

Almost three-quarters of respondents are optimistic that the investment in external data assurance will grow in the near-to-mid term. The majority — **60%** of data holders — expect to see a **moderate increase in investment over the next five years** (an increase somewhere between 1% and 20% year-on-year). **12% of respondents are more optimistic still**, with estimates of investment by their organisation increasing more than 20% per annum.

Source: Metia, Data Assurance Survey



ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS





DATA HOLDERS WOULD PREFER WORKING WITH SUPPLIERS WHICH HAVE BEEN APPROVED BY A DATA ASSURANCE STANDARDS BODY

29%

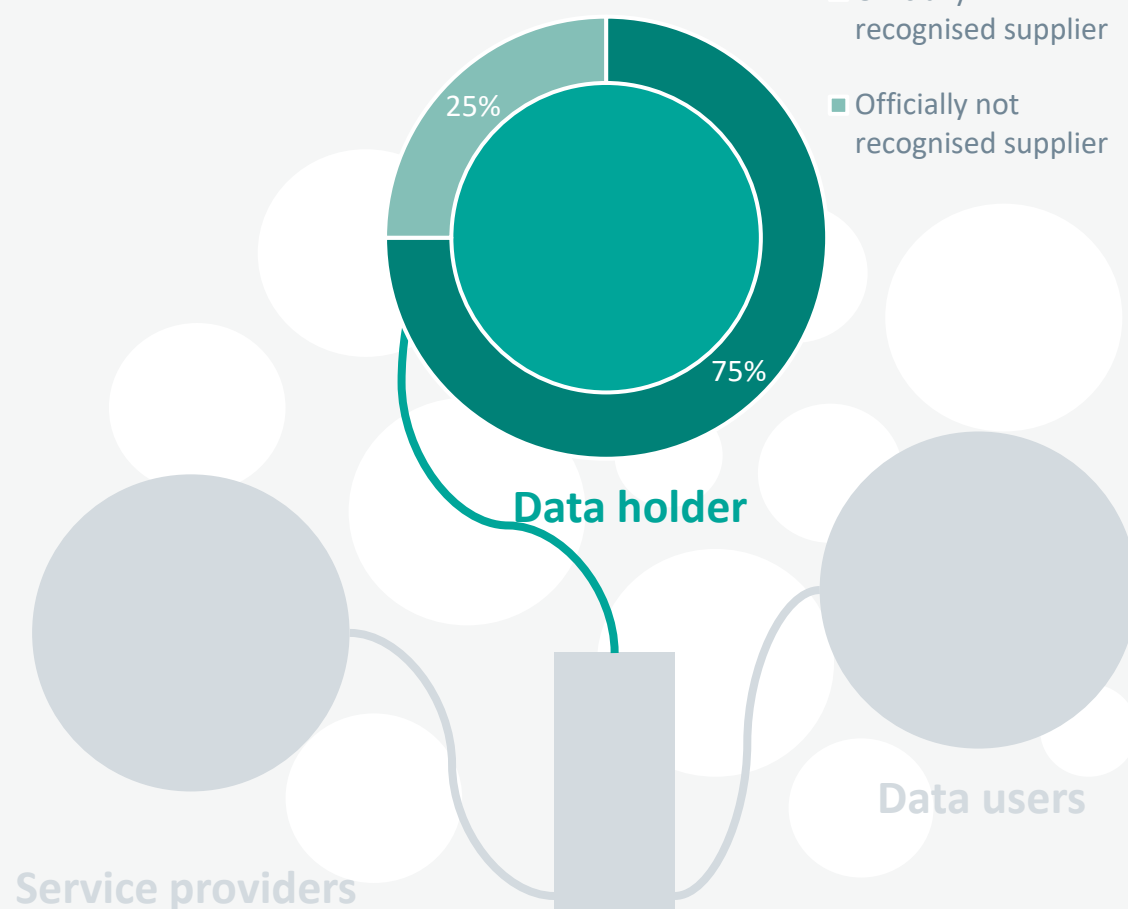
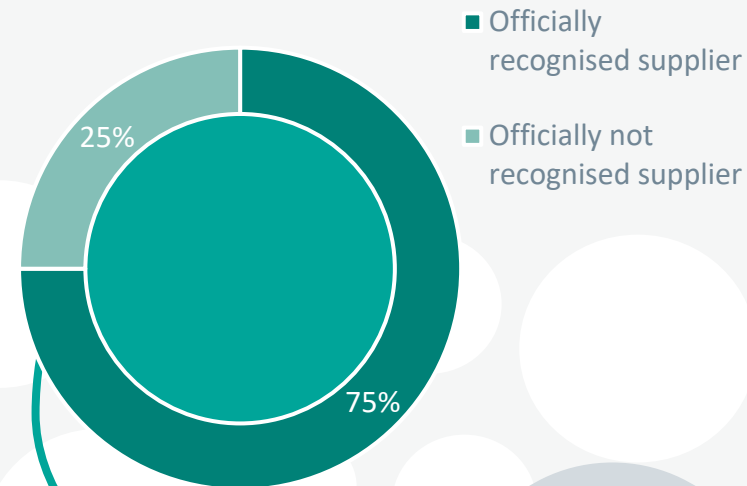
of data holders would **prefer a supplier who is accredited** by a Data Assurance Standards Body / Code of Practice

29%

of data holders would **prefer a supplier who is certified** by a Data Assurance Standards Body/ Code of Practice

17%

of data holders would **prefer supplier who works in partnership** with an official Data Assurance Standards Body / Code of Practice



Source: Metia, Data Assurance Survey

Q: Please tell us if what type of external data assurance supplier would you prefer? Please select one answer, N=414

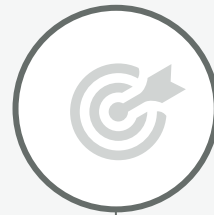


ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA USERS' LENS

DATA USERS: SCOPE AND REACH



DEMAND STRUCTURE AND MOTIVATIONS



BUYING PATTERNS



PREFERRED SUPPLIERS





DATA USERS TYPICALLY OPERATE AT THE NATIONAL LEVEL IN SINGLE OR MULTI-COUNTRY MARKETS, WITH ONLY A MINORITY OPERATING AT THE REGIONAL OR GLOBAL LEVEL

44% of data user respondents reported that their organisation provides services locally **within a single country**, whilst a further **33%** indicated that their services are offered across **a range of specific countries**, but not spanning a full region.

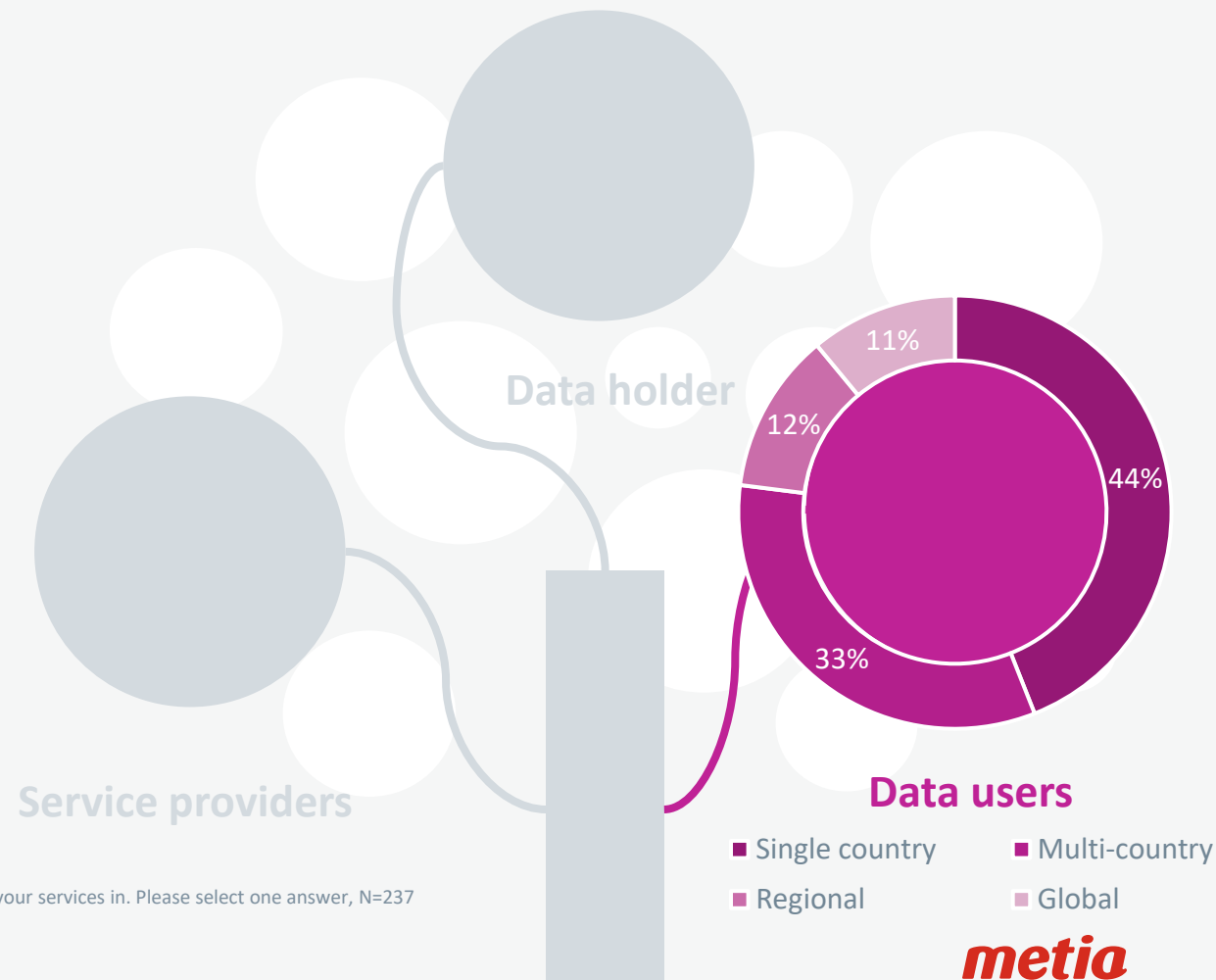
71% of data users with multi-country reach offer their services in the **Western European region**, which is particularly the case for organisations headquartered in France and Germany.

Data users with a **global footprint account for 11% of respondents**, and are largely based in the UK and US. These organisations also typically generate over **100m turnover** (in local currency) on an annual basis.

Regional data users are heavily focused in Western European markets (55%), followed by North America (34%) and Asia Pacific (34%).

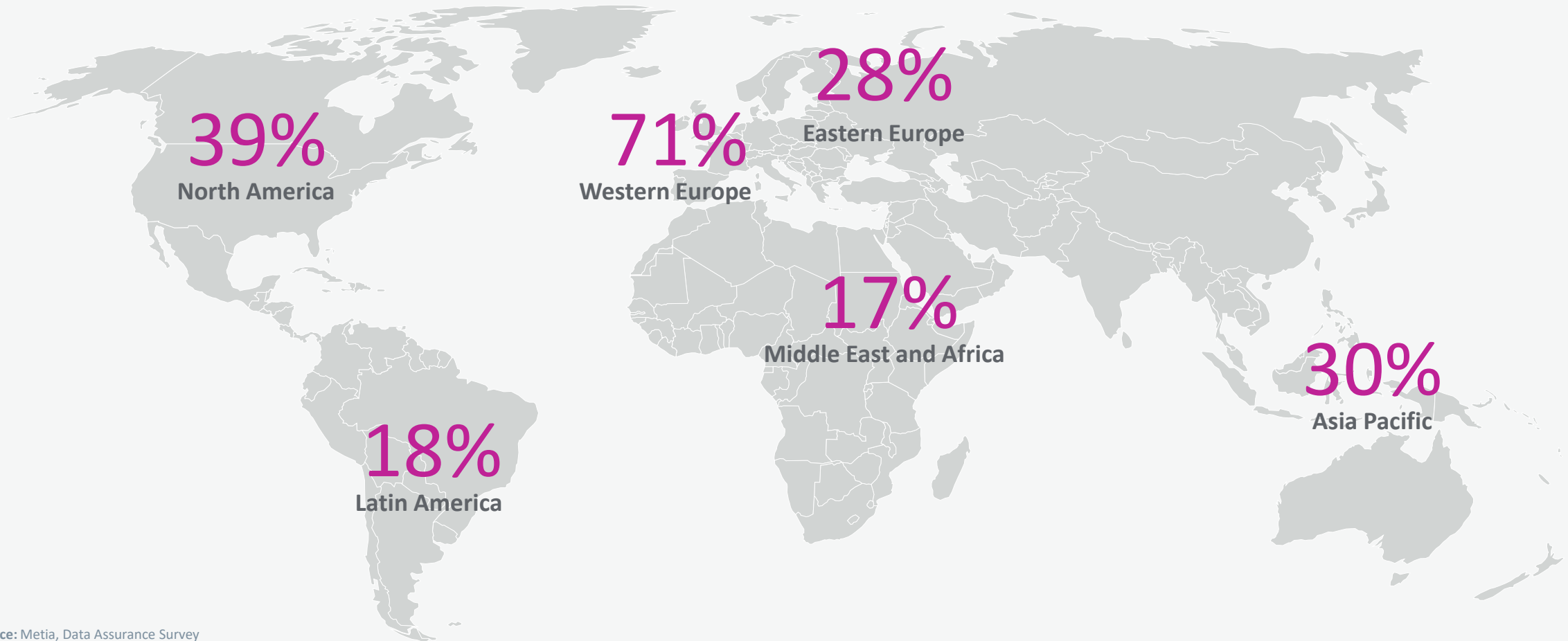
Source: Metia, Data Assurance Survey

Q: Please indicate, where do you currently provide your services in terms of geographies. Please specify which regions do you provide your services in. Please select one answer, N=237





WESTERN EUROPE IS THE DOMINANT REGION FOR DATA USER DEMAND



Source: Metia, Data Assurance Survey

Q: Please indicate, where do you currently provide your services in terms of geographies. Please specify which regions do you provide your services in. Please select one answer, N=237



ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS



DEMAND STRUCTURE AND MOTIVATIONS

DATA USERS:
SCOPE AND
REACH



BUYING
PATTERNS

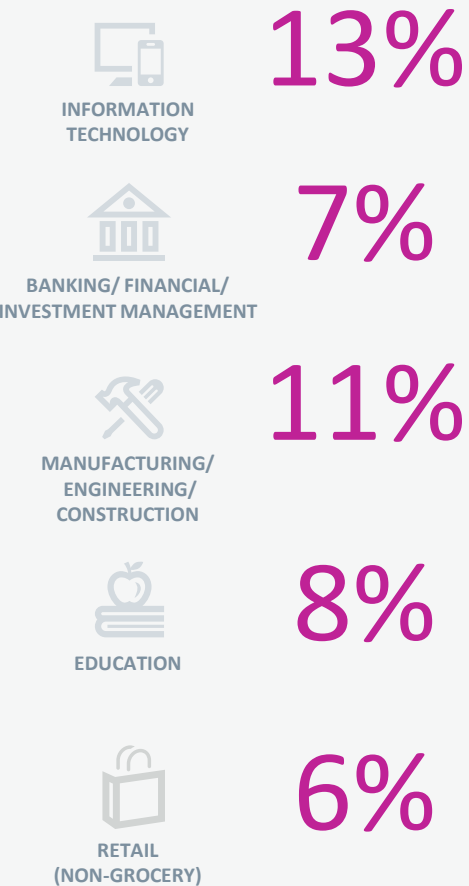


PREFERRED
SUPPLIERS

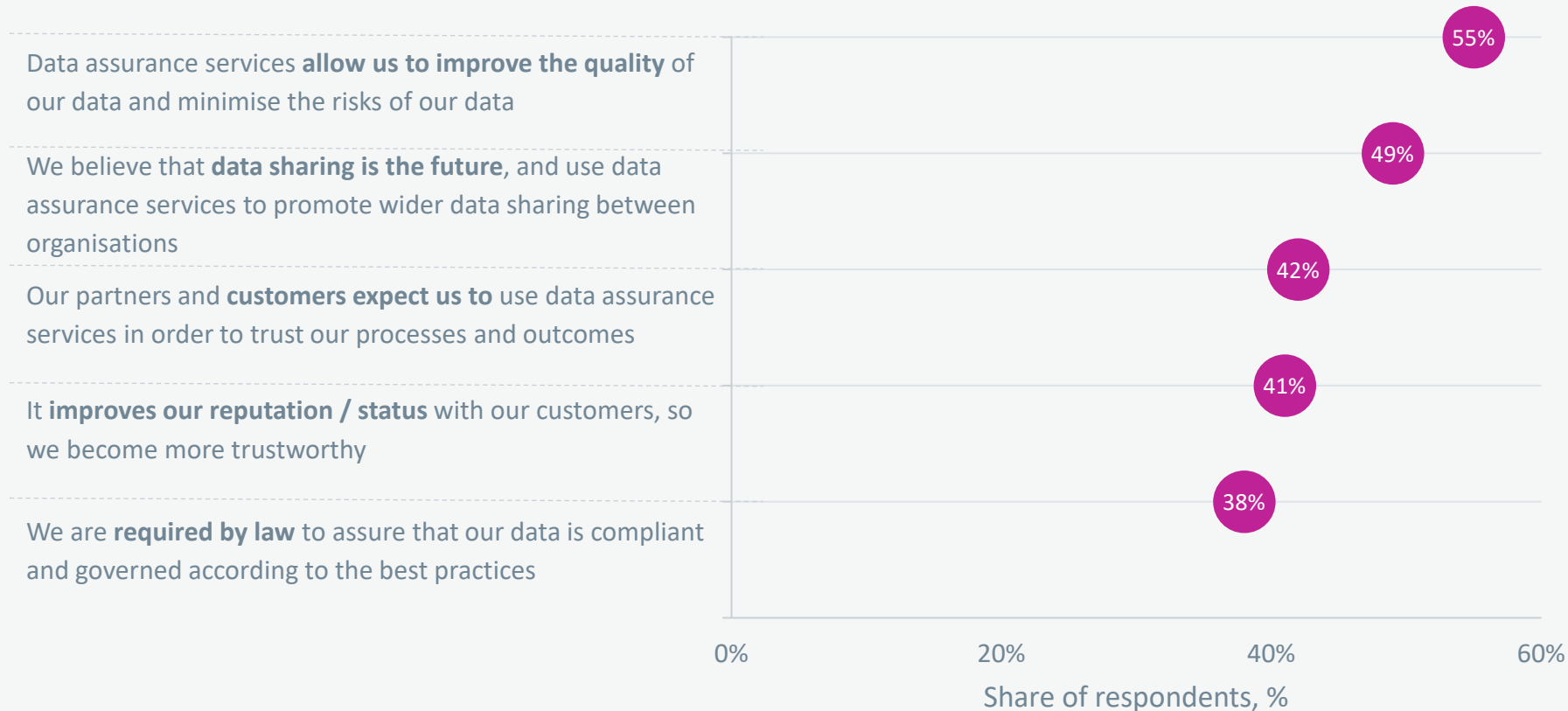




DATA USERS SEEK TO IMPROVE DATA QUALITY AND MINIMISE RISK BY ENGAGING IN EXTERNAL DATA ASSURANCE



DATA USERS' MOTIVATIONS BEHIND USAGE OF DATA ASSURANCE





REGULATORY COMPLIANCE IS THE LEADING CONCERN FOR DATA USERS WHEN SHARING INTERNAL DATA INTO THE MARKET

DATA ASSURANCE SERVICES DEMAND STRUCTURE

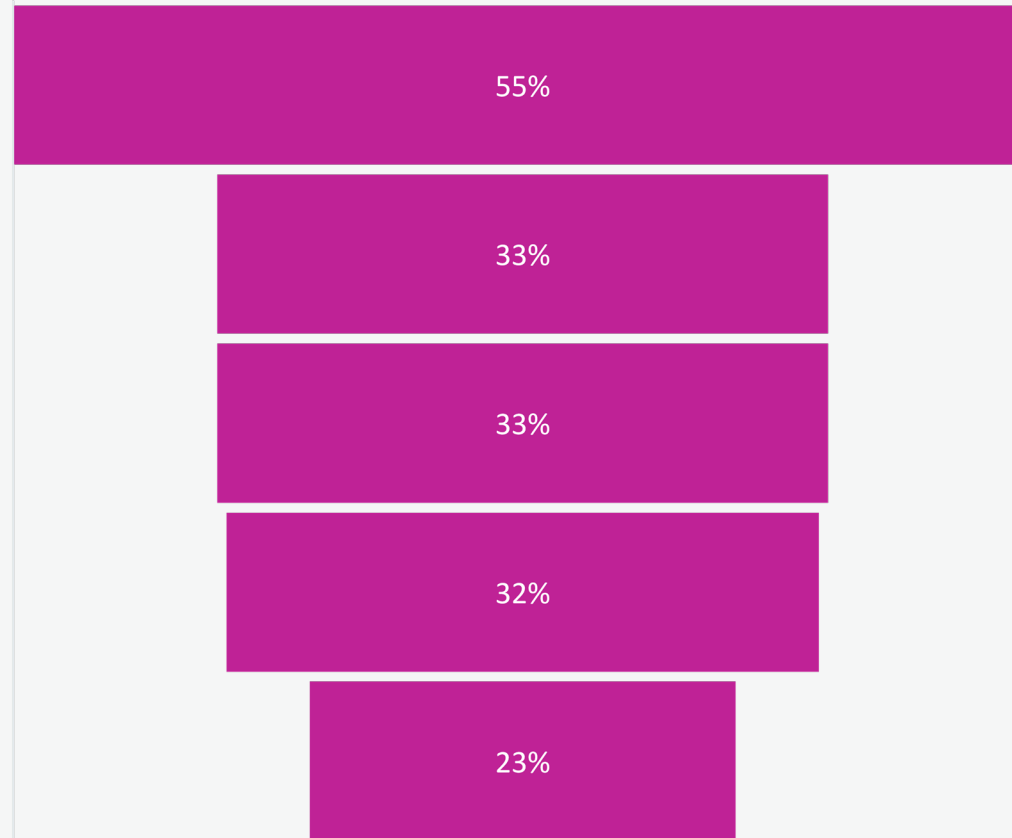
Data assurance products / services for **internally focused data that might be shared** into the market (for example, auditing data, GDPR or other data standards compliance data)

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Data assurance products / services for **externally focused data that is intended for external use** (for example, industry specific metadata compliance, software verification)

Combination of internal and external data assurance solutions



38%

of data users believe data assurance has a **highly positive impact** on their organisation's trustworthiness

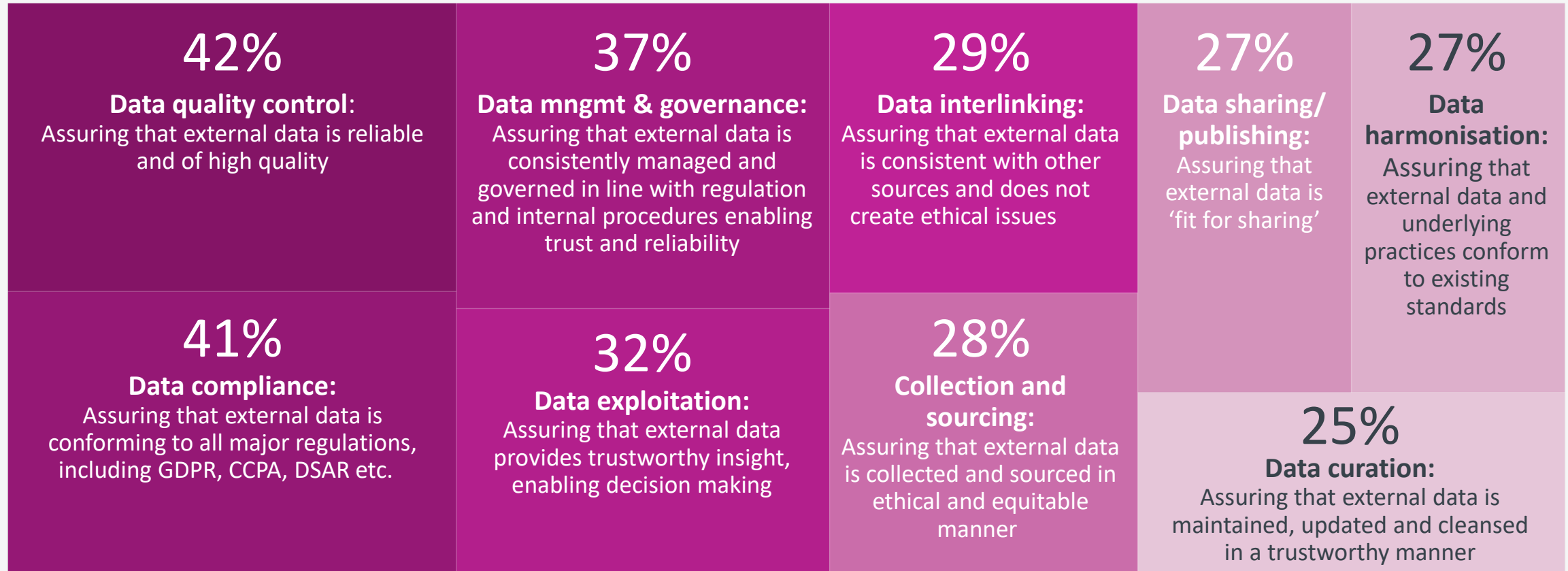
58%

of data users believe data assurance has a **moderately positive impact** on their organisation's trustworthiness



DATA QUALITY, COMPLIANCE AND GOVERNANCE ARE THE THREE LEADING CHALLENGES DATA USERS ARE SEEKING TO SOLVE

DATA USERS' ATTITUDES TOWARDS KEY PAIN POINTS OF EXTERNAL DATA ASSURANCE

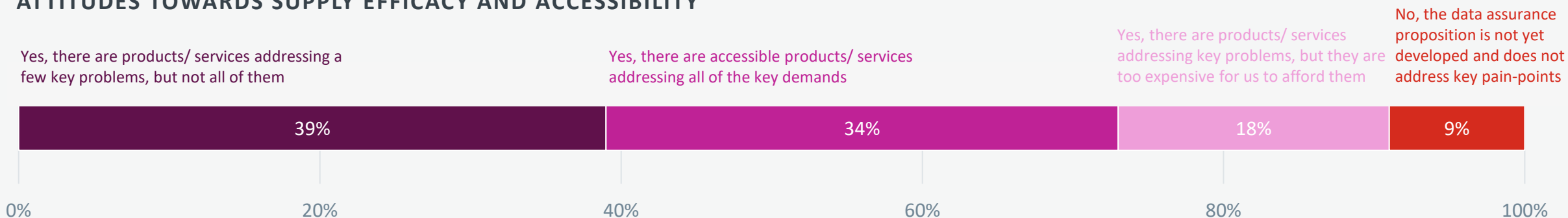


Source: Metia, Data Assurance Survey



A SIGNIFICANT SEGMENT OF DATA USERS BELIEVE THERE IS SCOPE FOR AN EXPANSION OF EXTERNAL DATA ASSURANCE SOLUTIONS

ATTITUDES TOWARDS SUPPLY EFFICACY AND ACCESSIBILITY



Only 9% of the sample consider data assurance supply as either non-existent or significantly underdeveloped.

The majority, however, (91% of respondents) report that provision of external data assurance already exists in some form. Approximately three-quarters of respondents report that the market is providing relevant products / services that addresses the current needs of data users.

Affordability is an issue reported by 18% of data users, with the range of external data assurance products not accessible because it is beyond their organisation’s budget.

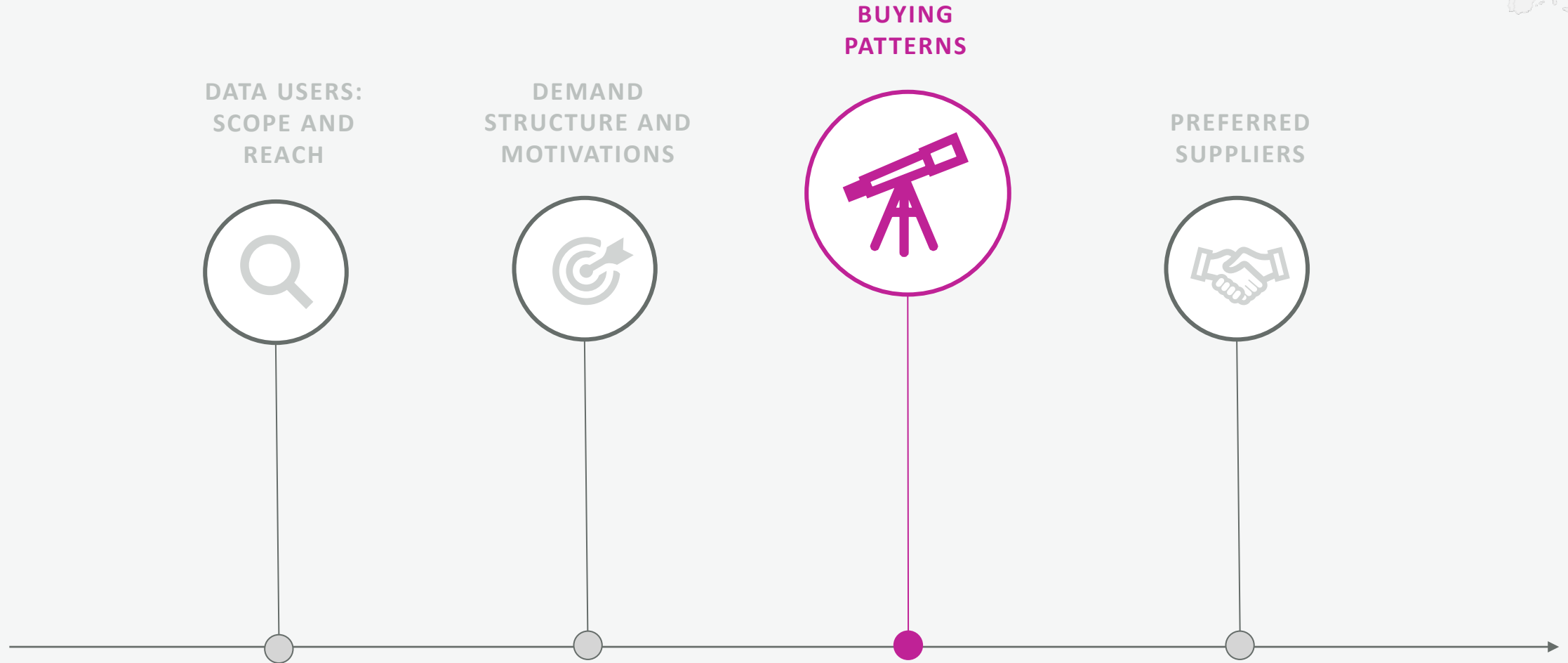
The largest segment — 39% of data user respondents — report that whilst the **data assurance market is currently addressing a few of their key problems, there remain gaps in the solutions provided by the market.**

Key issues driving these gaps in the service provision include: **new legal requirements increasing amounts of data organisations are using which are external,** and **improving technology which is allowing for increased flows of data externally.**

Whilst this is creating new opportunities on the demand side, **increased supply-side solutions have yet to emerge.** There is also some concern expressed around the **lack of professionals entering the industry.**



ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS





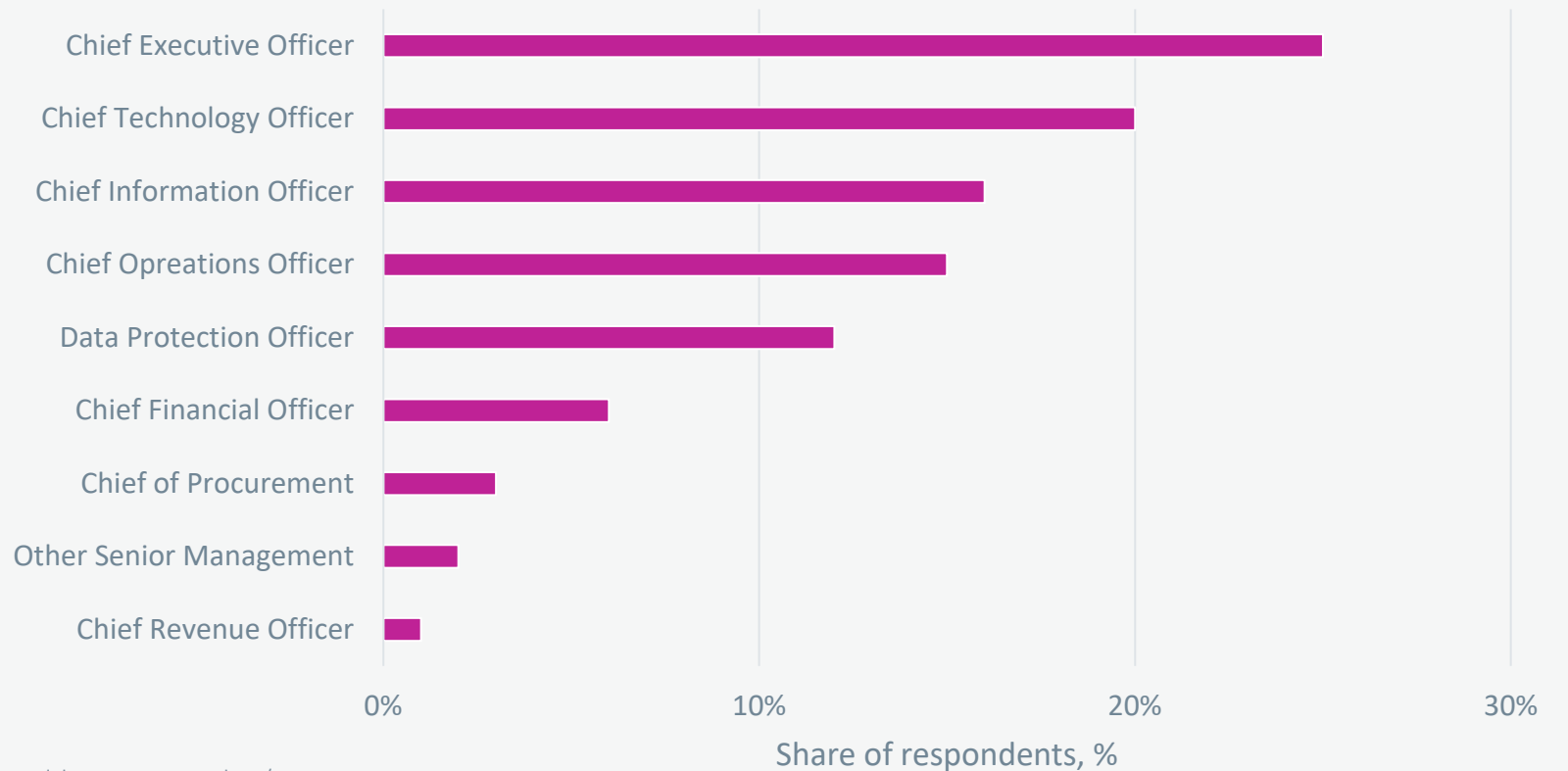
OVER THREE-QUARTERS OF DATA USER ORGANISATIONS REPORT EXTERNAL DATA ASSURANCE DECISION-MAKING BY THE CEO, CTO, CIO AND COO

Data users describe the external data assurance procurement process as **detailed and lengthy**.

In the majority of cases, the **key decision-making power** lies in the hands of the **CEO or IT Senior Leadership**, including the CTO and CIO. This indicates that these organisations perceive data assurance as a sensitive, important and technical decision.

In many cases the procurement process includes discussions with possible vendors, researching suggested solutions, analysing the value for money, and understanding the alignment of proposed solutions to current needs and technological capabilities.

DECISION MAKERS OVER EXTERNAL DATA ASSURANCE PRODUCTS WITHIN DATA HOLDERS



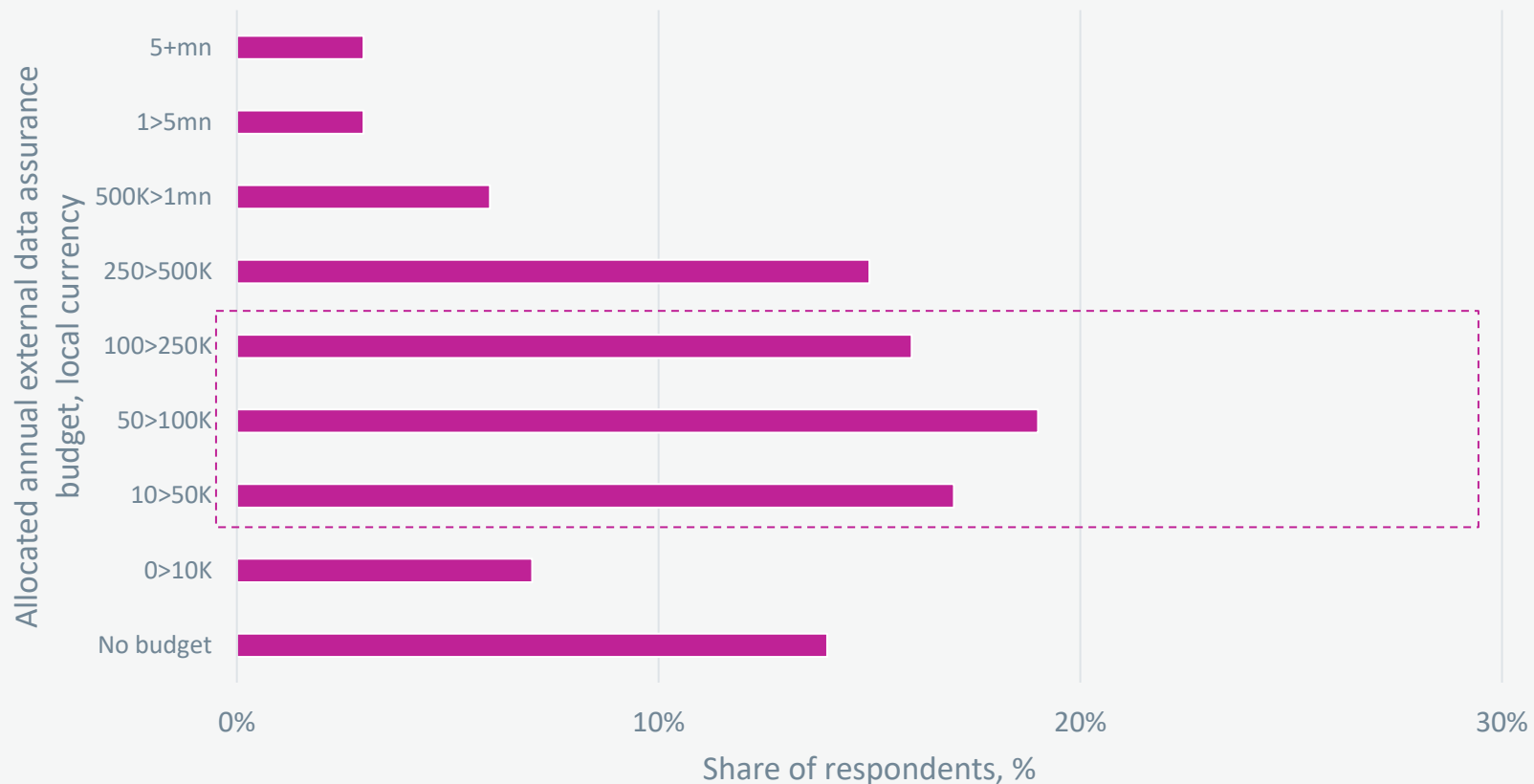
Source: Metia, Data Assurance Survey

Q: In your organization, who has the decision-making authority when it comes to choosing external data assurance products/services your company uses? Please select one answer, N=237



MAJORITY OF DATA USERS HAVE A BUDGET ABOVE 50K FOR EXTERNAL DATA ASSURANCE, WHILST ONLY A LIMITED NUMBER OF MOSTLY SMALLER ORGANISATIONS REPORT NO BUDGET

ANNUAL BUDGETS DATA USERS ALLOCATE TO EXTERNAL DATA ASSURANCE SERVICES



The largest segment of data users — 19% of respondents — estimate the size of their organisation's **budget for external data assurance is between 50K and 100K** (of their respective local currency). 43% of data users report a budget above 100K, with 6% of these respondents claiming a budget of more than 1m. On the whole, however, the **average external data assurance budget for data user organisations is below that of data holders.**

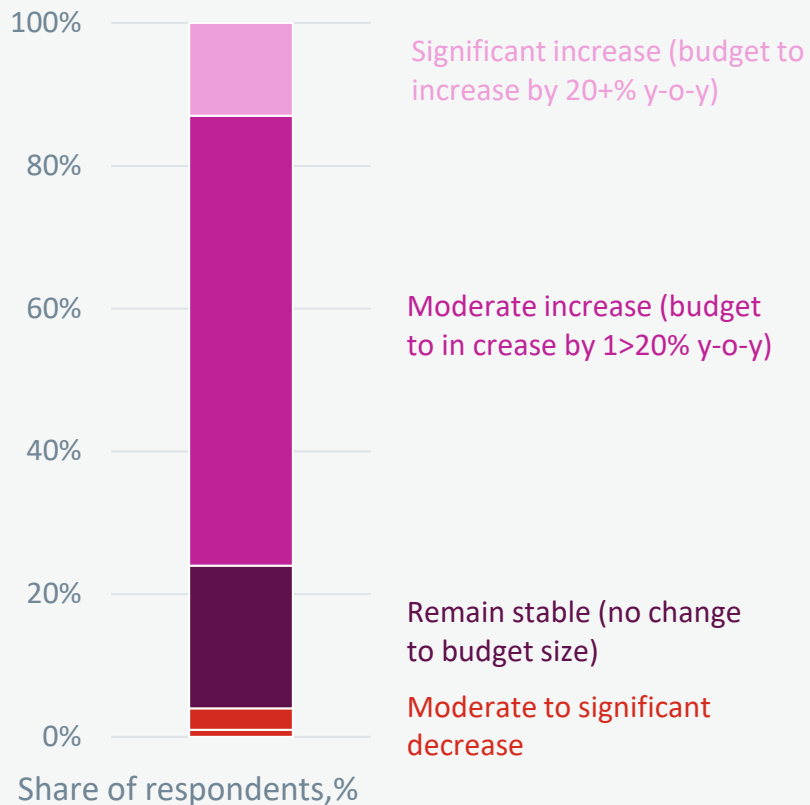
14% of respondents reported that their organisations do not have budget allocated to data assurance services. The majority of these companies are small, generating less than 100K in annual turnover, limiting their ability to invest in anything other than directly sales related functions.

Source: Metia, Data Assurance Survey



DATA USERS EXPECT TO EXPAND THEIR INVESTMENT IN EXTERNAL DATA ASSURANCE OVER THE MID-TERM

DATA HOLDERS' PREDICTIONS OF FUTURE INVESTMENT



The majority of data user respondents estimate growth in external data assurance investments by their organisations over the next five years.

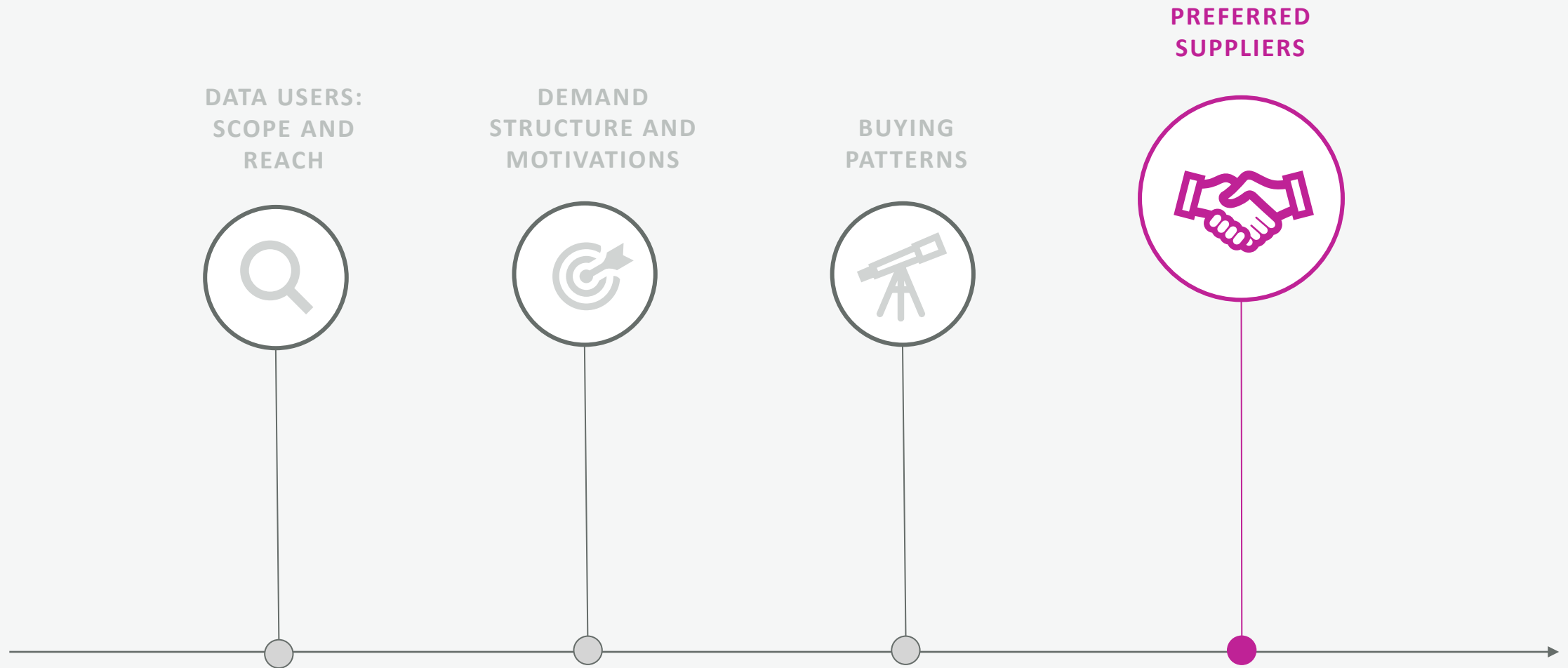
63% anticipate a moderate increase in budgets (of up to 20% a year) during this period, and a further 13% of respondents foresee more significant growth (more than 20% a year). Combined this means that over three-quarters of data users see growth in investment, despite recent news of a potential global economic downturn.

Largely citing this difficult economic climate, **around 4%** of the data user respondents anticipate that their organisations will **cut external data assurance budgets** in the next 5 years. Three-quarters expect only a moderate decline (a drop of less than 20% a year), whilst the remainder estimate more significant cuts (a drop of more than 20% a year).

One fifth of data users estimate that their organisation's budget for external data assurance will **remain stable** over the next five years. This demonstrates a limited amount of pessimism in the market, and underlines a commitment by data users to external data assurance in relation to other investments.



ASSESSMENT OF DATA ASSURANCE MARKET DEMAND THROUGH THE DATA HOLDERS' LENS





THREE QUARTERS OF DATA USERS WOULD TRUST SUPPLIERS MORE IF THEY ARE RECOGNISED BY A DATA ASSURANCE STANDARD BODY

25% of data holders would **prefer a supplier who is accredited** by a Data Assurance Standards Body / Code of Practice

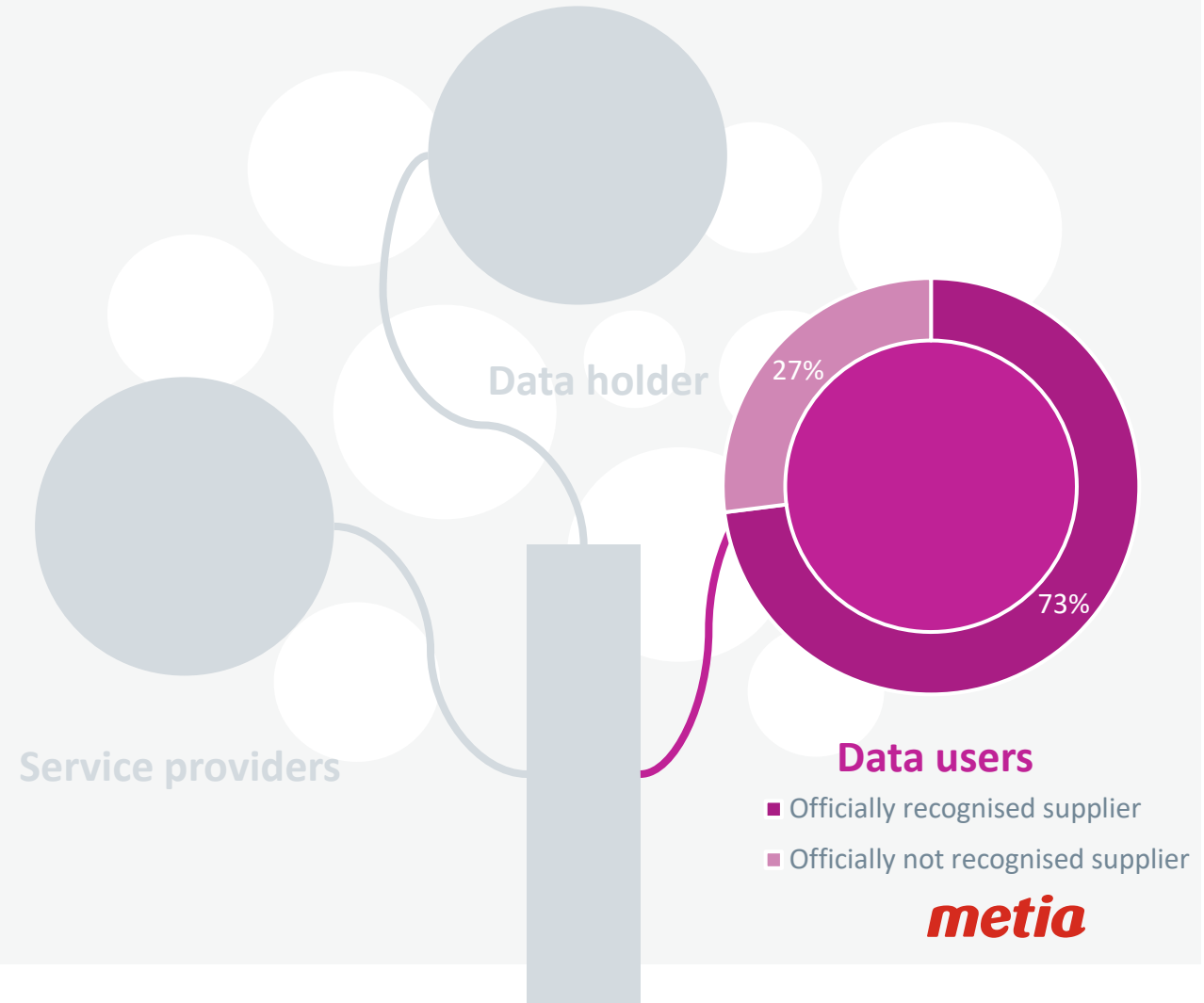
26% of data holders would **prefer a supplier who is certified** by a Data Assurance Standards Body/ Code of Practice

22% of data users would **prefer a supplier who works in partnership** with an official Data Assurance Standards Body

Source: Metia, Data Assurance Survey

Q: Please tell us if you what type of external data assurance supplier would you prefer? Please select one answer, N=237

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CONSENSUS VIEW: STATE OF DATA ASSURANCE MARKET DEVELOPMENT



WHAT IS THE STATE OF THE DATA ASSURANCE MARKET?



SURVEY-BASED ATTITUDES



GLOBAL MARKET STATE



BUDGET ALLOCATION



INSIGHT BY SEGMENT



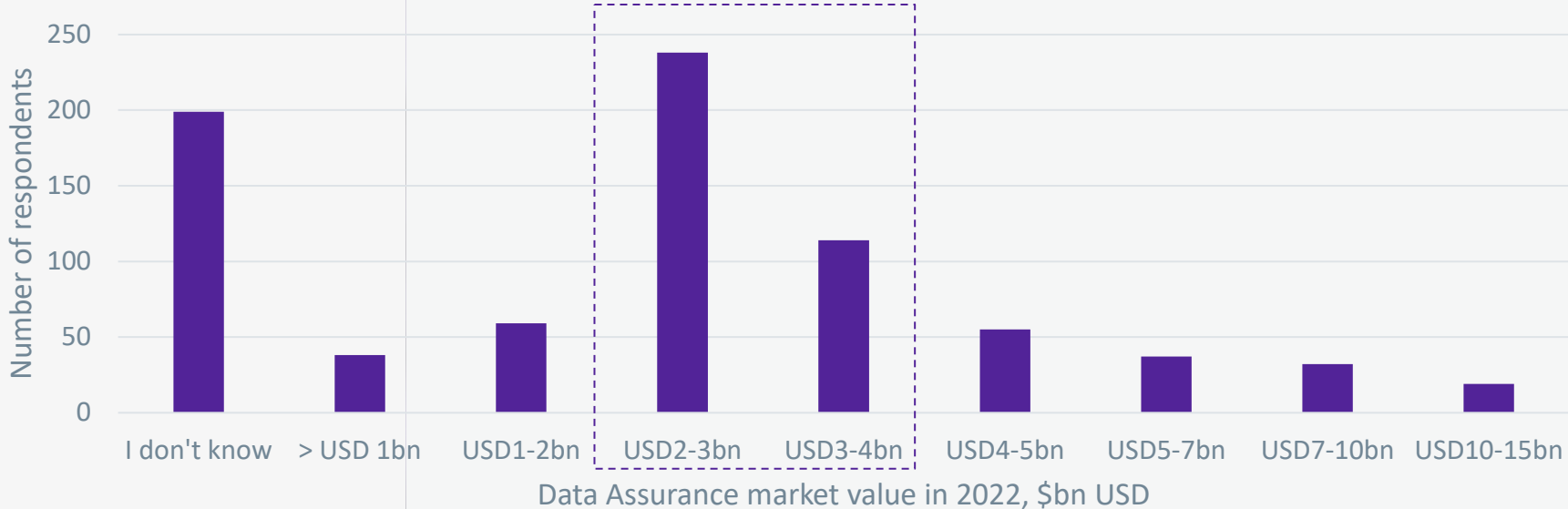


THE GLOBAL DATA ASSURANCE MARKET IS ESTIMATED BY PARTICIPANTS TO BE CURRENTLY WORTH ~\$3.5BN US DOLLARS

The majority (6 in 10 respondents) who were able to express an estimate believed the size of the global data assurance market in 2022 to be somewhere between \$2bn and 4bn US dollars. There was little consensus among the remainder of market participants, with a variance of between less than \$1bn to between \$10bn and \$15bn.

A quarter of respondents were unable to place a value on the market's size, perhaps reflecting those in the survey who were operating at the local market level, were non-providers of data assurance services and had limited visibility of the global market.

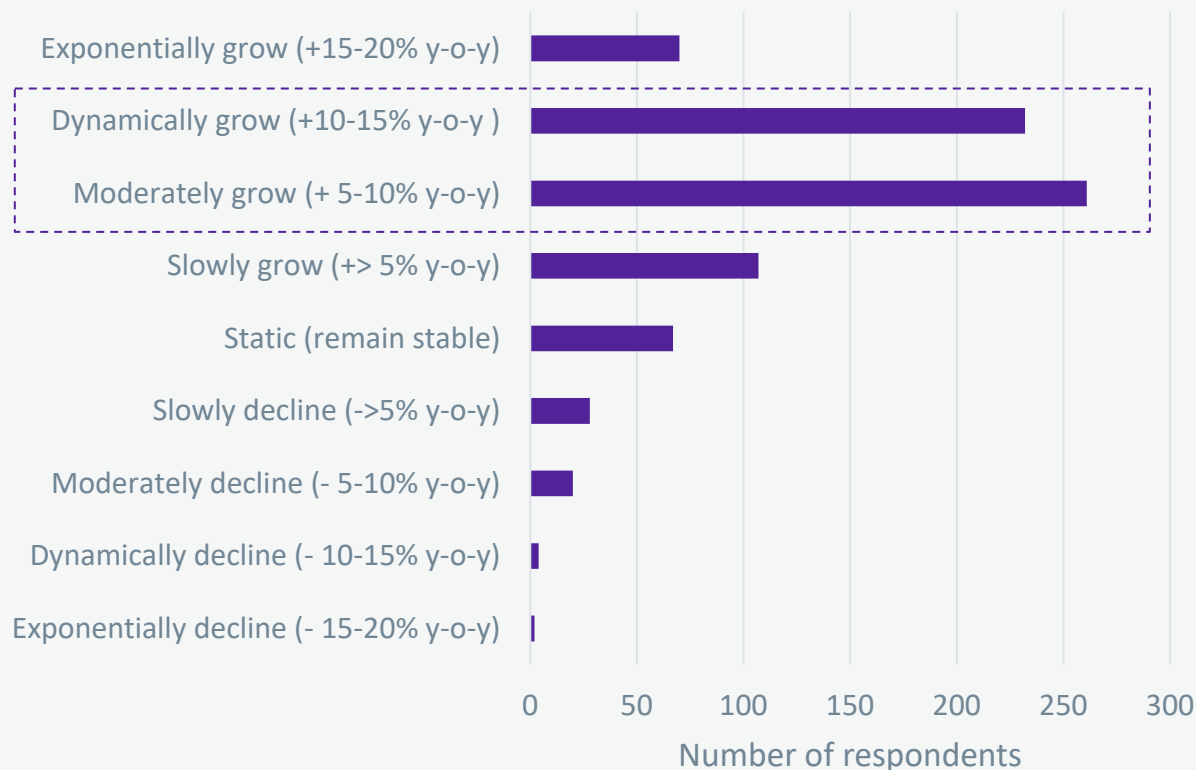
ASSESSMENT OF MARKET STATE IN 2022





STRONG GROWTH IN MARKET SIZE PREDICTED FOR EXTERNAL DATA ASSURANCE

ASSESSMENT OF EXTERNAL DATA ASSURANCE MARKET GROWTH POTENTIAL



Source: Metia, Data Assurance Survey

Q: In your opinion how will the global external data assurance market grow in the next 5 years?? Please select one answer, N=791

85% of respondents expect the external data assurance market to grow in the next five years. The **majority (62%)** of the sample expect either **moderate growth** or **dynamic growth** during this period, which estimates growth in the range of 5% to 15% year-on-year.

The drivers behind this growth include:

- **Increasing market demand** resulting from a higher volume of data managed by organisations
- **Ever-evolving technological capabilities**, bringing new solutions to the market
- **Increasing pressure from regulators**, starting with privacy laws (like GDPR) as well as wider requirements to share data across organisations to achieve better outcomes which are credible and reliable

There is only a limited amount of pessimism, with only around **8%** of respondents expecting the **market to remain static**, and a further **7% expecting a decline**. The main reasons cited for this negative sentiment is the prospect of a **global economic slowdown**, which will limit organisations ability to invest in innovation.



INCREASING DEMAND FOR DATA, TECHNOLOGICALLY DRIVEN INNOVATION, AND INCREASED REGULATORY REQUIREMENTS, ARE THE KEY FORCES SEEN TO BE DRIVING DEMAND FOR EXTERNAL DATA ASSURANCE

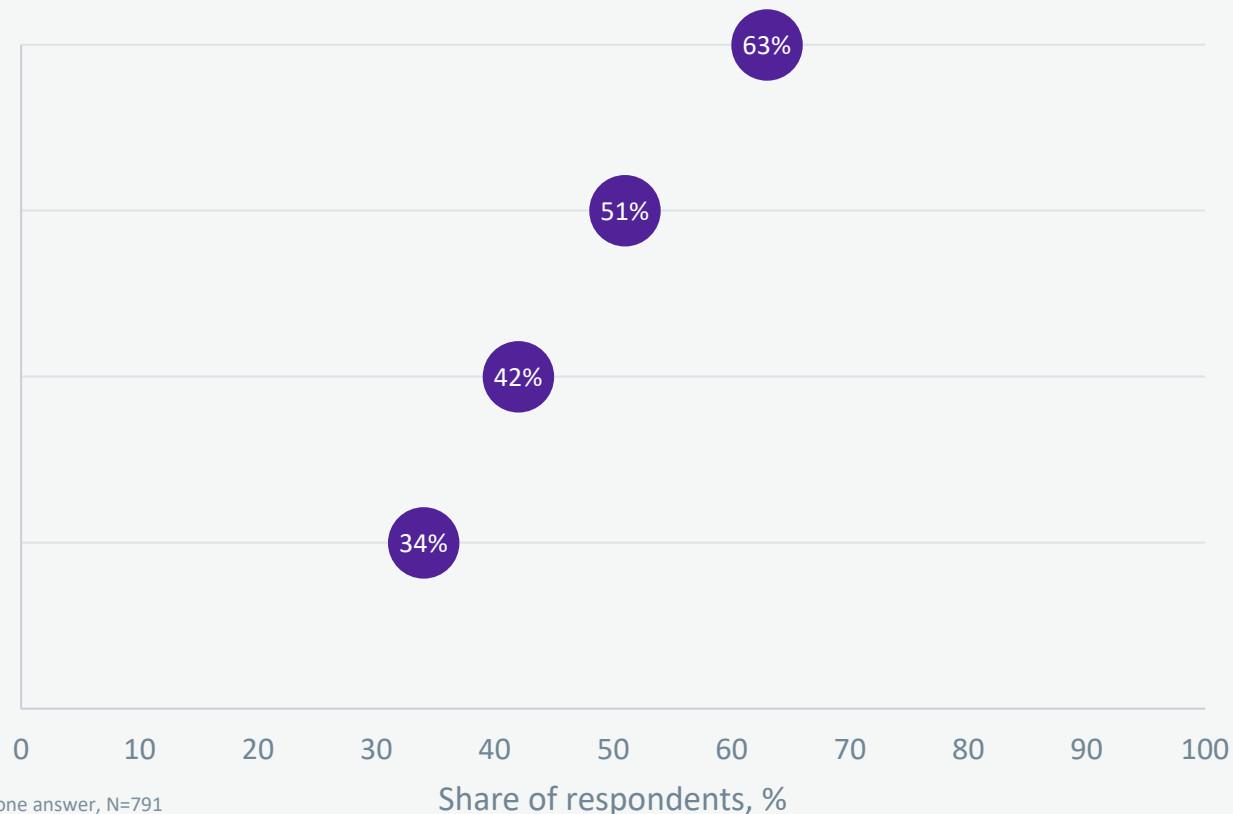
ASSESSMENT OF EXTERNAL DATA ASSURANCE GROWTH DRIVERS

Increasing demand from market participants to exchange and share data that is only possible if data quality and trustworthiness is intact

Developing technology landscape makes it possible / easier /cheaper to introduce data assurance into external data exchange processes

Increasing pressure from the regulators to establish data trustworthiness through assurance services

Increasing initiatives that encourage open data sharing (e.g., open banking) and the use of API-based consumer services



Source: Metia, Data Assurance Survey

Q: Please tell us what the key drivers behind the external data assurance market evolution in the next 5 years are. Please select one answer, N=791

Leading

- <31% of the global market size
- Projected stable slow growth

Developed

- 20–30% of the global market size
- Projected slowing pace of growth

Stable growth

- 10–20% of the global market size
- Continued strong growth

Gaining momentum

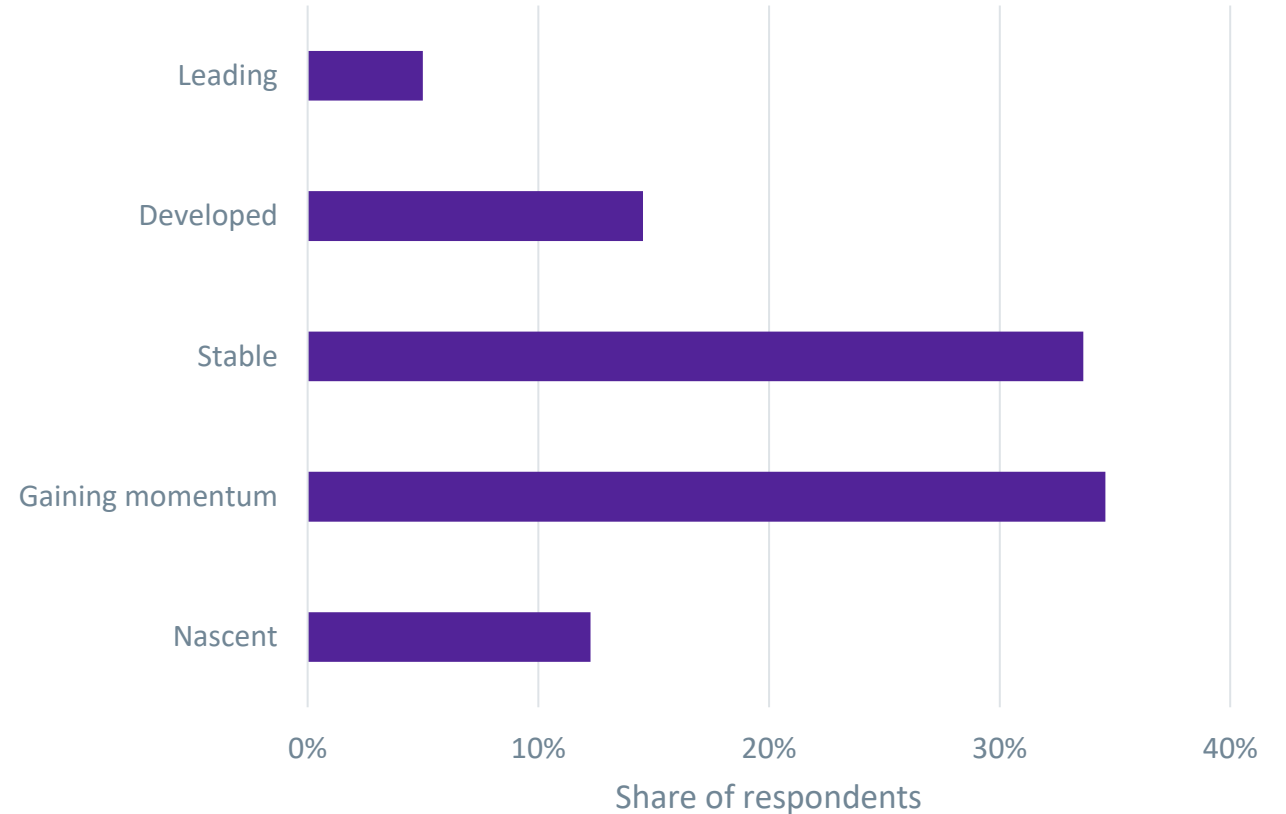
- 5–10% of the global market size
- Projected double-digit growth

Nascent

- > 5% of the global market size
- Projected exponential growth



EUROPE IS REGARDED AS A REGION WHICH WILL GROW STRONGLY



Source: Metia, Data Assurance Survey

Q: To the best of your knowledge please indicate the state of development of external data assurance market by region. Please indicate the level of development by choosing the most appropriate option. Please select one answer, N=791

Leading

- <31% of the global market size
- Projected stable slow growth

Developed

- 20–30% of the global market size
- Projected slowing pace of growth

Stable growth

- 10–20% of the global market size
- Continued strong growth

Gaining momentum

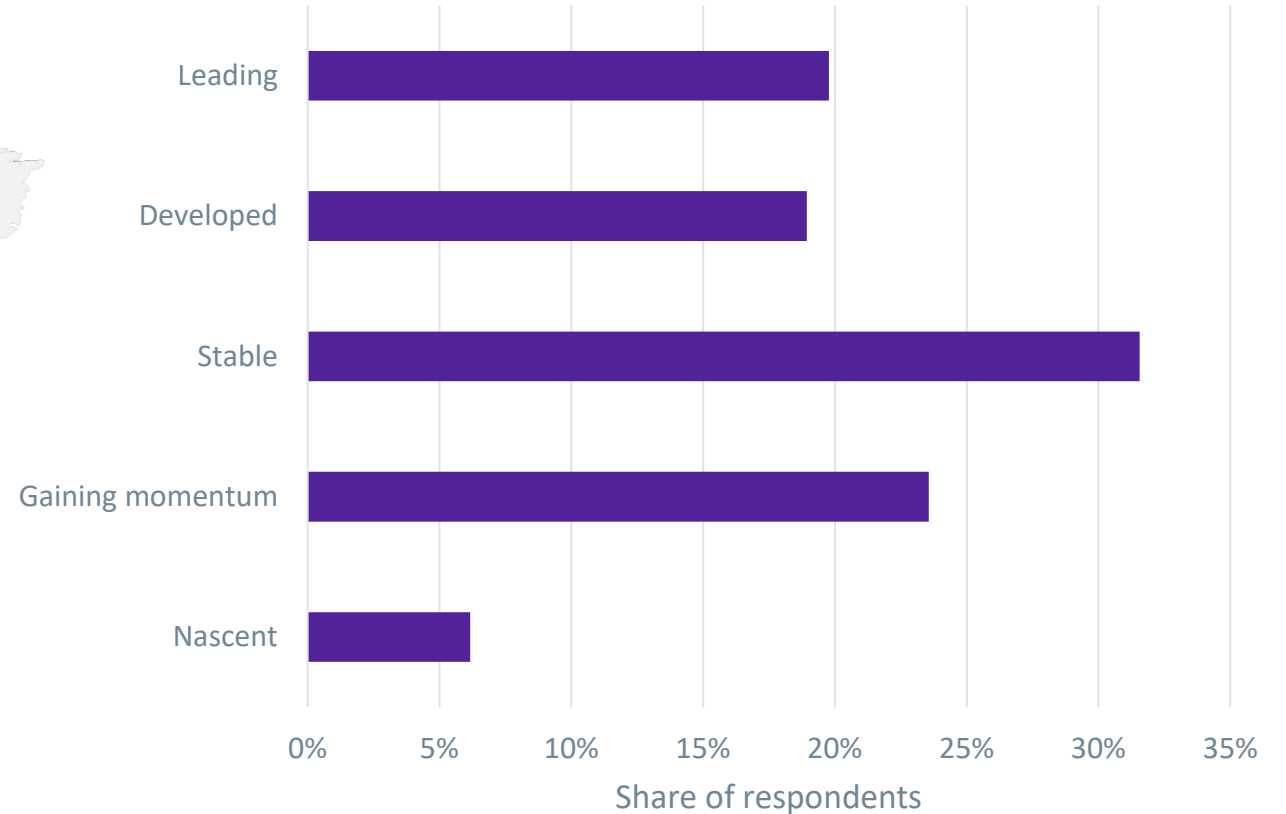
- 5–10% of the global market size
- Projected double-digit growth

Nascent

- > 5% of the global market size
- Projected exponential growth



NORTH AMERICA IS THE MOST DEVELOPED DATA ASSURANCE MARKET



Source: Metia, Data Assurance Survey

Q: To the best of your knowledge please indicate the state of development of external data assurance market by region. Please indicate the level of development by choosing the most appropriate option. Please select one answer, N=791

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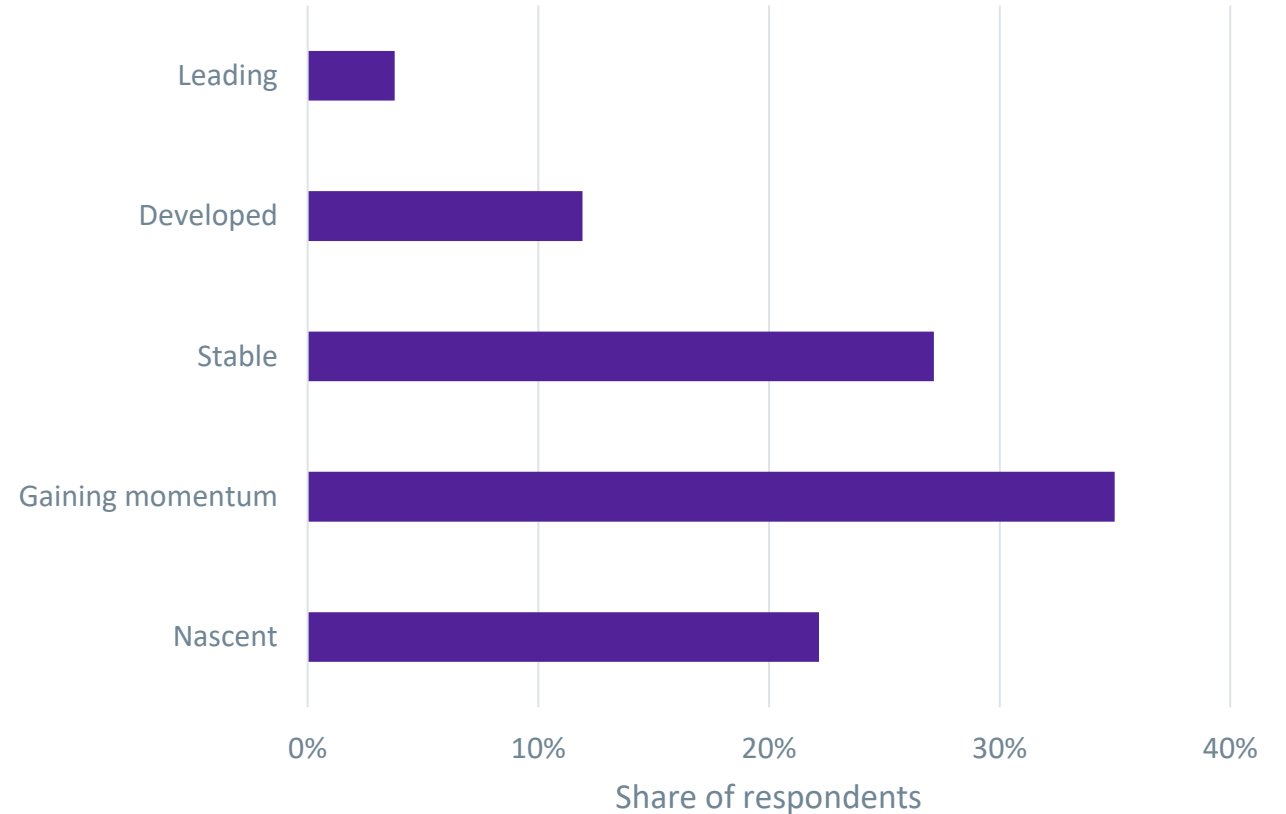
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- > 5% of the global market size
- Projected exponential growth



LATAM REMAINS SMALL, YET IS REGARDED TO BE GAINING MOMENTUM



Source: Metia, Data Assurance Survey

Q: To the best of your knowledge please indicate the state of development of external data assurance market by region. Please indicate the level of development by choosing the most appropriate option. Please select one answer, N=791

Leading

- <31% of the global market size
- Projected stable slow growth

Developed

- 20–30% of the global market size
- Projected slowing pace of growth

Stable growth

- 10–20% of the global market size
- Continued strong growth

Gaining momentum

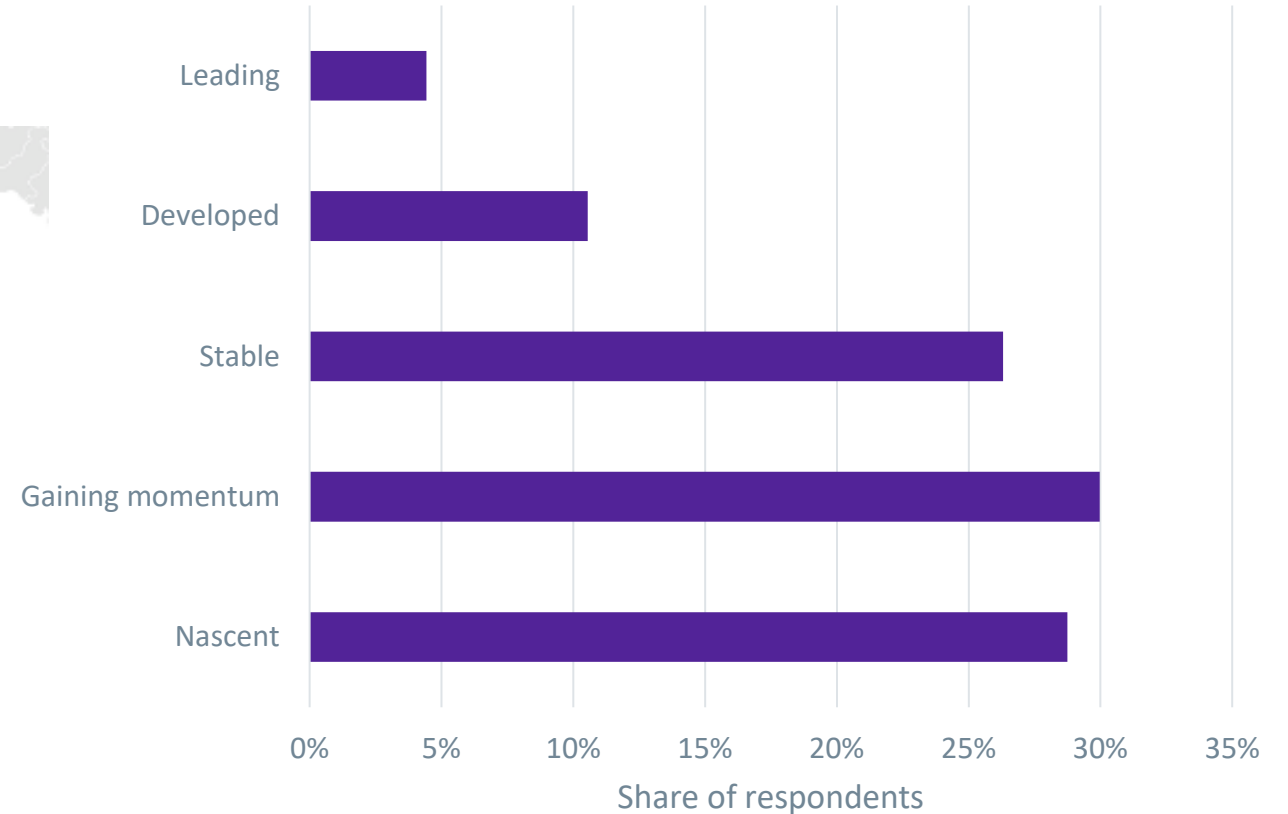
- 5–10% of the global market size
- Projected double-digit growth

Nascent

- > 5% of the global market size
- Projected exponential growth



MIDDLE EAST AND AFRICA IS THE LEAST DEVELOPED MARKET, BUT HAS POTENTIAL FOR EXPONENTIAL GROWTH



Source: Metia, Data Assurance Survey

Q: To the best of your knowledge please indicate the state of development of external data assurance market by region. Please indicate the level of development by choosing the most appropriate option. Please select one answer, N=791

Leading

- <31% of the global market size
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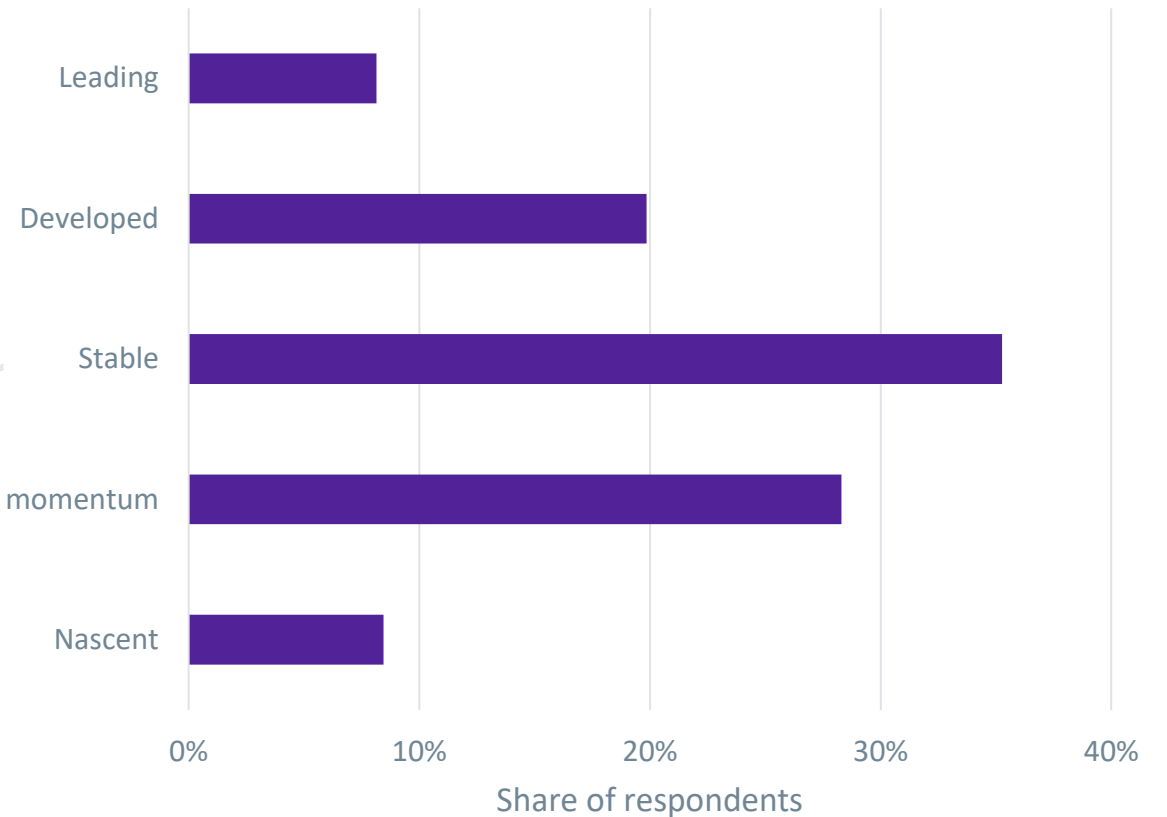
- 5–10% of the global market size
- Projected double-digit growth

Nascent

- > 5% of the global market size
- Projected exponential growth



APAC REGION CONTRIBUTES A SIGNIFICANT PORTION OF THE GLOBAL DATA ASSURANCE MARKET AND GENERATES STABLE GROWTH



Source: Metia, Data Assurance Survey

Q: To the best of your knowledge please indicate the state of development of external data assurance market by region. Please indicate the level of development by choosing the most appropriate option. Please select one answer, N=791



WHAT IS THE STATE OF DATA ASSURANCE MARKET?



GLOBAL MARKET STATE

SURVEY-BASED ATTITUDES



BUDGET ALLOCATION



INSIGHT BY SEGMENT



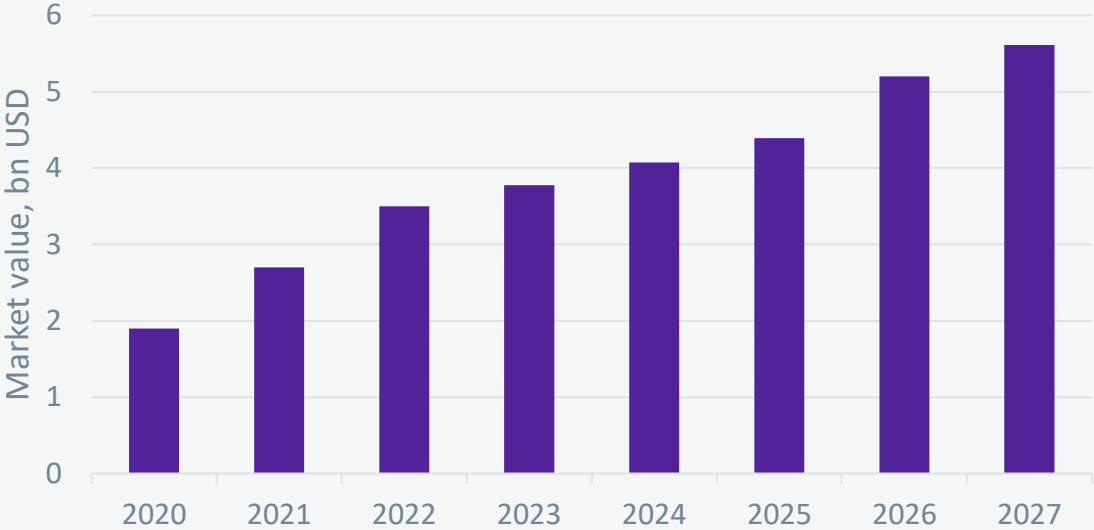


DATA ASSURANCE MARKET IS SET TO REACH \$5.6 bn USD by 2027

\$3.5
bn USD
Data assurance market size, 2022

Source: Metia
Data manipulation using weighted average approach based on survey results

DEVELOPMENT OF DATA ASSURANCE MARKET



Taking the range of the respondents' views into account, the weighted average value of the data assurance market in 2022 amounts to \$3.5bn USD.

In a similar fashion, the growth is expected to reach 7.9% CAGR over the period of 2022–2027.



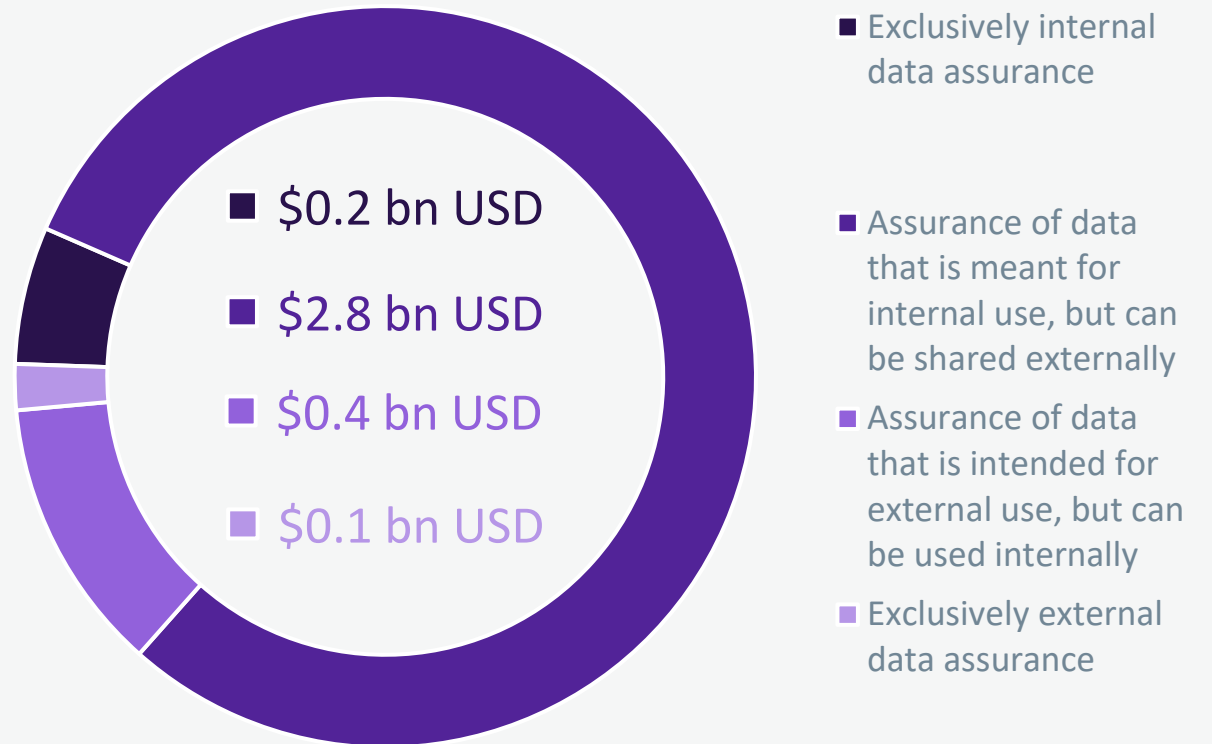


EXTERNAL DATA ASSURANCE IS TO REMAIN NICHE, WHILST ASSURING INTERNAL DATA FOR POTENTIAL EXTERNAL USE IS IN HIGH DEMAND

Currently, assurance of **external only data flows** remains a niche section of the market. 98% of respondents agree that the exclusively external data assurance segment comprises **just 3% of the market**. Similarly, exclusively internal data assurance also has limited appeal, winning just 6% of the total market.

The largest section of the market is currently in the **assurance of data that is meant for internal use, but can be shared externally**. This is considered by respondents to account for an estimated 80% of the market. Currently, this market is concentrated on the **assuring of internal data which is primarily for internal use**. There is a movement towards **preparing this data for use outside the organisation**, driven by industry developments such as the push towards open banking, GDPR and other privacy laws affected industries, such as retail, as well as a wider push towards sharing data by regulators and public sector.

DATA ASSURANCE MARKET SEGMENTATION



Source: Metia, Data Assurance Survey

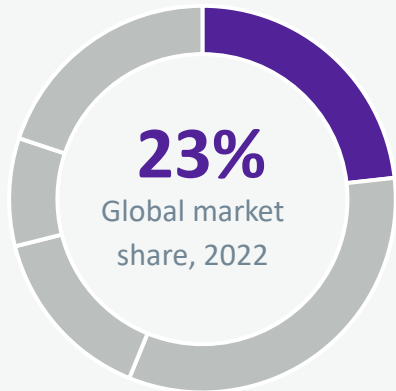
Q: Please indicate the turnover of your company in local currency? Please select one answer, N=791



NORTH AMERICA, EUROPE AND APAC ARE THE THREE BIGGEST DATA ASSURANCE REGIONS



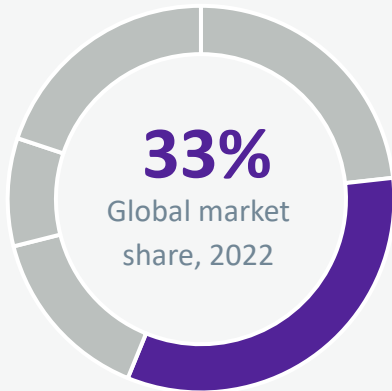
EUROPE



0.8 bn USD



N. AMERICA



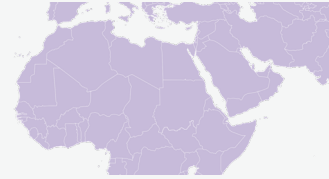
1.1 bn USD



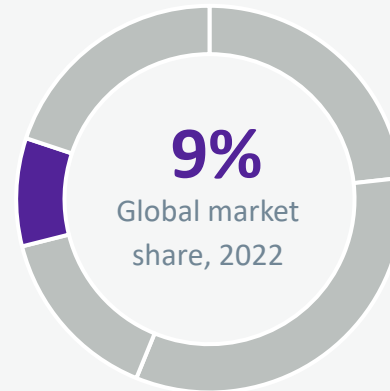
LATAM



0.5 bn USD



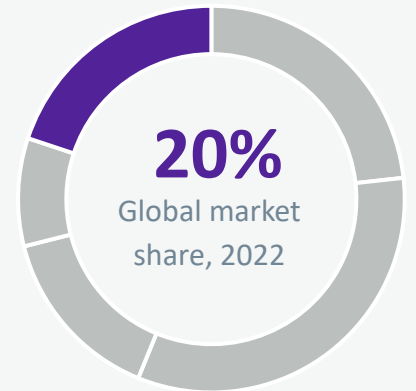
MEA



0.3 bn USD



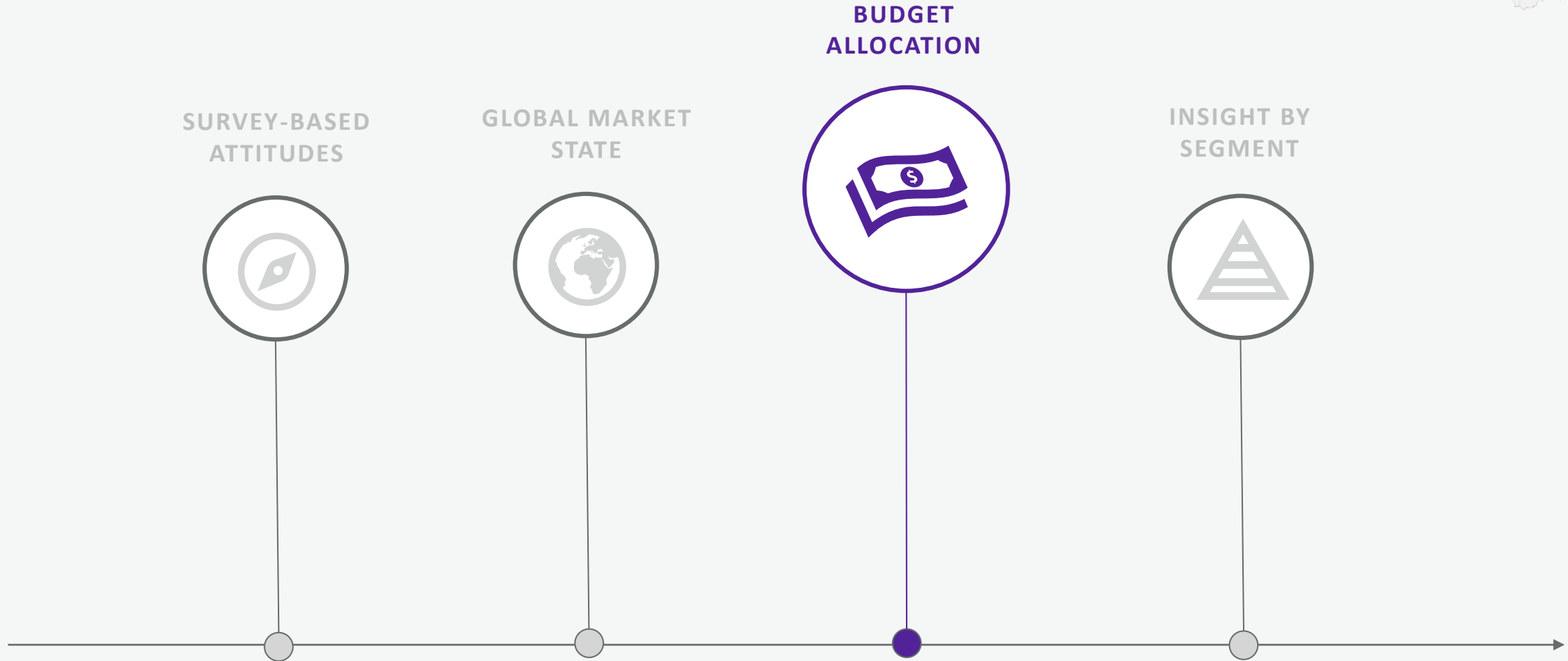
APAC



0.7 bn USD



WHAT IS THE STATE OF DATA ASSURANCE MARKET?





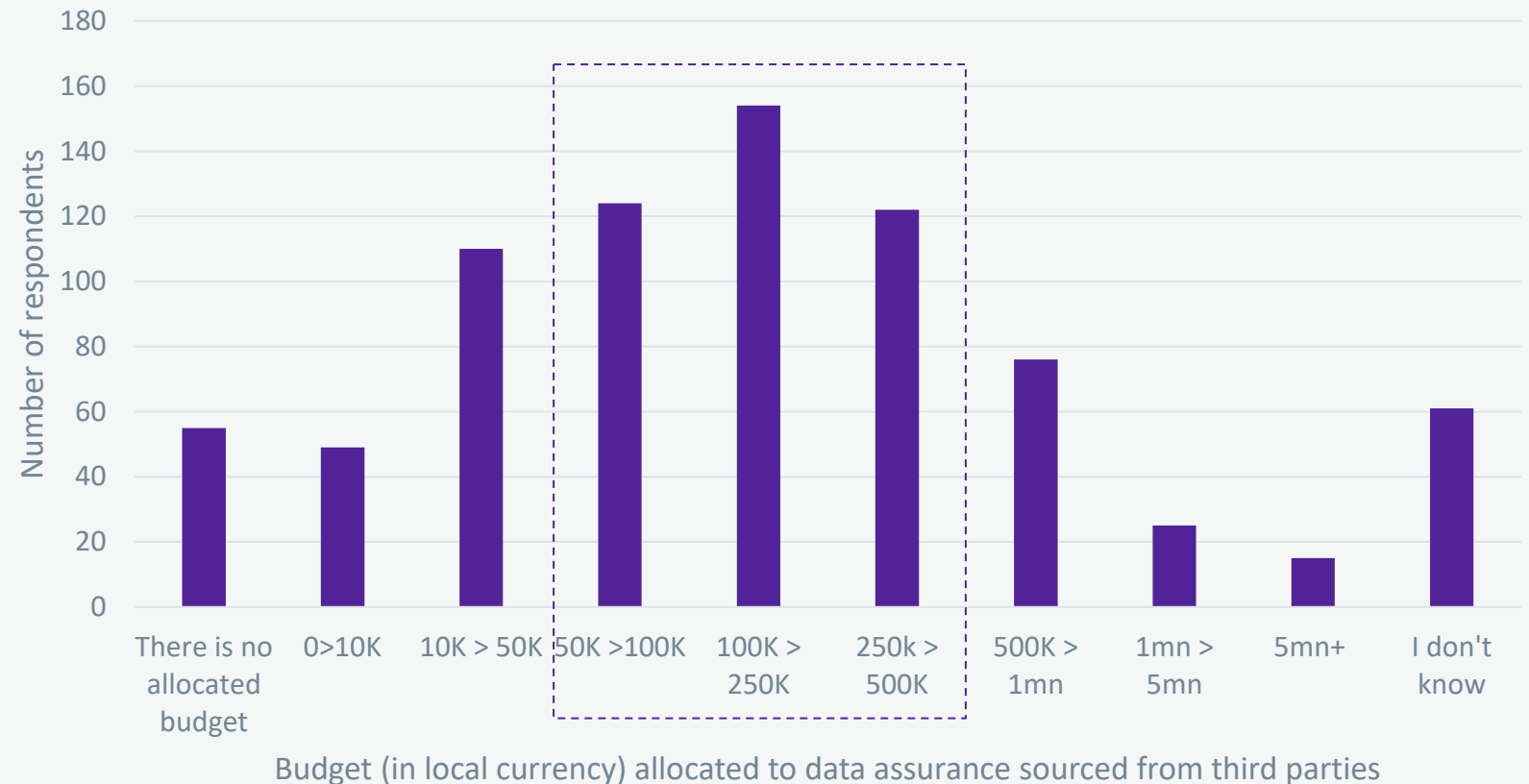
DATA ASSURANCE ANNUAL OUTSOURCING BUDGET MOST COMMONLY RANGES FROM 50K to 500K (IN LOCAL CURRENCIES)

Eliminating the 'Don't knows' from the sample, **92%** of respondents confirmed that their organisation already has an **allocated budget for data assurance**.

Over half indicated that their data assurance third-party **budget stretches from 50K to 500K** (in respective local currency), with **21% of respondents** narrowing the range of budget to between **100K and 250K**.

On a global level, organisations are more likely to have a budget below 50K than above 1m, which is partially an indication of the smaller size of organisation currently active in the market for data assurance.

BUDGET ALLOCATED TO DATA ASSURANCE OUTSOURCING



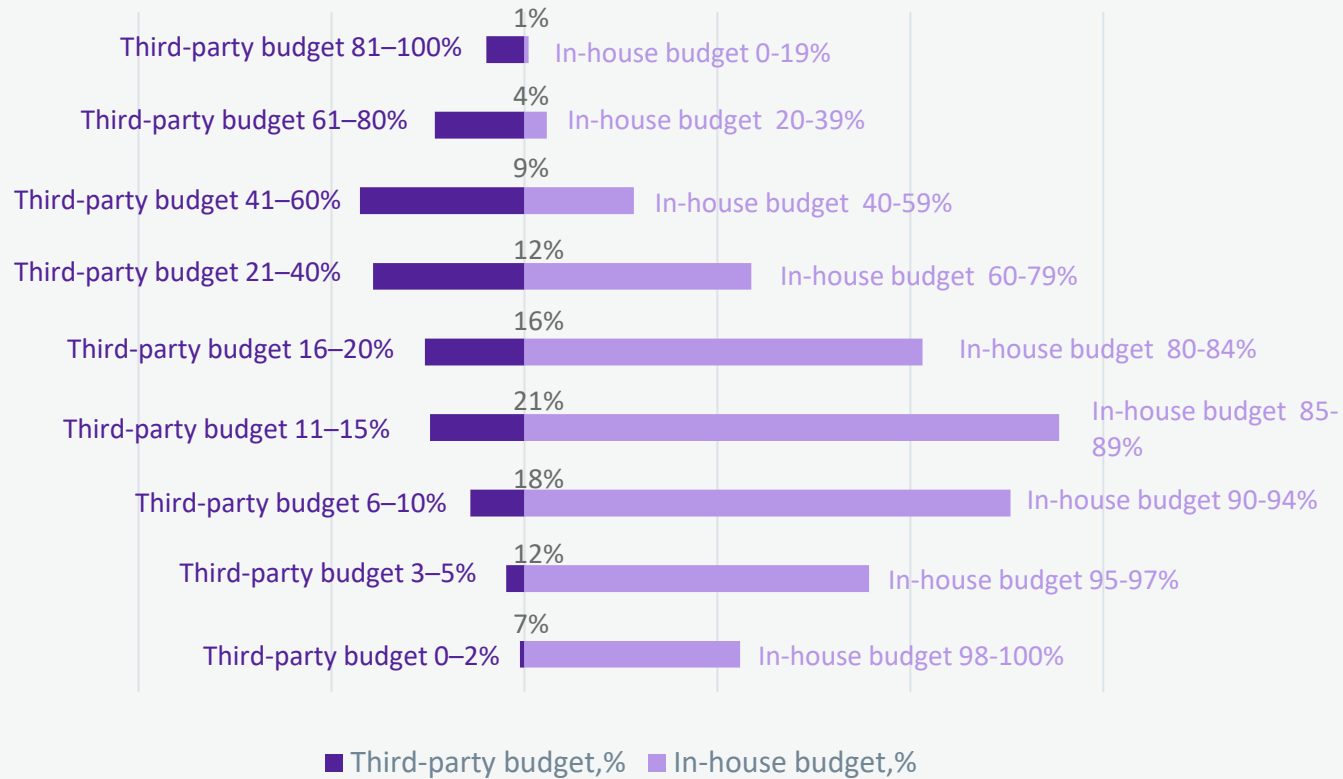
Source: Metia, Data Assurance Survey

Q: To the best of your knowledge, please estimate the budget your organization allocates to data assurance products/services sourced from third-party support. Please select one answer, N=791



ORGANISATIONS TYPICALLY ALLOCATE EXTERNAL DATA ASSURANCE BUDGETS IN-HOUSE

EXTERNAL DATA ASSURANCE BUDGET ALLOCATION

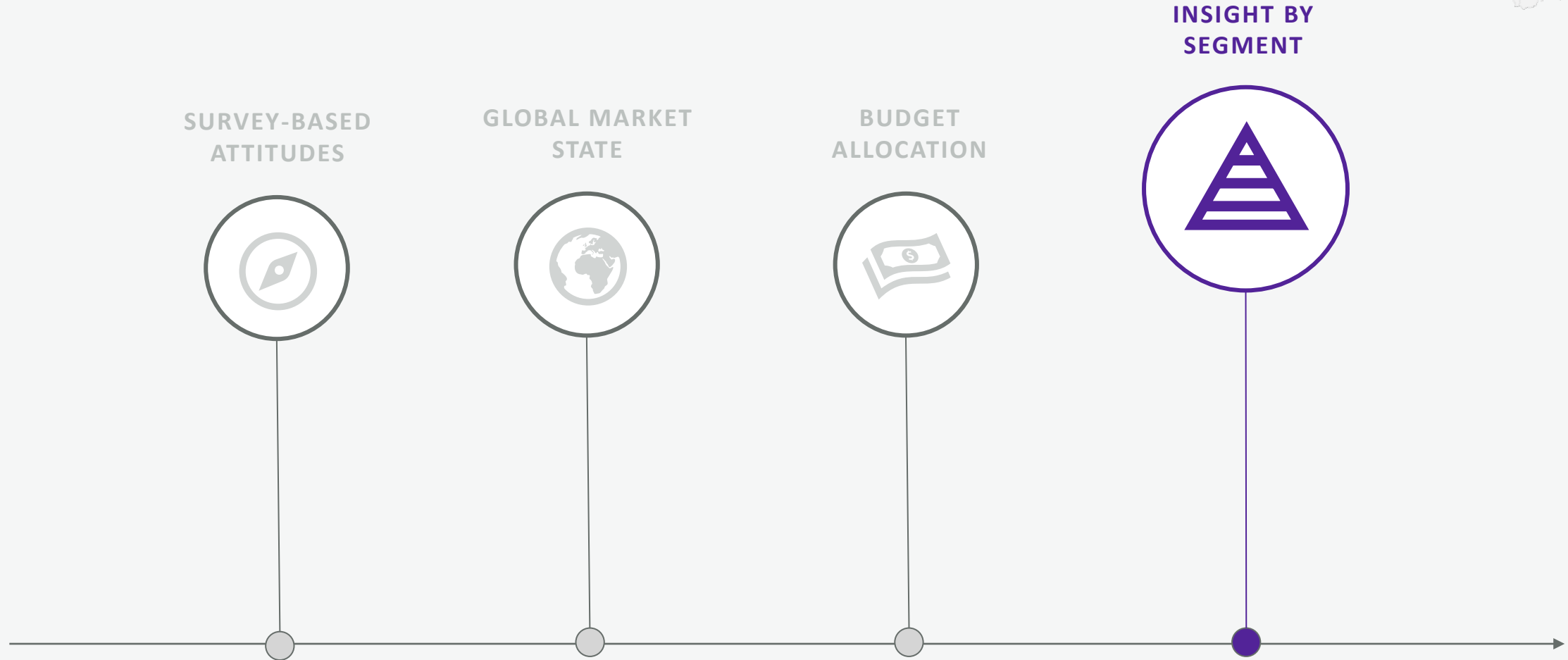


Over half of respondents (55%) estimate that between 6% and 20% of their organisation’s external data assurance budget is spent on purchasing products / services from **third-party providers**. This compares with **26% who estimate their budget share is above 20%, and only 5% above 60%, for third-party provision.**

The majority do however spend at least some of their budget externally, with **only 7% spending 98% to 100% of their budget in-house**. Over two-thirds of respondents (67%) selected the range between 80% to 94% of spend on in-house provision, meaning just 6% to 20% was spent on third-parties.



WHAT IS THE STATE OF DATA ASSURANCE MARKET?





THERE IS A BROAD CONSENSUS BETWEEN SERVICE PROVIDERS AND PURCHASERS ON THE SIZE OF THE GLOBAL MARKET

There is a synergy in the range of valuations given by service providers, data holders and data users in terms of estimates in market value. **30% of each category values** the current market at between **\$2bn USD and \$3bn USD**.

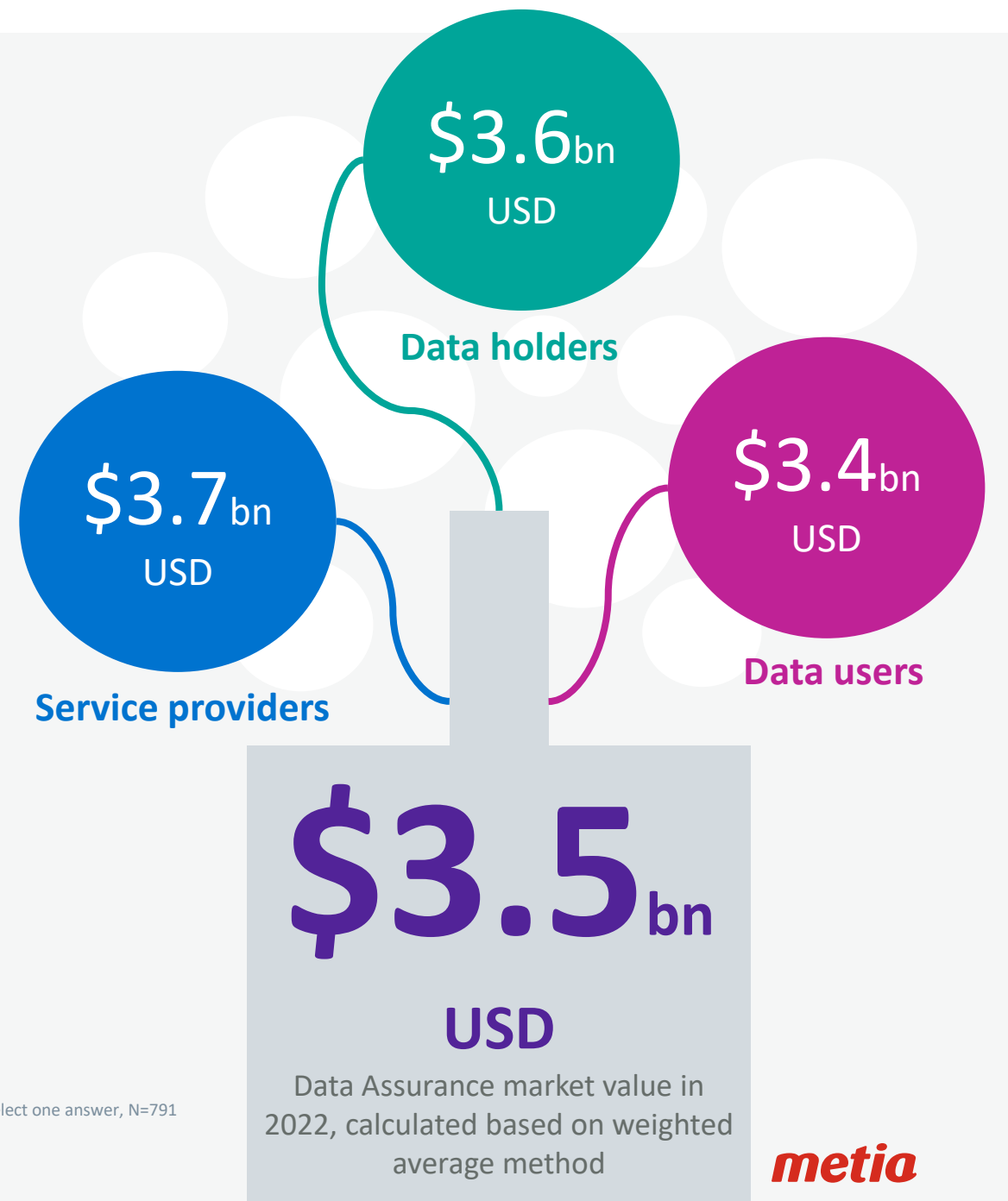
16% of data holders believe that the market is currently more developed and reaches between **\$3bn USD and \$4bn USD**. Service providers and data users are slightly more cautious about this valuation with 13% of each segment supporting this.

10% of the service providers believe, however, that the market is larger, in the range of **between \$4bn USD and \$5bn USD**.

Source: Metia, Data Assurance Survey

Q: Please estimate the global data assurance market value in 2022. If you are not confident in the answer, please choose 'I don't know' . Please select one answer, N=791

© Metia Group – Market Demand for Data Assurance Services report – May 2023





SERVICE PROVIDERS EXPECT TO SEE INCREASING DEMAND AND MARKET GROWTH

42%

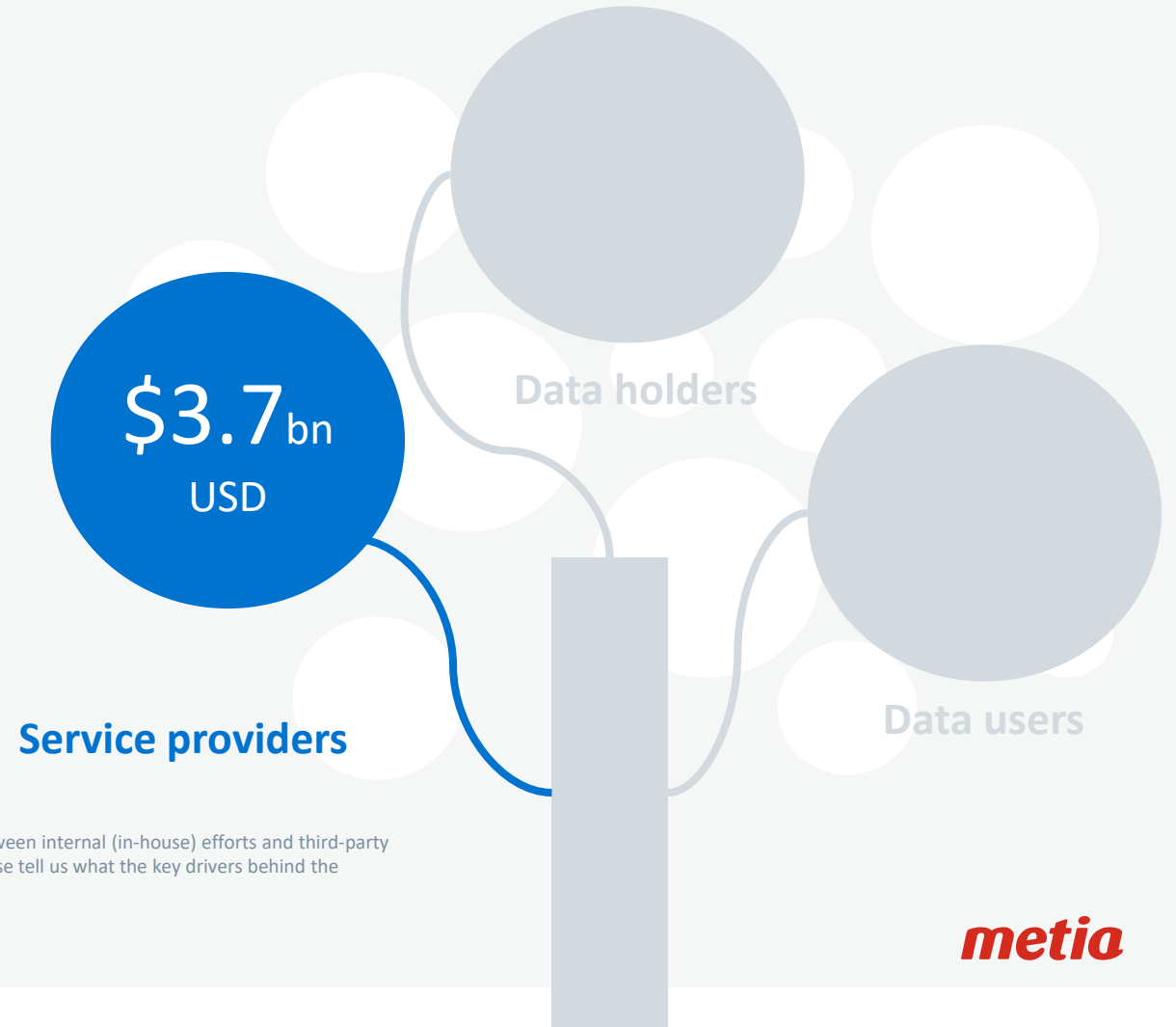
of service providers budget between 3% and 10% of their external data assurance for third-parties

38%

of service providers believe that the global data assurance market will show moderate growth in the next 5 years

65%

of service providers believe that the main driver behind market growth is increasing demand and awareness of data assurance needs



Source: Metia, Data Assurance Survey

Q: Please estimate how the investment your organization dedicates to the external data assurance products/services is allocated between internal (in-house) efforts and third-party support. In your opinion how will the global external data assurance market grow in the next 5 years? Please select one answer,. Please tell us what the key drivers behind the external data assurance market evolution in the next 5 years are. Select all relevant answers. N=141



DATA HOLDERS ARE READY TO INVEST IN EXTERNAL DATA ASSURANCE

40%

of data holders dedicate between 11% and 20% of their external data assurance budget for third-parties, keeping close control of data practices in-house

61%

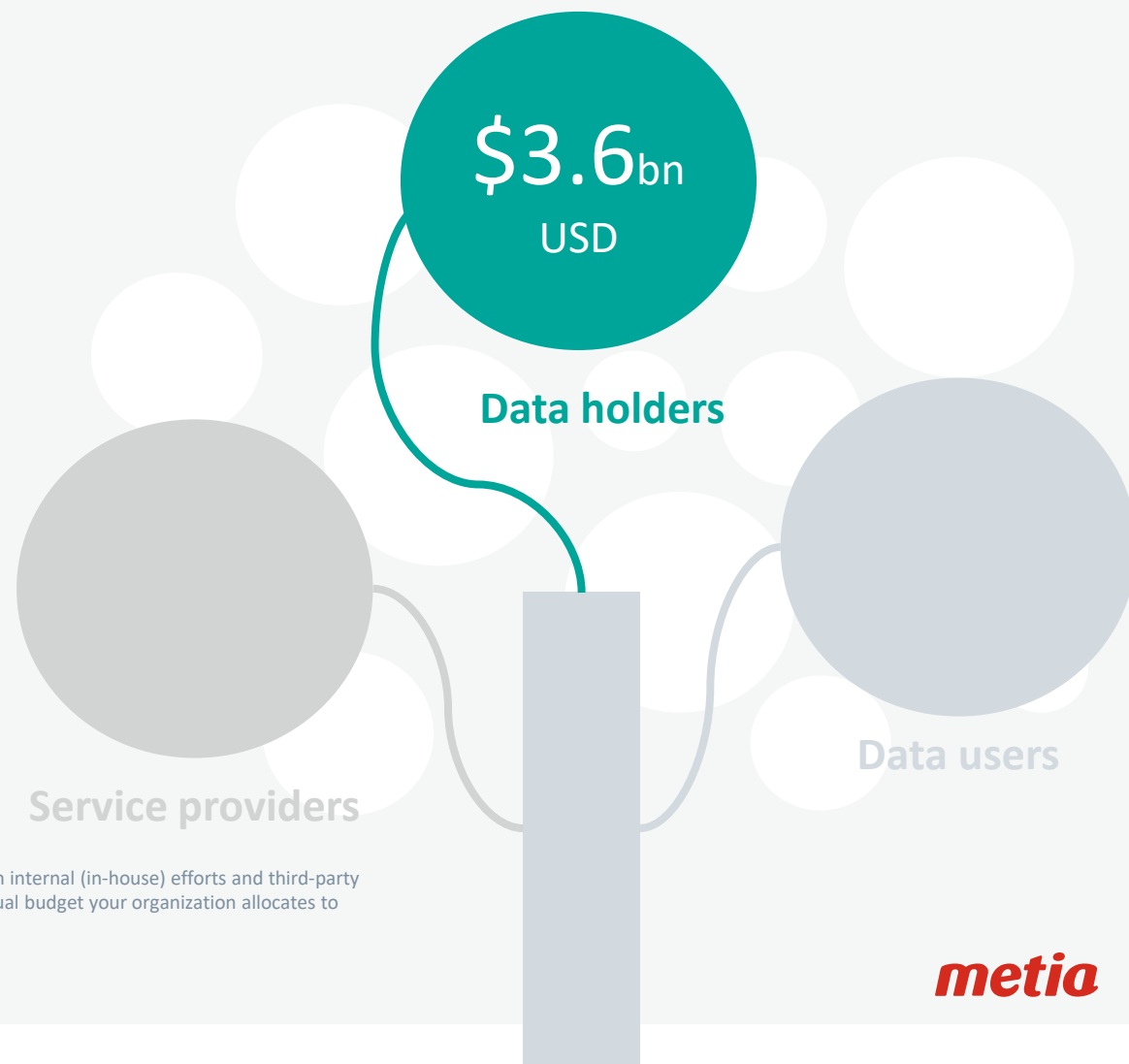
of data holders expect moderate to dynamic growth of external data assurance market, acknowledging the overwhelming amount of data used in organisations

23%

of data holders set data assurance budget sourced from third-party products and services between 100K and 250K

Source: Metia, Data Assurance Survey

Q: Please estimate how the investment your organization dedicates to the external data assurance products/services is allocated between internal (in-house) efforts and third-party support. In your opinion how will the global external data assurance market grow in the next 5 years? Please estimate the size of the annual budget your organization allocates to external data assurance products/ services. Please select one answer. N=414





DATA USERS PRIMARILY RELY ON INTERNAL STAFF TO ASSURE EXTERNAL DATA

34%

of data users dedicate between 6% and 15% of their external data assurance budget for third-parties, keeping close control of data practices in-house

64%

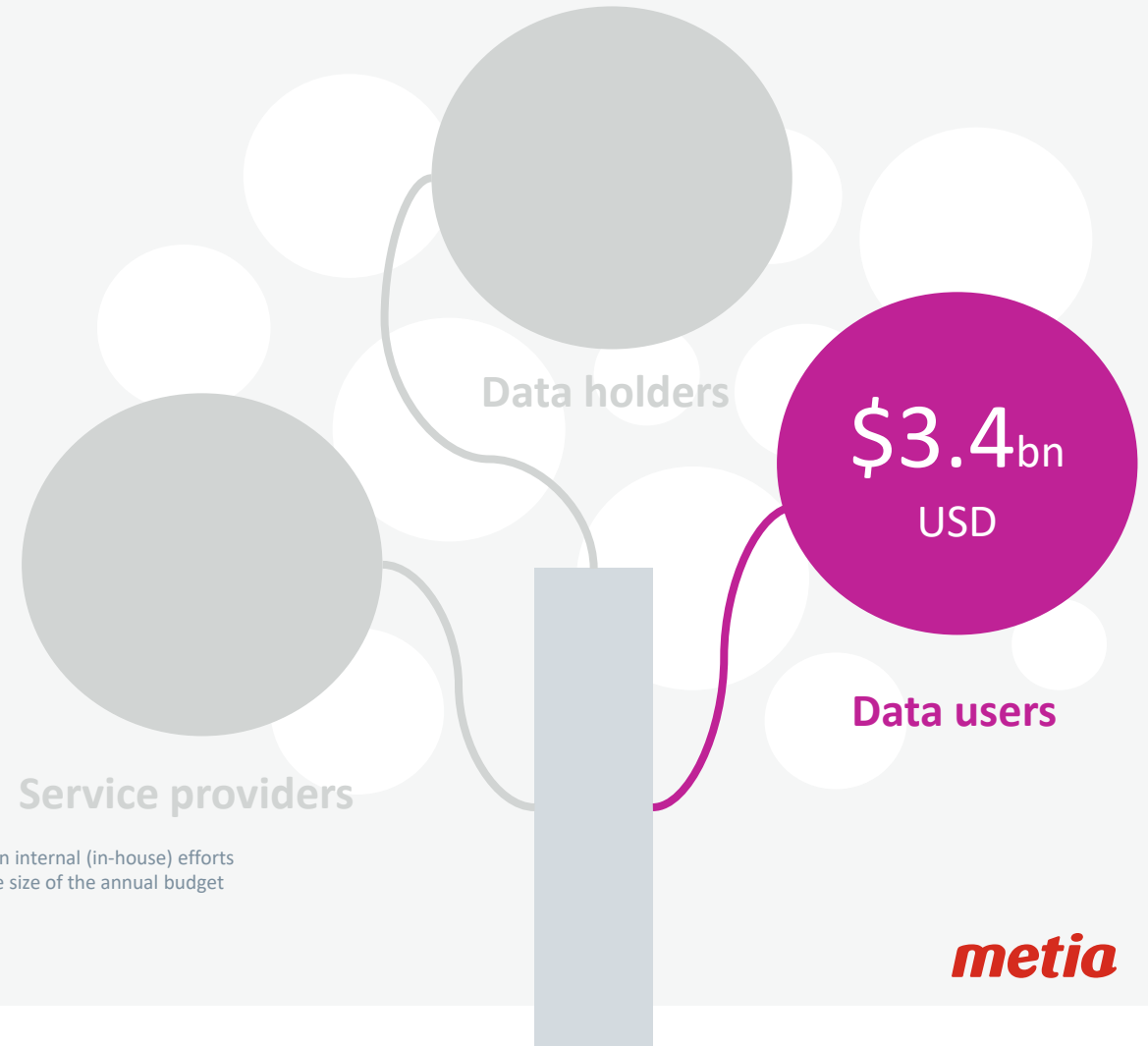
of data users expect 5% to 15% annual growth of external data assurance market, driven by increasing demand of consistent quality data and evolving technological capabilities

19%

of data users set data assurance budget sourced from third-party products and services between 50K and 100K

Source: Metia, Data Assurance Survey

Q: Please estimate how the investment your organization dedicates to the external data assurance products/services is allocated between internal (in-house) efforts and third-party support. In your opinion how will the global external data assurance market grow in the next 5 years? Please estimate the size of the annual budget your organization allocates to external data assurance products/ services. Please select one answer. N=237



SUMMARY OF MARKET INSIGHTS



GROWING USE OF EXTERNAL DATA BY ORGANISATIONS IS EXPANDING DEMAND FOR ASSURANCE SERVICES AND THE STANDARDS NEEDED TO PROVIDE MARKET CONFIDENCE

KEY INSIGHTS FROM THE MARKET SURVEY

1

Growing use of external data by organisations:

- There is increased complexity around the types of data organisations use and how they use it. This has led to a blurring of the lines between what can be considered internal data, and whether it has applications for external usage.
- External data use has created a challenge around credibility and trustworthiness in external data flows.
- Regulatory requirements have increased alongside the greater use of external data, with compliance now a key concern amongst data holders and data users.

2

Increased demand for data assurance which addresses the challenges caused by increased external data flows:

- Consensus view that the global market for external data assurance will grow 60% in the next five years, albeit with regional variations.
- Organisations on the demand side are requesting a more agile response to their growing needs from the data assurance industry.
- Requirement to close the gap between what is currently being provided by the market and the priorities of data holders and data users.

3

Clear requirement for ‘rules of the road’ to increase market confidence in external data assurance:

- Data holders and data users want to increase the trustworthiness of their organisations to external stakeholders.
- Service providers recognise the need for transparency in standards and the quality of delivery of external data assurance.
- A consensus exists both on the demand side and the supply side that an independent standards body and / or code of conduct is required to improve confidence of organisations in how they use external data.

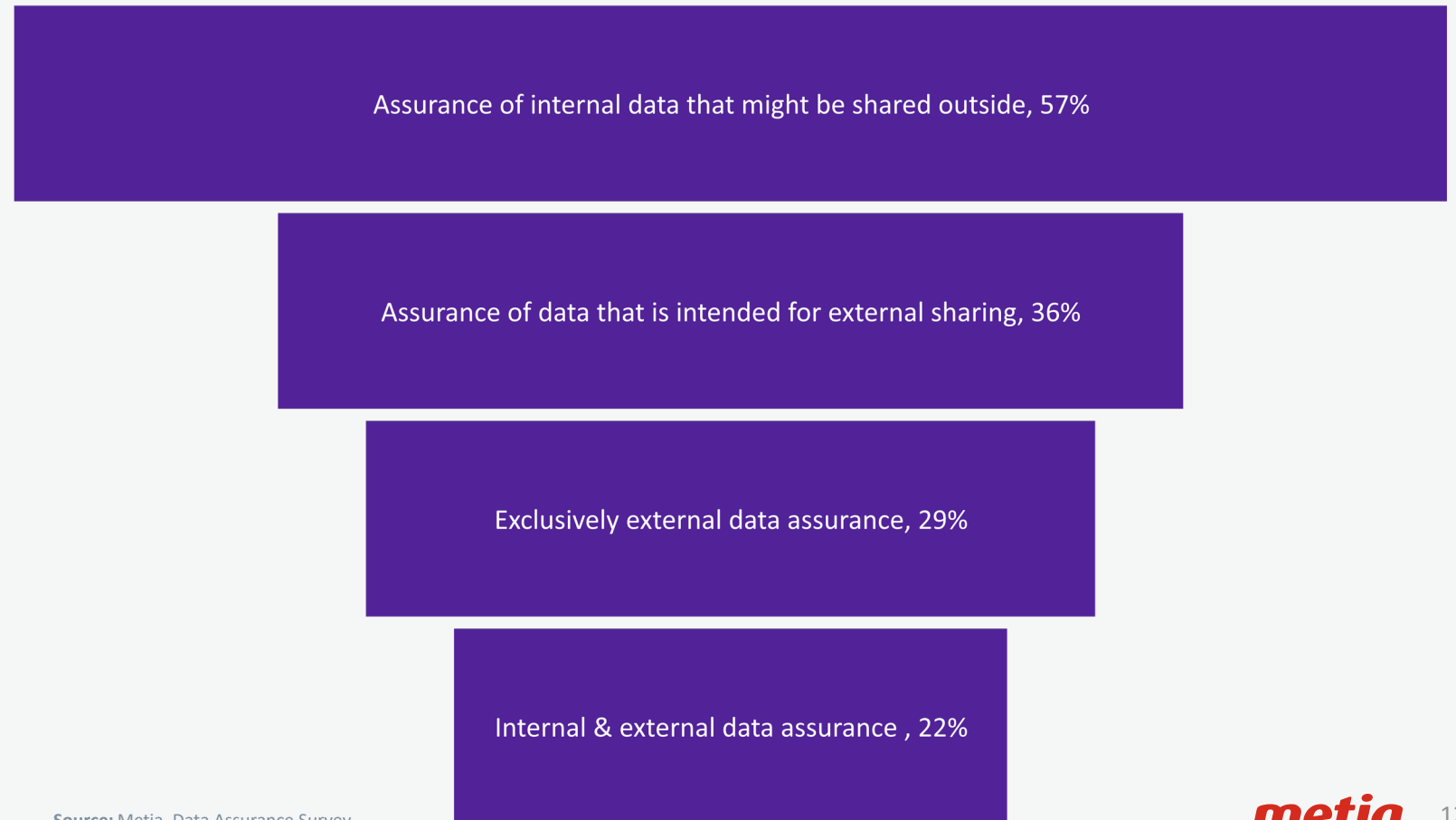


INTERNAL DATA IS INCREASINGLY REQUIRED TO BE READIED FOR SHARING OUTSIDE THE ORGANISATION, GROWING THE MARKET FOR EXTERNAL DATA ASSURANCE

Whilst data exclusively for external use is expected to remain niche, data holders are increasingly needing to prepare data for use outside of their organisation, and data users need to increasingly work with external data. **Both therefore see a need for enhanced external data assurance services**, whether it be for regulatory, auditing or other business purposes.

Demand is also driven by **increases in the volume of data organisations are using in their day-to-day**, with appreciation of the need for sustainable usage and re-usage of data generated by other entities. **Assurance is required to establish trustworthiness**, with additional pressure from regulatory bodies on compliance.

DATA ASSURANCE PRODUCTS/SERVICES USED (%DATA HOLDERS & DATA USERS)





FLUIDITY OF DATA USE CASES REQUIRES ORGANISATIONS TO INCREASINGLY BUILD EXTERNAL TRUST AND CONFIDENCE IN THEIR DATA AND PROCESSES

“ External data assurance boosts organisations’ trustworthiness ”

94%

Share of data holders and data users agree with this statement

N=650



SUPPORTED BY THE INCREASING REQUIREMENTS AROUND THE EXTERNALISATION OF DATA, A 60% RISE IN THE GLOBAL DATA ASSURANCE MARKET IS ANTICIPATED IN THE NEXT FIVE YEARS

\$3.5bn

USD

Global data assurance market size
in value terms in 2022



\$5.6bn

USD

Global data assurance market size
in value terms in 2027



SUPPLY AND DEMAND SECTOR RESPONDENTS ARE ALIGNED ON THE TOP-4 INDUSTRIES WHERE EXTERNAL DATA ASSURANCE MARKET IS CONCENTRATED

SUPPLY SIDE: TOP INDUSTRIES

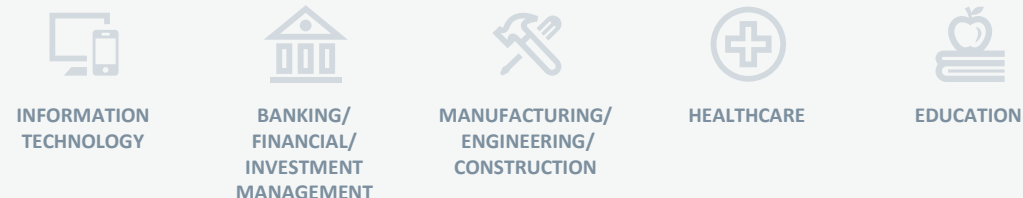


The **IT sector** accounts for the leading segment of dedicated external data assurance providers, yet a high number of in-house capabilities in banking, manufacturing, healthcare and shipping industries, makes these industries prominent too on the supply side.

Data assurance specialists are currently only a minority of the personnel working on the supply side, with **technical specialists** — including IT and data management and transformation job functions — the majority providers.

Data assurance teams typically report into the c-suite, meaning that the **CEO, CTO and CIO** are the main decision-makers. The **Data Protection Officer** — whilst solely responsible for compliance — is not always included in revenue-generating decisions.

DEMAND SIDE: TOP INDUSTRIES



The **IT sector** is the leading industry segment for data holders and data users, but is not as dominant as it is for the service providers on the supply side. There is alignment with the other top industries demand respondents work in, although **education** is 5th in place of shipping / distribution / transport.

Given the often sensitive nature of the internal data, assurance is mostly provided by **in-house personnel** within demand sector organisations. The workforce behind external data assurance consuming industries skews towards Millennial males, holding technical and analytical roles, including IT, data management, data protection, data engineering and data analytics.

External data assurance buying cycle can be lengthy, and goes beyond basic pricing procurement. The ultimate decision-making power typically rests with the CEO, CTO and CIO within demand-side organisations.



DATA HOLDERS AND DATA USERS STAND READY TO INVEST IN DATA ASSURANCE IN ORDER TO SECURE TRUSTWORTHINESS IN EXTERNAL DATA FLOWS

37%

of data holders and data users allocate between 50K and 250K of their annual budget to external data assurance

External data assurance is a recognised business need amongst data holders and data users, with a high proportion of organisations already allocating budget for assurance services.

Naturally there is variation on the scale of budget allocated, based on industry sector and organisation size.

53%

of data holders and data users allocate between 6% and 20% of their budget to third-parties

Whilst **external data assurance remains heavily executed by in-house teams**, over half of organisations seek outside help for at least some elements of the process.

In the market currently, however, only 5% of organisations dedicate more than 60% of their allocated budget to third-parties.

N=650



SCOPE FOR SUPPLY-SIDE DEVELOPMENT IN THE MARKET FOR EXTERNAL DATA ASSURANCE SERVICES, AS PARTICIPANTS FORESEE REGIONAL GROWTH OPPORTUNITIES

CURRENTLY NICHE HIGHLY DYNAMIC MARKETS



The **currently nascent and niche markets** of Eastern Europe, Latin America and the Middle East and Africa **promise exponential growth opportunities** for external data assurance suppliers.

Currently these markets have limited competition on supply side, with an opportunity for dynamic market development.



SIZEABLE MARKETS WITH STABLE GROWTH



The **more developed regions** of North America, Western Europe and APAC provide markets with **stable growth**, and with opportunities to tap into established more advanced markets in data assurance provision.

These markets typically have greater competition amongst service providers, which will increasingly need to offer streamlined and flexible solutions which meet market demand around data trust, compliance and governance.



GAPS EXIST BETWEEN DEMAND AND SUPPLY SIDES ON THE PRIORITIES FOR KEY MARKET PROVISION

Both supply and demand side of external data assurance agree that **data quality control, data governance and data compliance are the top-3 priorities**. A gap exists, however, on the importance of these products / services. Whilst 50% of service providers regard quality control and governance as being important, it is less than a third for data holders and data users.

Data exploitation, data interlinking and data sharing see an inverse relation between supply and demand, where a greater number of product / service consumers regard it as a priority compared to service providers.

This is particularly evident with data exploitation, where the demand side recognises it as the 4th biggest challenge in terms of external data assurance, providers only rank it as 7th.

An opportunity exists for service providers to better understand the priorities of the data holders and data users in their challenges around external data assurance and how these are marketed to suit their needs.





FASTER AND MORE FLEXIBLE REACTION TO MARKET NEEDS IS REQUIRED OF DATA ASSURANCE SUPPLIERS

66%

of data holders and data users believe
that data assurance supply does not
fully meet their needs

Majority of data holders and data users agree that **current external data assurance service provision needs development** in order to fully meet the needs of the market.

This is partially due to the **volume of demand for products / services is outpacing supply**, with **technological development** also making solutions feasible before service providers can provide them.

Data holders and data users are also demanding **more tailored solutions which fit industry specific or technological / automated requirements** (such as APIs, for example). More **agile products / services** are needed too, with **bespoke pricing structures** to make them more accessible to smaller organisations.

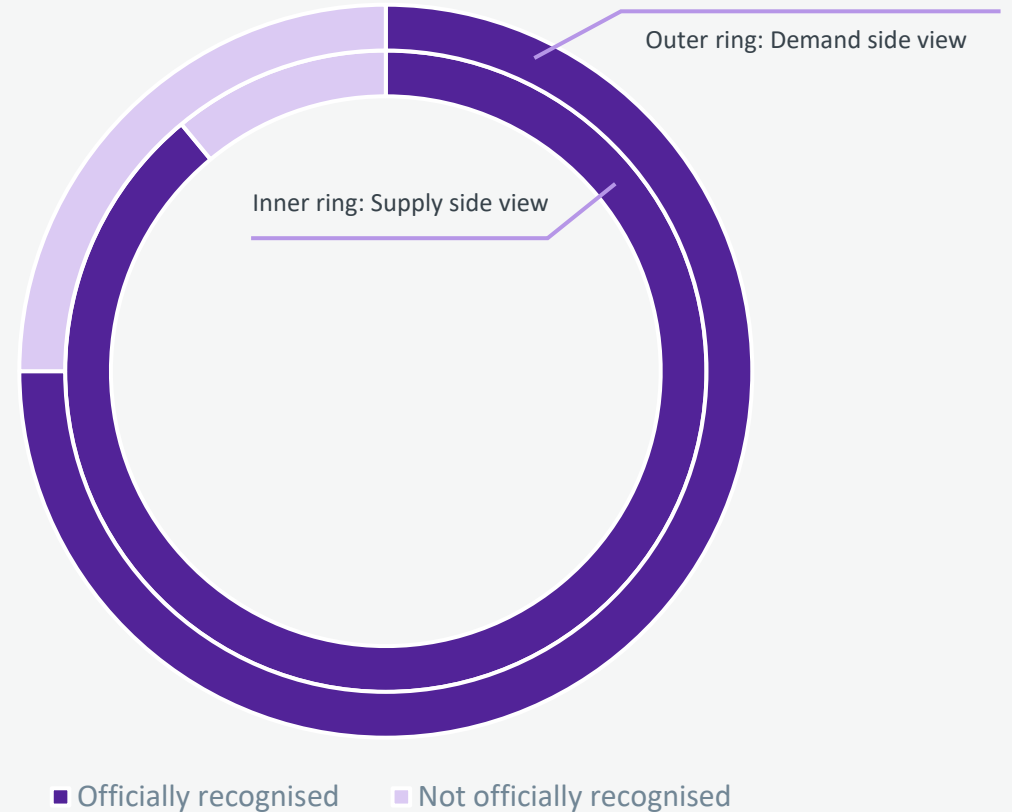


BOTH SUPPLIERS AND USERS AGREE THAT EXTERNAL TRUST AND RELIABILITY SEAL WOULD BOOST MARKET CONFIDENCE

As the key motivation behind engaging in external data assurance is **increasing trust in data and improving data quality**. Both data holders and data users want to **improve the trustworthiness of their organisation to external stakeholders**, be they direct partners and consumers, investors or the wider market.

The more organisations engage externally, there is a **requirement that data is assured to a recognised standard which ensures credibility and trust**.

Both the supply and demand side agree that official recognition by a code of conduct or standards body would boost suppliers' profiles and increase consumer confidence in their products / services. Some of potential routes into such recognition include partnerships with an official code of conduct body, such as the ODI, a product certification, and / or process accreditation.



N=791

APPENDIX



DATA PRIVACY & SECURITY AND DATA GOVERNANCE ARE MORE PROMINENT AMONG ORGANISATIONS PROVIDING COMBINED INTERNAL & EXTERNAL DATA ASSURANCE SERVICES

THE RANGE OF EXTERNAL DATA ASSURANCE SERVICES (COMBINED SERVICE PROVIDERS ONLY)

Product / services responsible for **data sharing** (e.g., setting up processes for data management across multiple ecosystems, assuring data consistency, traceability and quality)

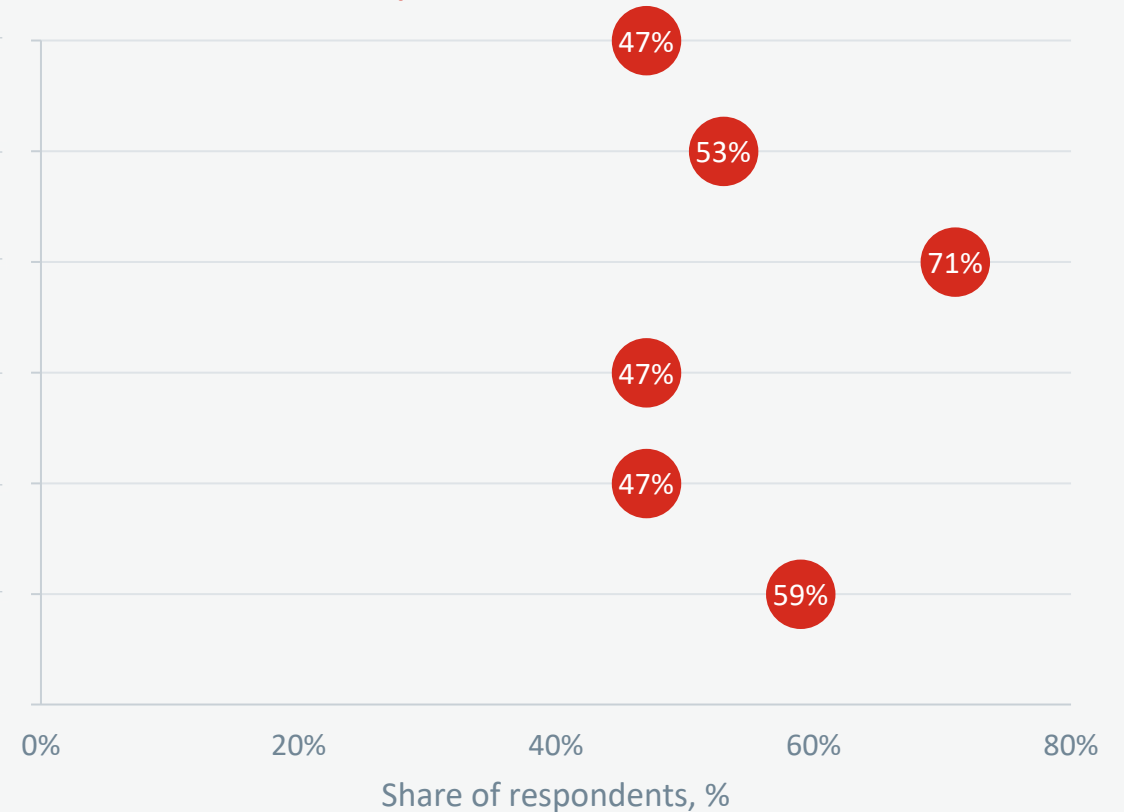
Product / services **putting data to use** (e.g., setting up processes helping companies identify and mitigate any activities that compromise data integrity and drive confidence up)

Product / services directed at **data privacy and security** (e.g., setting up processes for managing malicious data access or manipulation, in order to assure regulatory compliance)

Product / services improving **data quality** (e.g., setting up processes increasing data accuracy and creating insights)

Product / services targeting **data compliance** (e.g., setting up processes assuring the quality and status of the data)

Product / services aiming to improve **data governance** (e.g., setting up processes for data governance, data quality management and data sharing)



INDUSTRY SECTOR BREAKDOWN

Question: Please tell us about the industry sector you/ your company currently work in? Please choose the primary industry only.

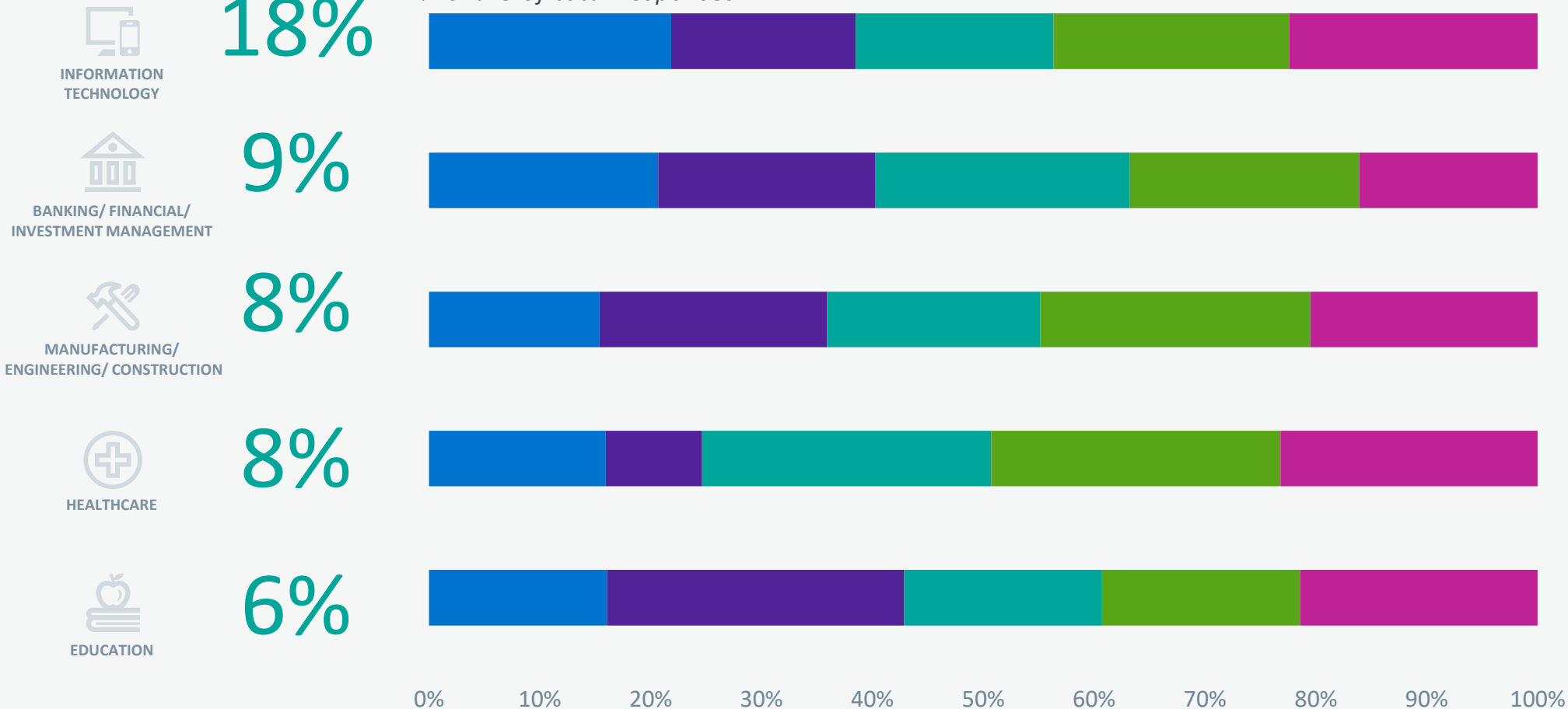
Industry Sector (Top-18)	Service Providers	Data Holders	Data Users	TOTAL
Information Technology	49	76	31	156
Manufacturing/ Engineering/ Construction	10	33	25	68
Banking/ Financial/ Investment Management	12	36	17	65
Healthcare	9	33	11	53
Education	3	25	18	46
Retail (Non-Grocery)	6	19	14	39
Consumer Electronics/ Computer Hardware and Software	5	18	9	32
Government/ Public Sector	1	20	11	32
Shipping/ Distribution/ Transportation	8	15	7	30
Consulting	6	15	7	28
Insurance	3	16	7	26
Accounting/ Auditing	5	16	3	24
Communications/ Information	4	14	6	24
Automotive/ Aviation/ Marine	4	8	11	23
Energy/ Utilities/ Oil and Gas/ Chemicals	2	13	6	21
Retail (Grocery)	3	13	2	18
Consumer Packaged Goods	3	5	6	14
Wholesale	1	3	8	12



REPUTATION IS A KEY MOTIVATOR FOR ORGANISATIONS IN THE IT AND BANKING / FINANCIAL SECTORS

DATA HOLDERS' MOTIVATIONS BEHIND USAGE OF DATA ASSURANCE (BY SECTOR)

% share of total responses



- It improves our reputation / status with our customers, so we become more trustworthy
- We are **required by law** to assure our data is compliant and governed according to the best practices
- Our partners and **customers expect us to** use data assurance services in order to trust our processes and outcomes
- Data assurance services **allow us to improve quality** of our data and minimise the risks to our data
- We believe that **data sharing is the future**, and use data assurance services to promote wider data sharing between organisations

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: Metia, Data Assurance Survey

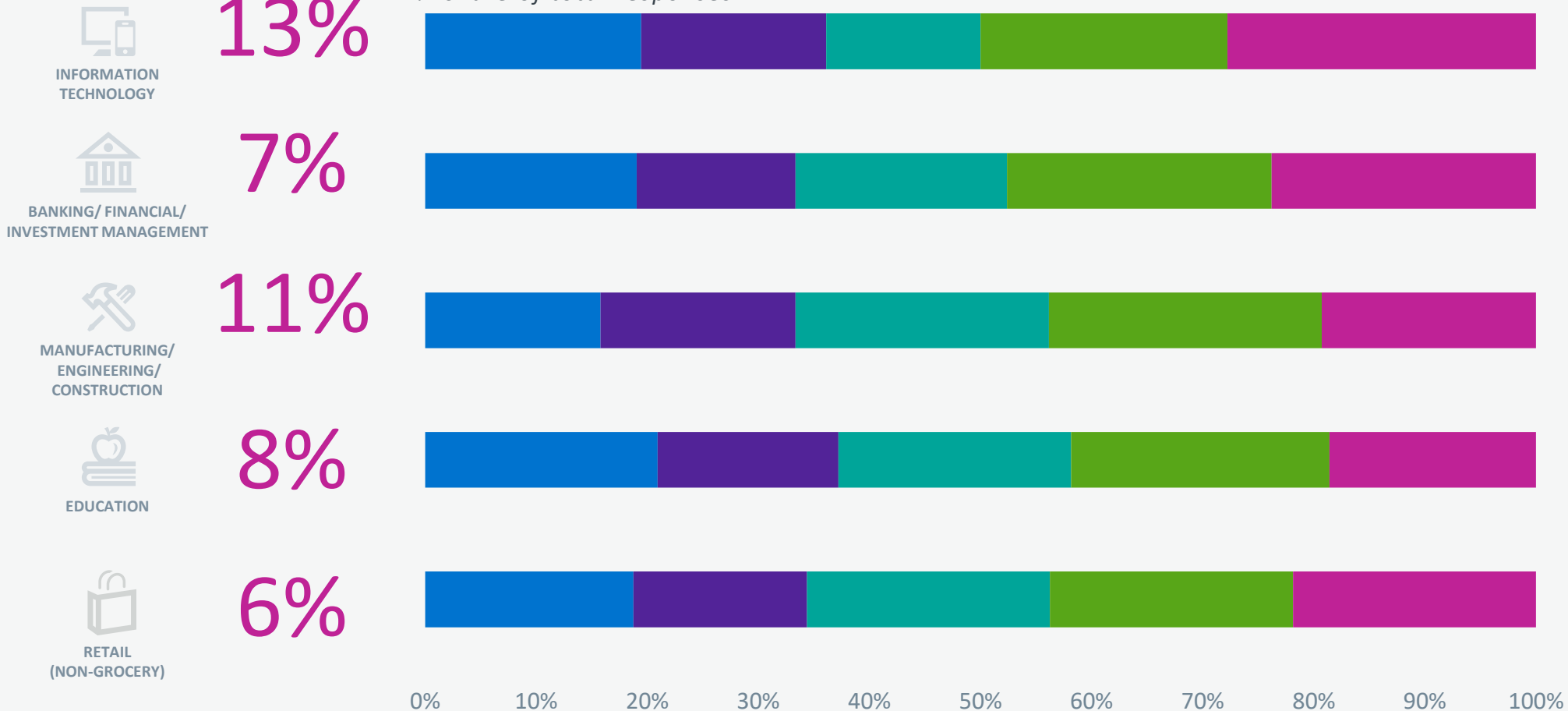
Q: Why does your organization use external data assurance products/ services? Please select all relevant answers, N=414



DATA QUALITY IS A KEY MOTIVATOR ACROSS FOR DATA USERS ACROSS THE LEADING SECTORS, WITH FUTURE DATA SHARING ALSO PROMINENT

DATA HOLDERS' MOTIVATIONS BEHIND USAGE OF DATA ASSURANCE (BY SECTOR)

% share of total responses



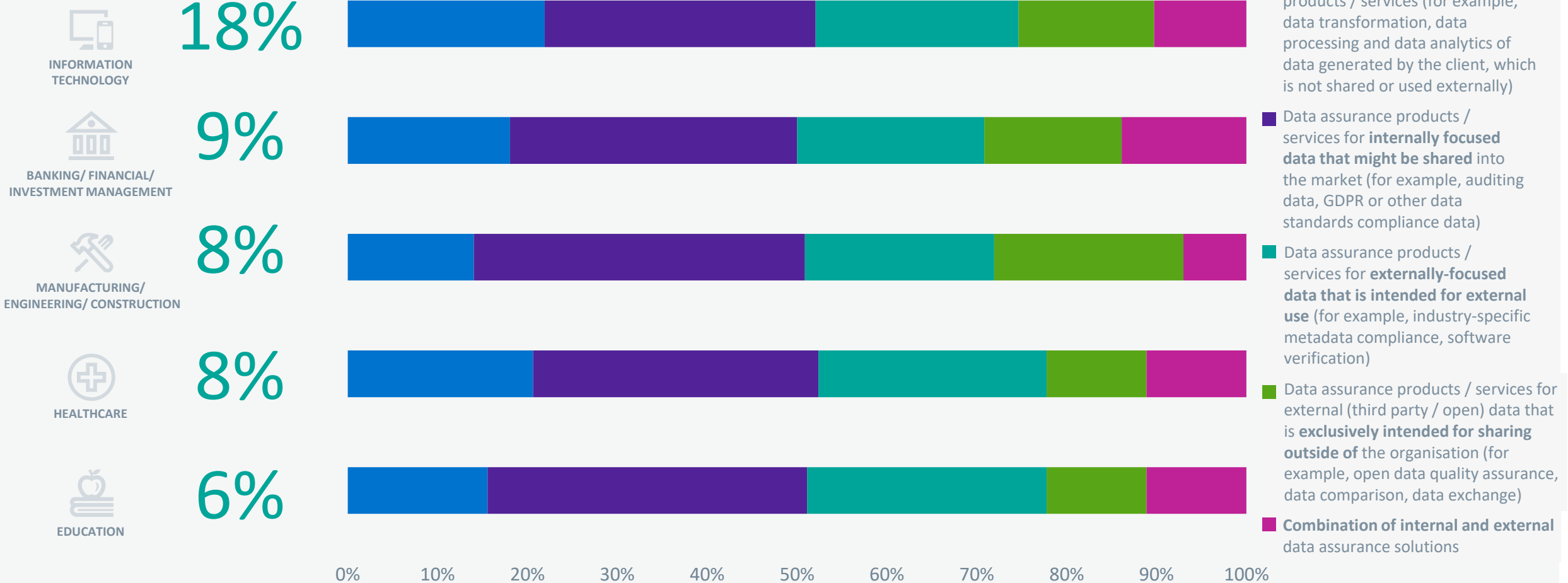
- It improves our reputation / status with our customers, so we become more trustworthy
- We are **required by law** to assure our data is compliant and governed according to the best practices
- Our partners and customers expect us to use data assurance services in order to trust our processes and outcomes
- Data assurance services **allow us to improve quality** of our data and minimise the risks to our data
- We believe that **data sharing is the future**, and use data assurance services to promote wider data sharing between organisations



DEMAND ACROSS ALL LEADING SECTORS FOR DATA ASSURANCE PRODUCTS/SERVICES WHICH ALLOW INTERNALLY FOCUSED DATA TO BE SHARED

DATA ASSURANCE SERVICES DEMAND STRUCTURE (BY SECTOR)

% share of total responses



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: Metia, Data Assurance Survey

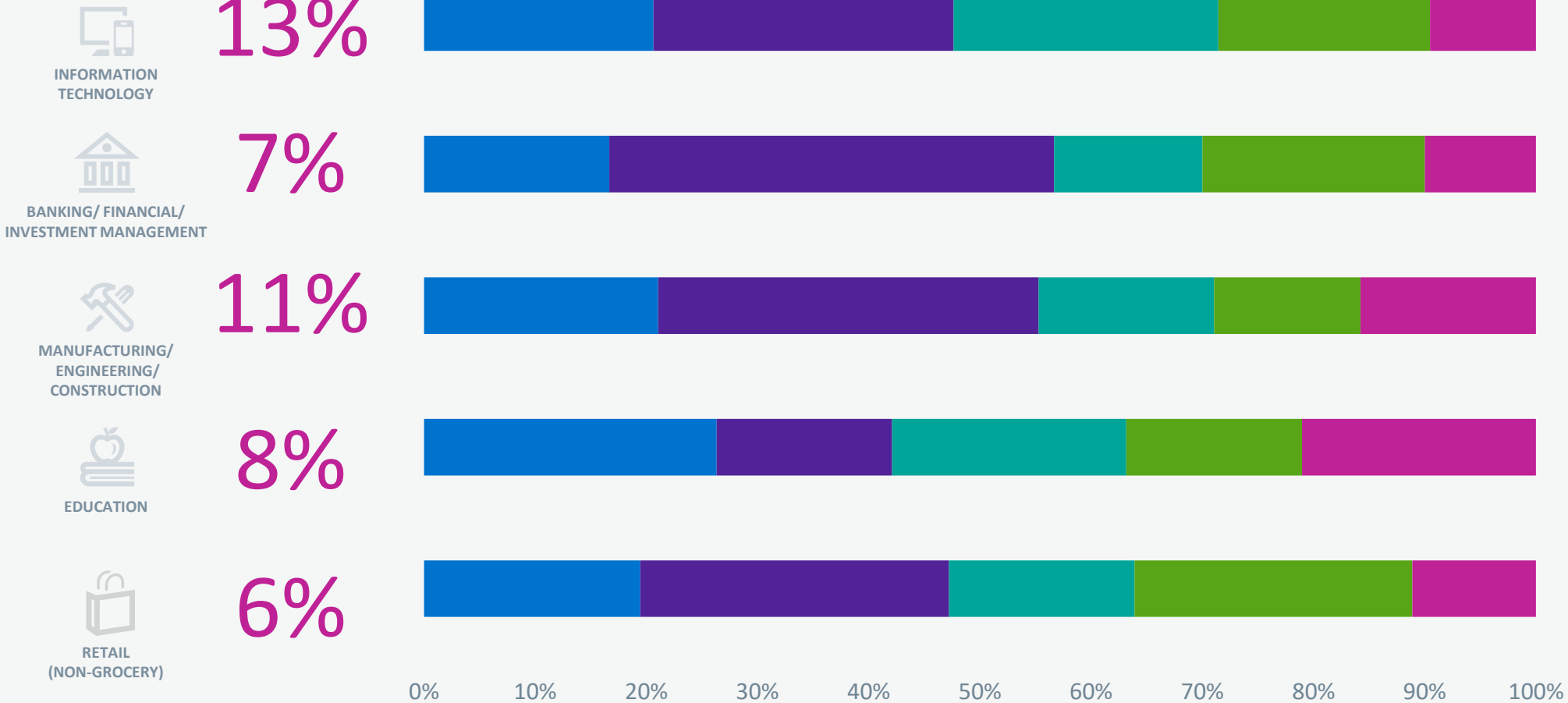
Q: What sort of data assurance products/ services does your organization use? Please select all relevant answers, N=414



DATA USERS IN THE BANKING/FINANCIAL AND MANUFACTURING/ENGINEERING SECTORS REQUIRE ASSURANCE FOR SHARING EXTERNAL DATA

DATA ASSURANCE SERVICES DEMAND STRUCTURE (BY SECTOR)

% share of total responses



- Exclusively internal data assurance products / services (for example, data transformation, data processing and data analytics of data generated by the client, which is not shared or used externally)
- Data assurance products / services for **internally focused data that might be shared** into the market (for example, auditing data, GDPR or other data standards compliance data)
- Data assurance products / services for **externally-focused data that is intended for external use** (for example, industry-specific metadata compliance, software verification)
- Data assurance products / services for external (third party / open) data that is **exclusively intended for sharing outside of the organisation** (for example, open data quality assurance, data comparison, data exchange)
- **Combination of internal and external data assurance solutions**

Source: Metia, Data Assurance Survey

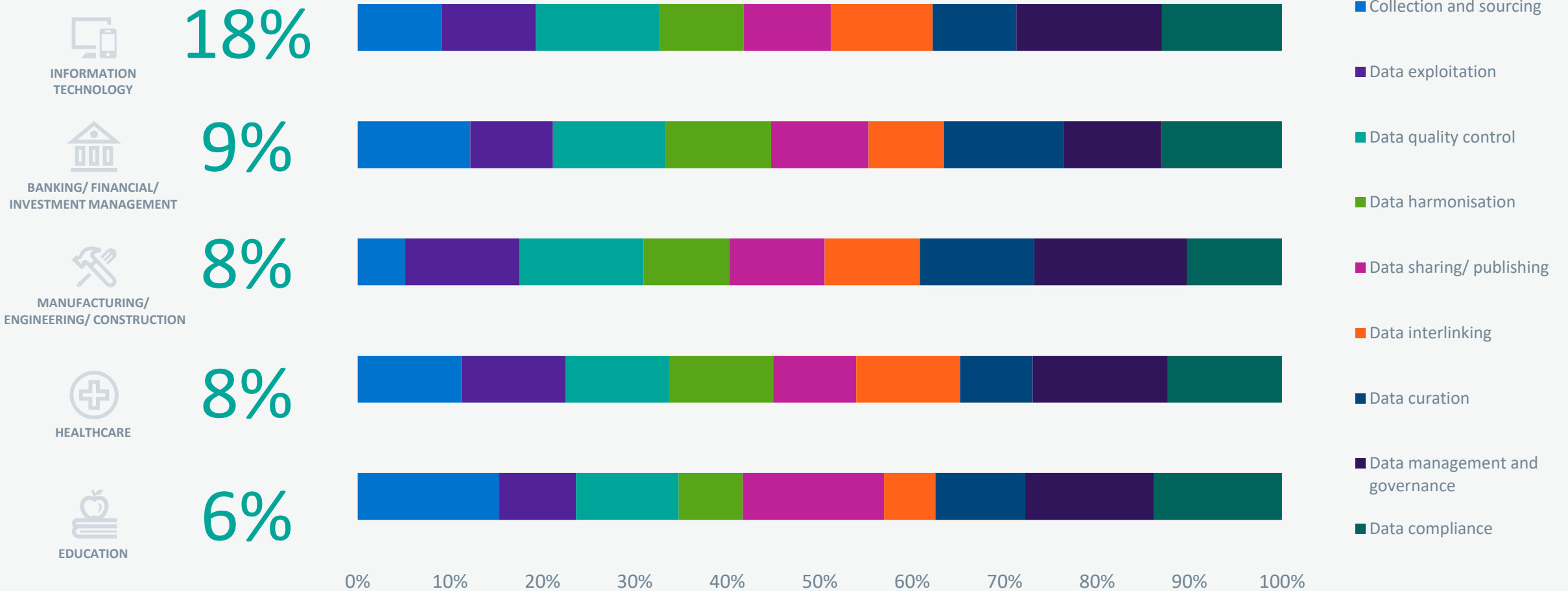
Q: What sort of data assurance products/ services does your organization use? Please select all relevant answers, N=237



DATA MANAGEMENT & GOVERNANCE IS A KEY PAIN POINT IN MANUFACTURING, WHILST COLLECTION AND SOURCING IS CITED IN THE EDUCATION SECTOR

DATA HOLDERS' ATTITUDES TOWARDS THE KEY PAIN POINTS OF EXTERNAL DATA ASSURANCE (BY SECTOR)

% share of total responses

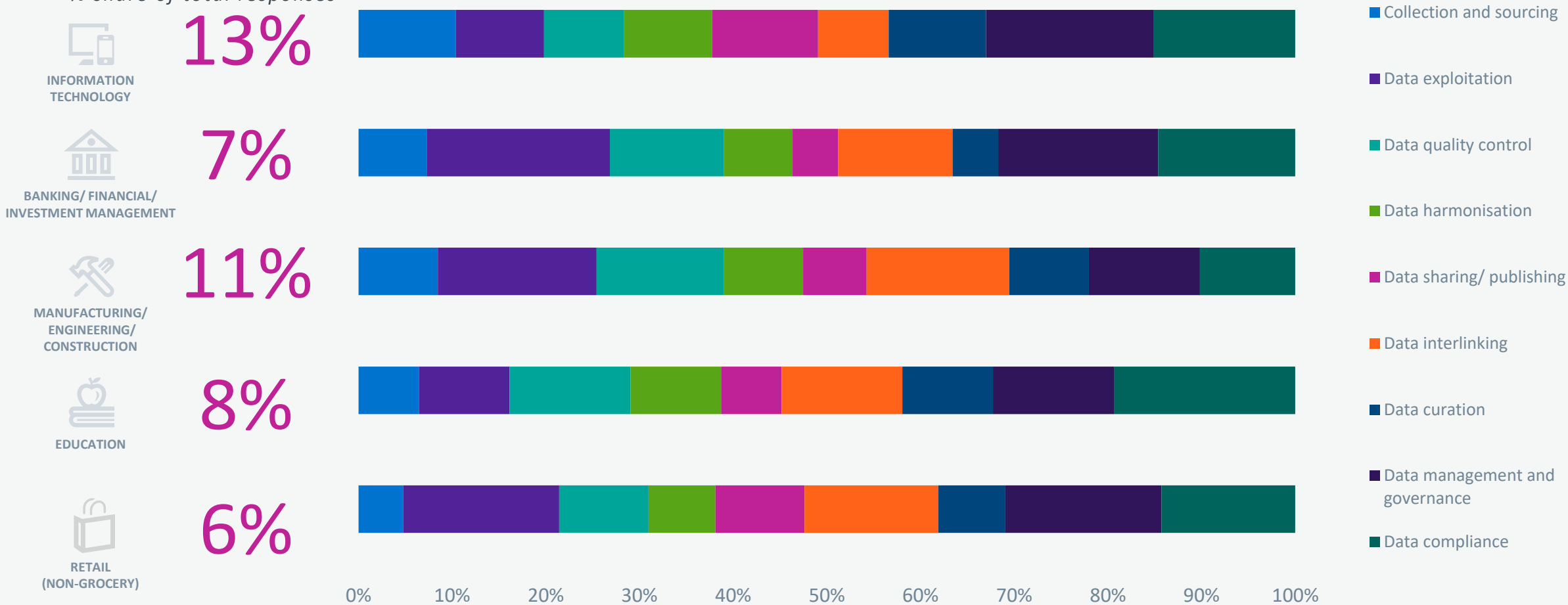




BANKING/FINANCIAL INDUSTRY DATA USERS HIGHLIGHT DATA EXPLOITATION AND DATA MANAGEMENT & GOVERNANCE AS KEY PAIN POINTS

DATA HOLDERS' ATTITUDES TOWARDS THE KEY PAIN POINTS OF EXTERNAL DATA ASSURANCE (BY SECTOR)

% share of total responses



ABOUT METIA

Metia Group is a global technology marketing consultancy with offices in London, Seattle, Austin, and Singapore. We employ some 100 professionals; each is an expert in a particular specialization.

Our clients include both the largest tech corporations and ambitious growth businesses. We provide them with structured research and marketing programs that reach across geographies, scale massively, can be deployed systematically, and are measured relentlessly.

Metia has specialist services designed to support tech clients in the areas of Research & Insight, Demand, Content, and Advocacy. These services are based upon deep expertise and proven methodologies, and enabled by unique tools and systems.

The Metia Insight team comprises strategy, research, analytical and data science experts. Metia Insight undertakes both ad hoc and ongoing research activities to help our clients understand their markets and audiences in order to better focus business strategy, product propositions and audience engagement.

To learn more about our capabilities and discuss how we could help you understand and engage your target audiences with focused, structured and measurable programs, please visit www.metia.com or contact steve@metia.com.

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