



# Can Better Data Improve the Performance of Your Information Asset Portfolio?

Data driven decisions seems to be the latest trend among the business press and industry leaders. A recent article in Forbes highlighted a number of compelling statistics:



Stephen Phillips

- An EY study indicated that 81% of respondents agreed that data should be at the heart of all decision making.
- Research from Cognopia confirms that businesses who base decisions on data are 19 times more likely to be profitable
- Industry leading companies in the in the use of data-driven decisions were, on average, 5% more productive and 6% more profitable than competitors.

Makes sense? Of course. Yet the often misquoted Dr W Edward Deming maintained that *"It is wrong to suppose that if you can't measure it, you can't manage it – a costly myth"*.

We think Dr. Deming was right. Data is an important enabler, but it should be used in conjunction with expertise, judgment and discretion. At Couranto, we do exactly that. We augment your expertise and judgment with our own information product and data management technology to drive smarter decisions. We also combine our own team's knowledge and experience with that of our clients to drive and deliver the most effective vendor strategy.

We are continuously investing in upgrading our technologies to support our clients' priorities and address their issues. We have invested in the data reporting capabilities of Clarity, our cost effective contract management solution, to provide our clients with the management information they need to:

- Improve decision-making accuracy and speed
- Gain control over cost and spending metrics
- Understand their internal users better
- Identify opportunities to optimize processes

- Mitigate non compliance risk
- Offer more compelling products and services
- Increase transparency and accountability
- Increase stakeholder and client engagement and satisfaction

When combined with Discovery, our information management portal, Couranto provides a full suite of Information Management capabilities.

Would you like to learn more about Couranto and how we help our clients deliver their information management strategy? Please contact Stephen Phillips at [sphillips@couranto.com](mailto:sphillips@couranto.com)

Interested in what Couranto can offer your business?  
Contact [Stephen Phillips](#) for more information.

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**Stephen Phillips** is a global leader, influencer and advisor with over 30 years of experience in knowledge and information management, document services, analytics, and vendor management.