

# THE NEW ERA OF DATA CHAOS

We've entered an unprecedented period of data creation, but it's managing the combination of structured and unstructured data that makes this era **truly chaotic**.

By 2020, we will be able to fill **8 trillion DVDs<sup>1</sup>** with new data each year, and **90% of data is unstructured.**<sup>2</sup>

**The struggle among businesses to extract meaningful information from this data is universal.**

**This is the Era of Data Chaos.**

## THE TIPPING POINT

Unstructured data overtakes structured data.



## The Impact of Data Chaos in critical business processes:



### Mailroom

Over-reliance on paper and manual inputs leads to information backlog.

**The Result:** Decreased efficiency. Increased costs.



### Customer Onboarding

Slow setup leads to dissatisfied customers.

**The Result:** Decreased customer life-time value. Increased customer churn.



### Forms Processing

Inability to handle high volumes of information leads to company-wide bottlenecks.

**The Result:** Decreased productivity. Increased error frequency.



### Accounts Payable

Sluggishness in payment processing leads to delays in critical business initiatives.

**The Result:** Lack of business agility. Wasted time and resources.



### Records Management

Disconnected and disorganized archiving practices leads to a lack of compliance and consistency.

**The Result:** Decreased business continuity. Increased management debt.

But the opportunity for improvement is real. Businesses that leverage digital solutions to tame data chaos see a **5 to 6 percent increase in productivity and profit.**<sup>3</sup>

## Are you ready to harness the power of Data Chaos?

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[www.kodakalaris.com/b2b](http://www.kodakalaris.com/b2b)

1. Big data: The next frontier for innovation, competition, and productivity: McKinsey Global Institute 2011 (PDF: [http://www.mckinsey.com/~/media/McKinsey/Business Functions/Business Technology/Our Insights/Big data The next frontier for innovation/MGI\\_big\\_data\\_full\\_report.aspx](http://www.mckinsey.com/~/media/McKinsey/Business%20Functions/Business%20Technology/Our%20Insights/Big%20data%20The%20next%20frontier%20for%20innovation/MGI_big_data_full_report.aspx))

2. "Indications are that 80-90% of most [business] information/content still consists of unstructured information..." Bob Larrivee, Chief Analyst of AllIM Market Intelligence

3. Dominic Barton and David Court, "Making advanced analytics work for you," Harvard Business Review, October 2012, Volume 90, Number 10, pp. 78-83