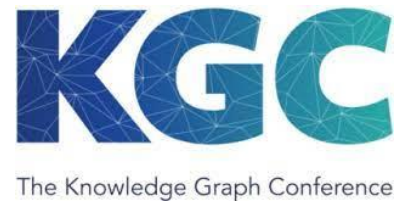
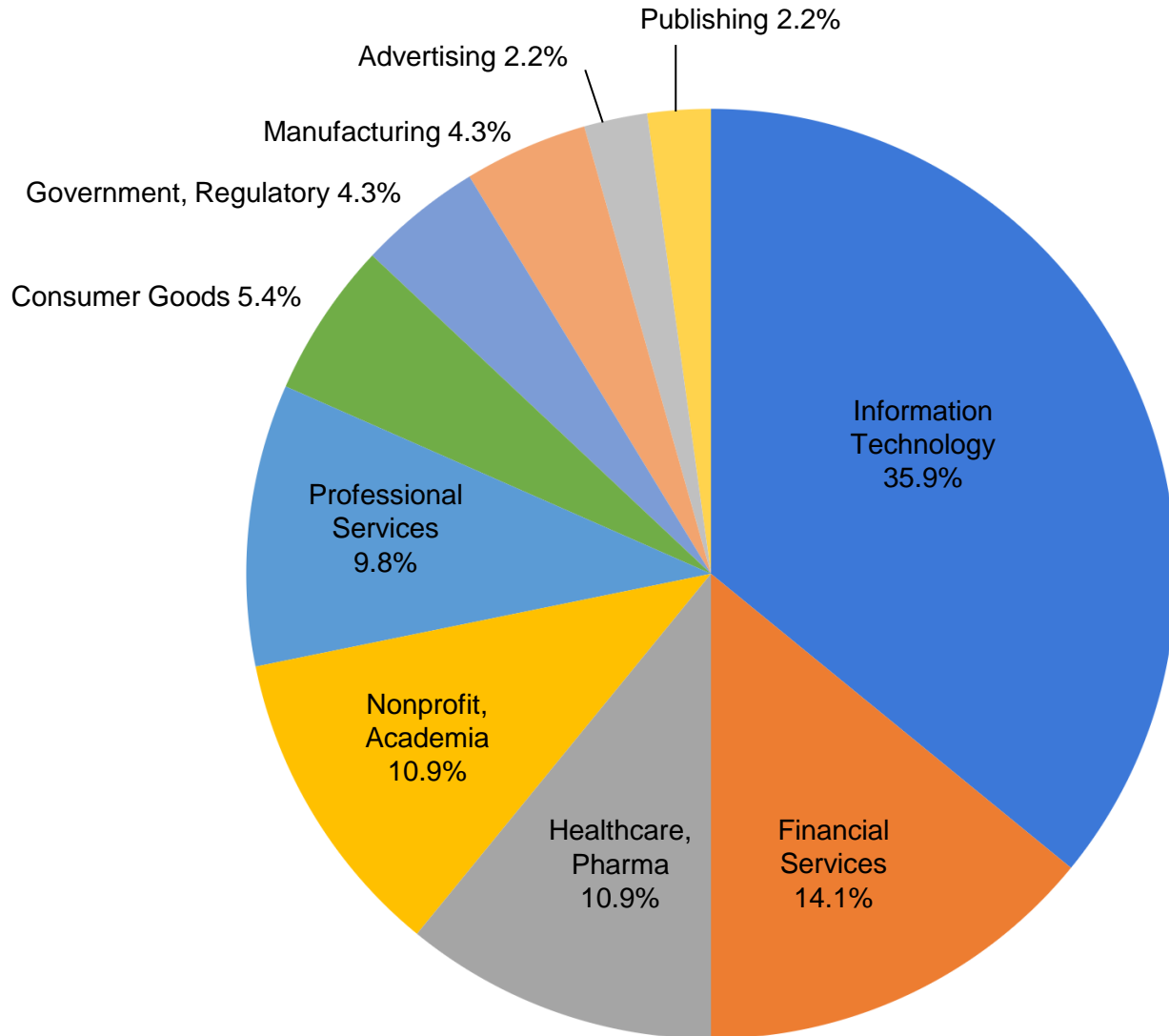


# KNOWLEDGE GRAPH INDUSTRY BENCHMARKING SURVEY

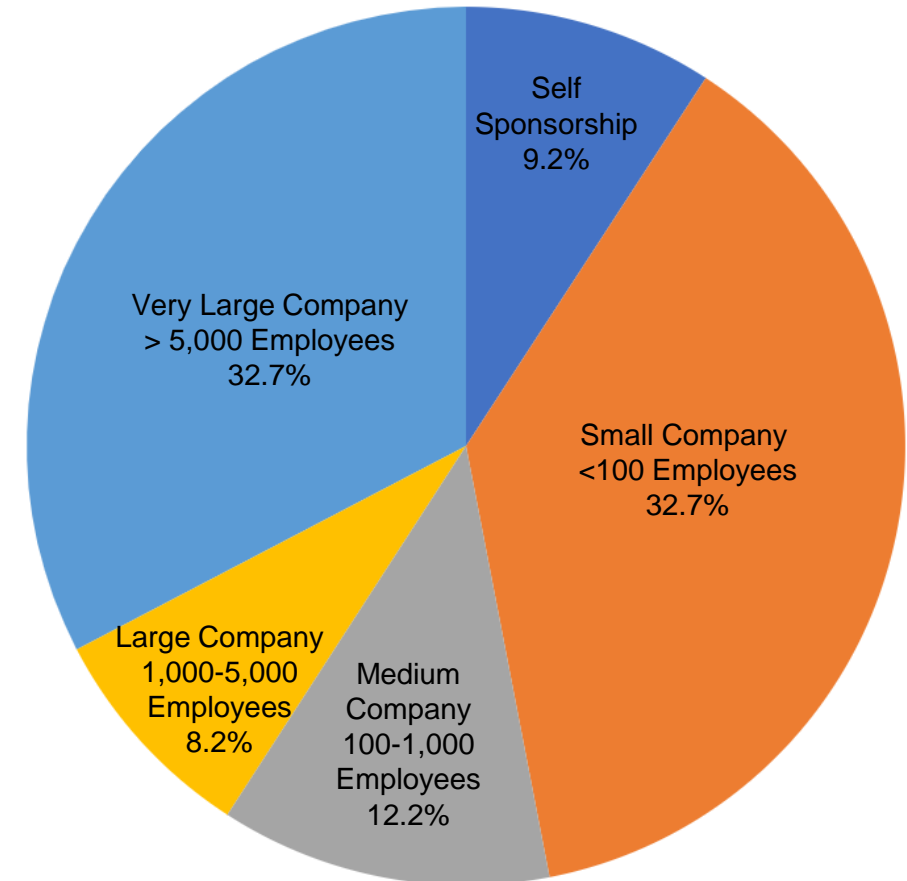
May 2022 • Preliminary Analysis



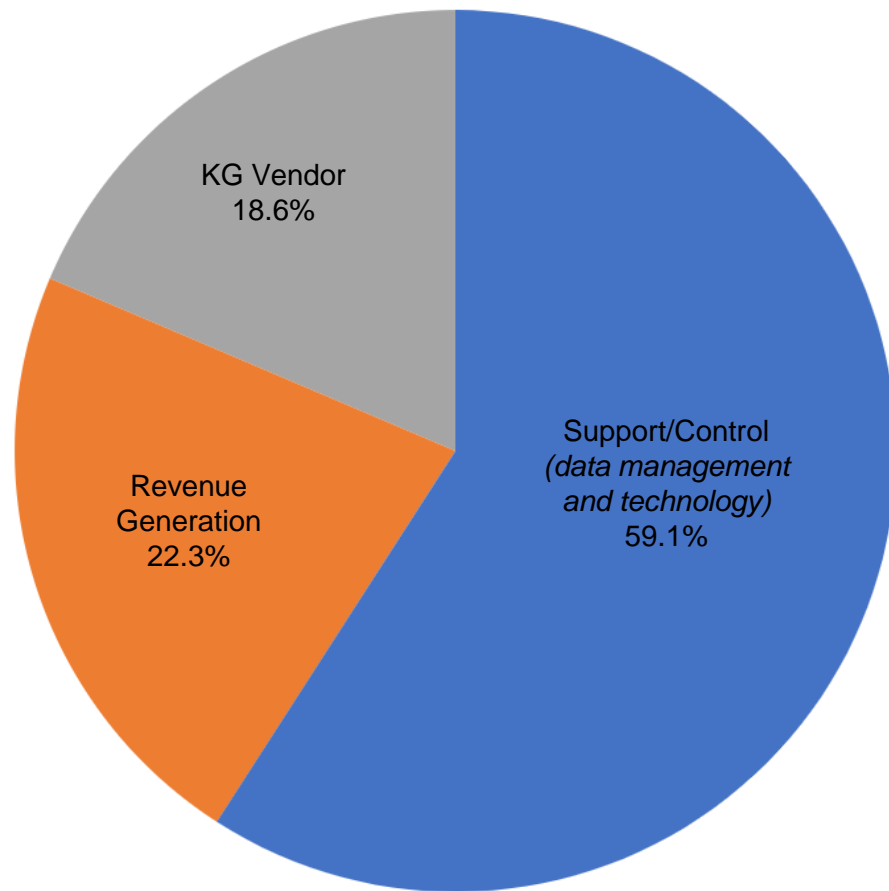
# INDUSTRY SECTORS



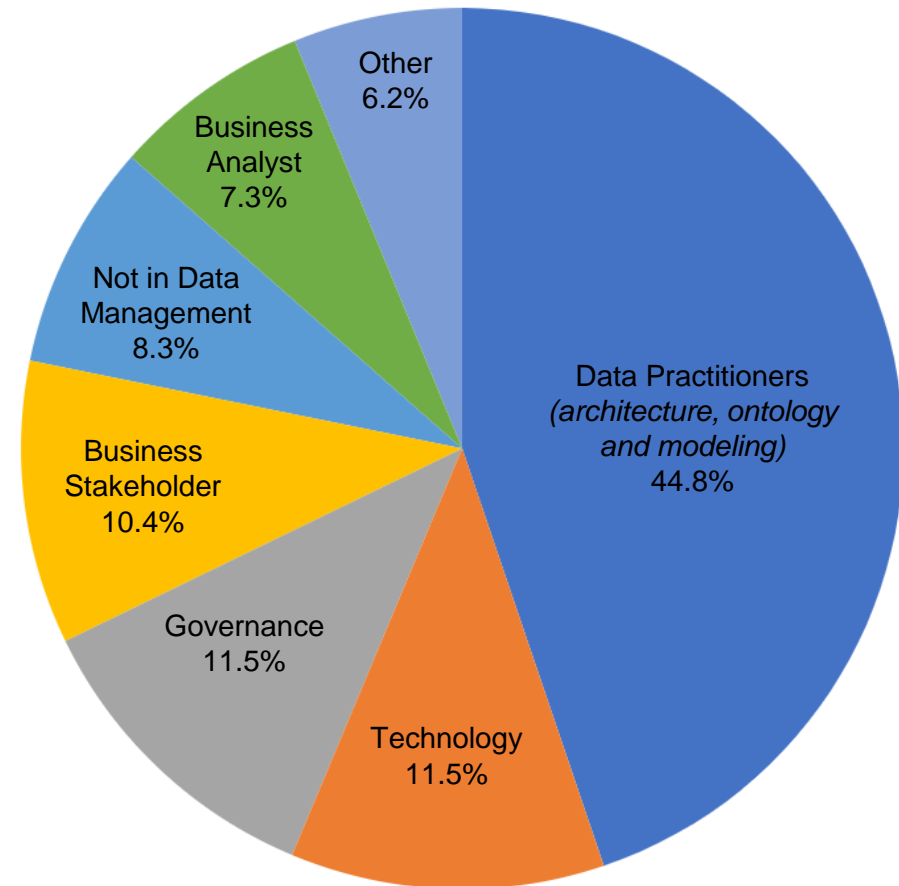
# ORGANIZATION SIZE



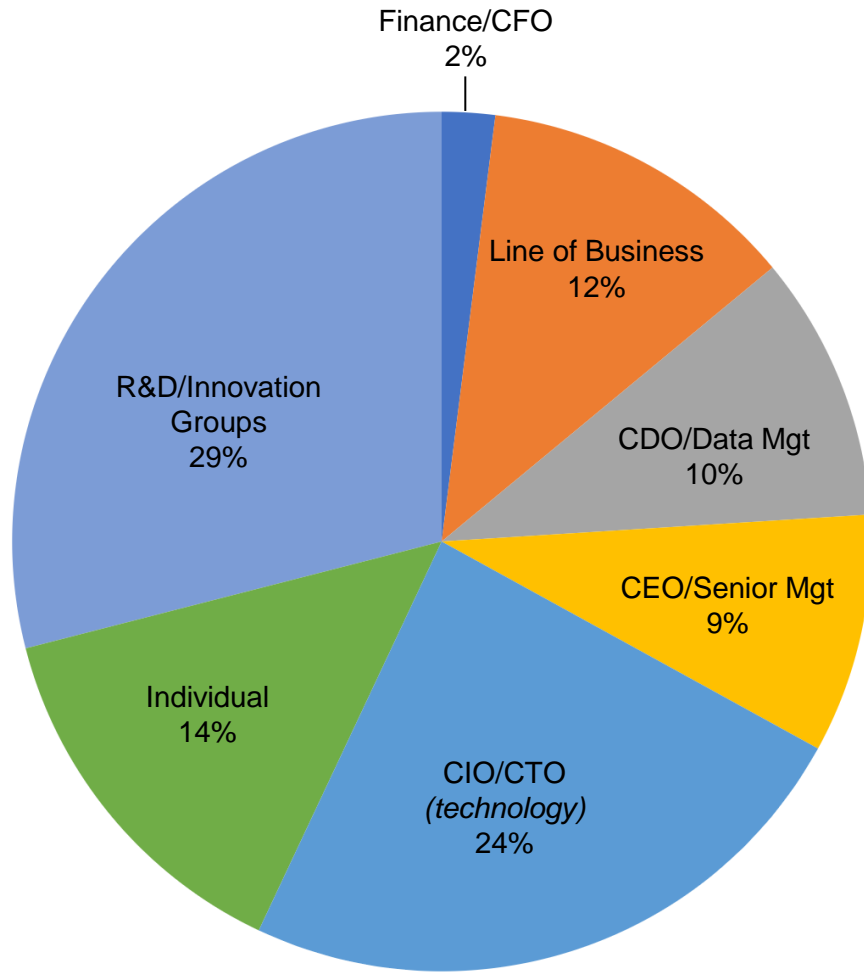
## BUSINESS FUNCTION



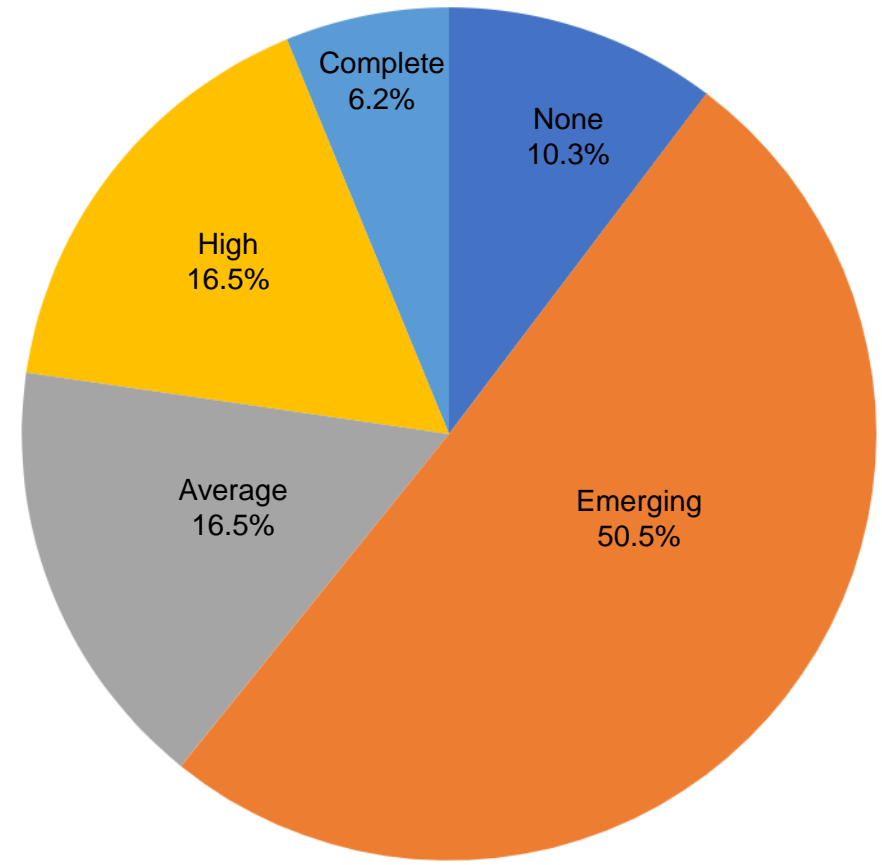
## PRIMARY ROLE



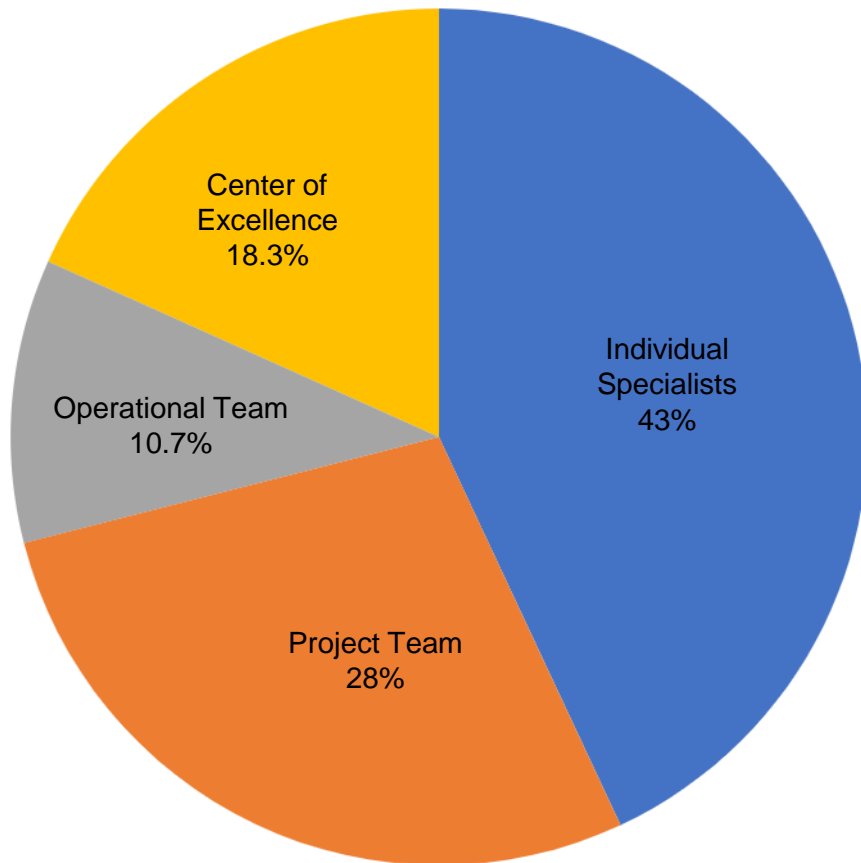
# INITIATIVE SPONSOR



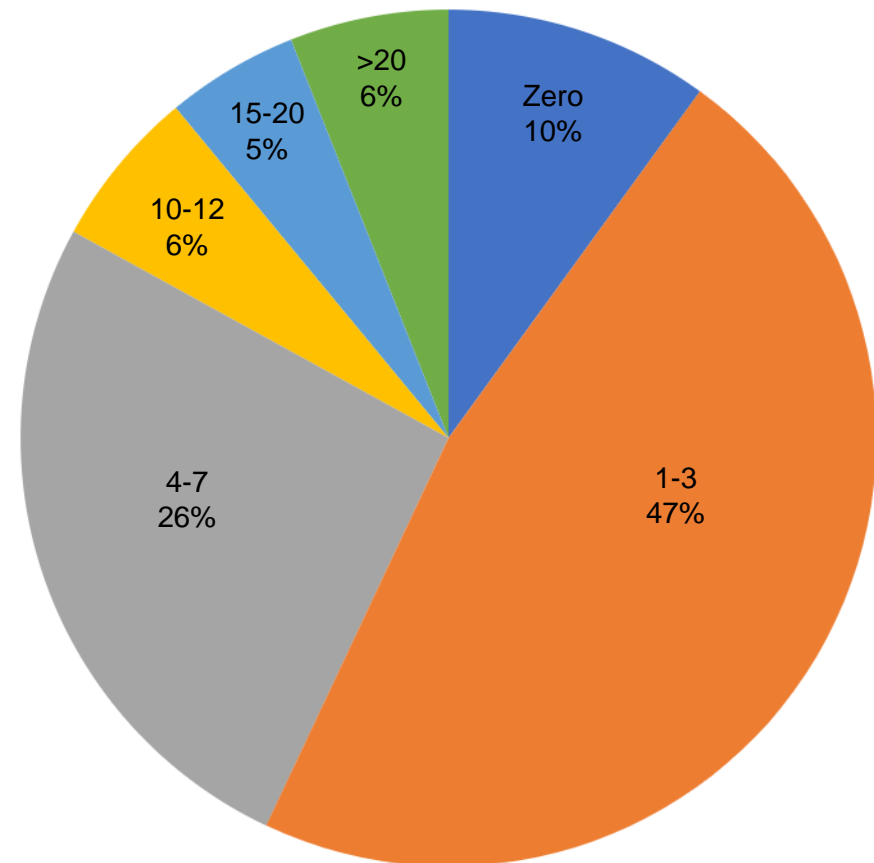
# AWARENESS



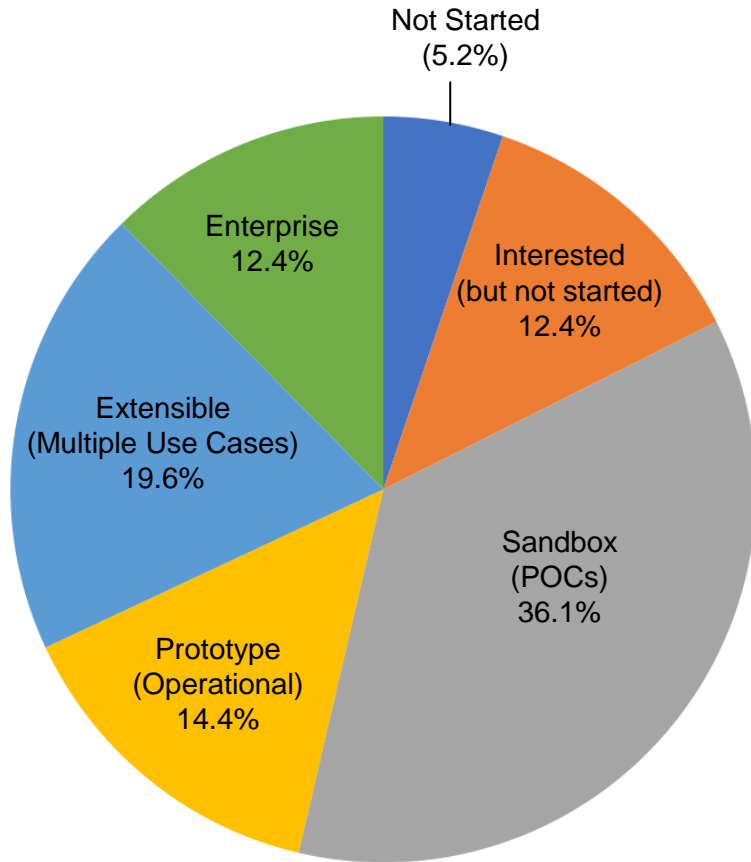
## TEAM STRUCTURE



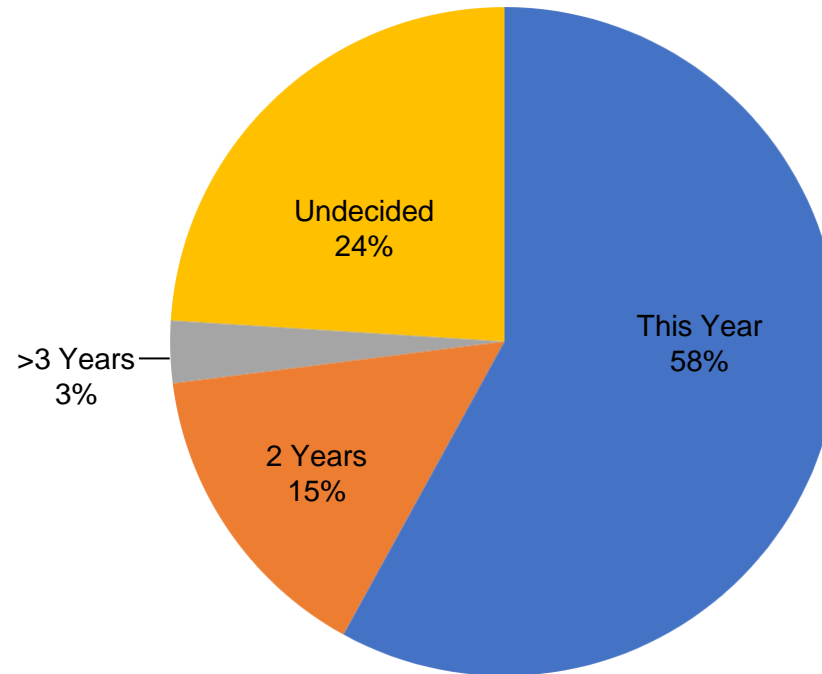
## FULL TIME EQUIVALENTS



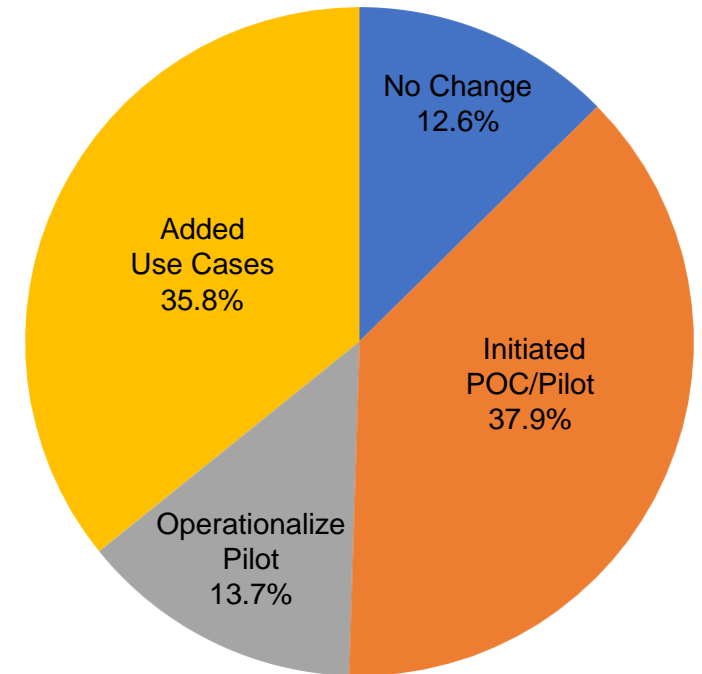
# EKG MATURITY



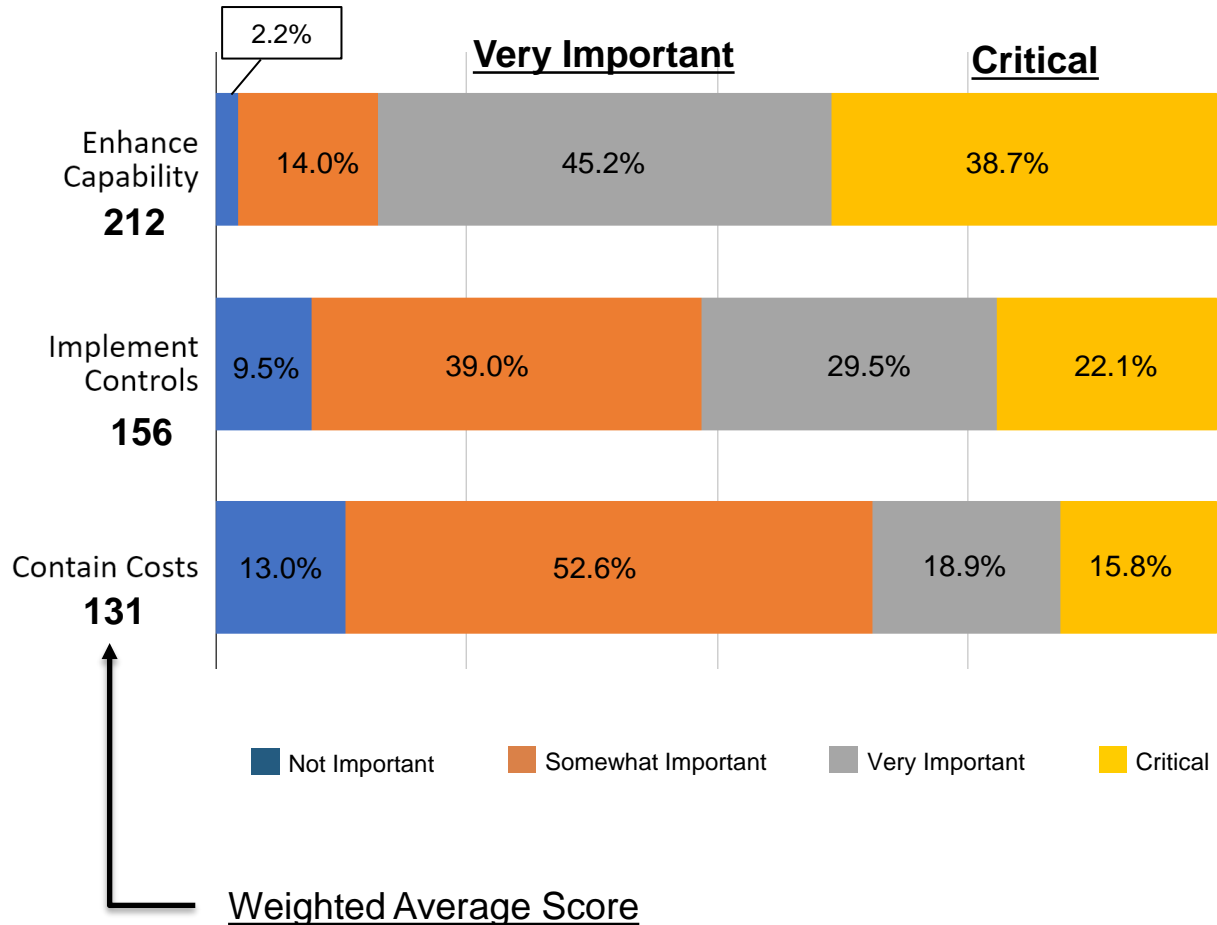
# TIME FRAME TO NEXT STAGE



# PROGRESS



# EKG ADOPTION DRIVERS (WHY)

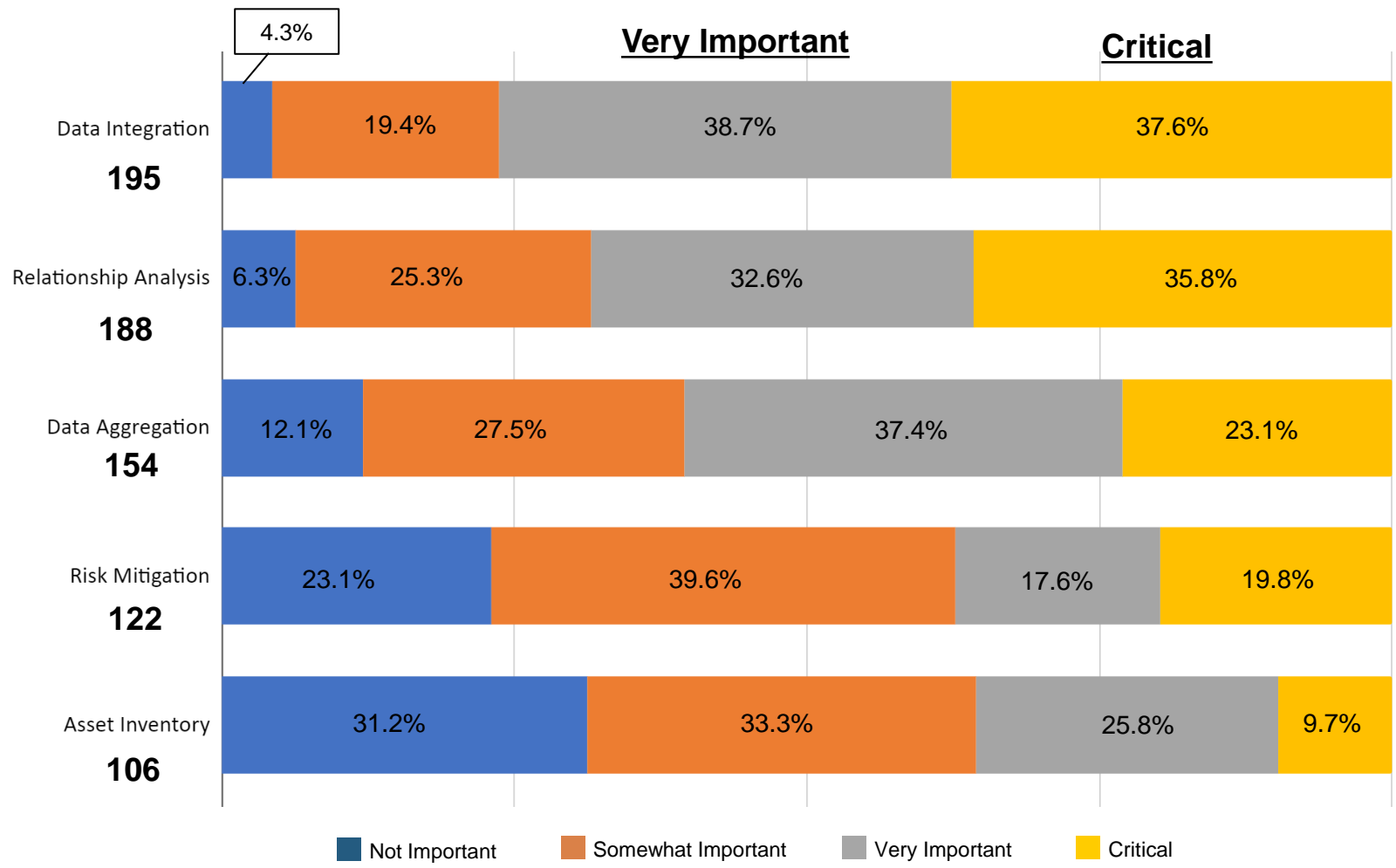


**Capability:** facilitate innovation, support multiple viewpoints, explore 'what if' questions, enhance data discovery, analytical flexibility for users

**Control:** manage complexity, comply with obligations, prevent unwanted outcomes, track data flows, control data access, simplify governance

**Costs:** operate more efficiently, automate processes, reallocate resources, reduce reconciliation, consolidate redundant systems, improve resiliency

# ADOPTION USE CASES (WHAT)



**Integration:** resolve identity, standardize meaning, facilitate data mapping

**Analysis:** enhance data science, profile behavior, determine ROI, implement target selling, enhance customer value, classification management

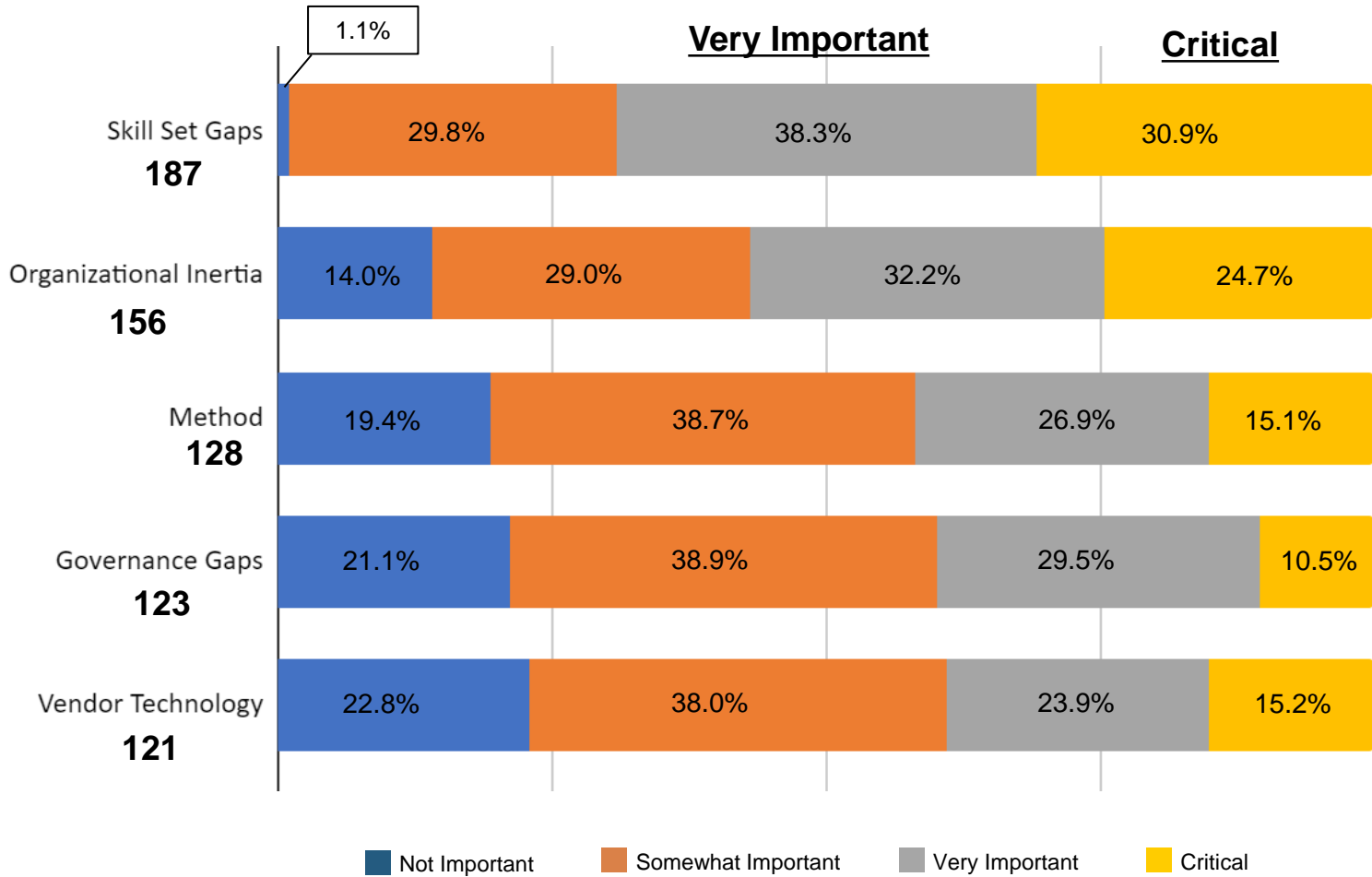
**Aggregation:** evaluate markets, perform competitive analysis, achieve trusted reporting, harmonize across repositories

**Risk:** ensure privacy, secure sensitive data, prevent fraud, comply with regulations, protect intellectual property, access control

**Inventory:** support digital twin goals, track lineage, manage the supply chain



# EKG ADOPTION INHIBITORS



**Skill Gaps:** lack of skills, trained staff, internal expertise

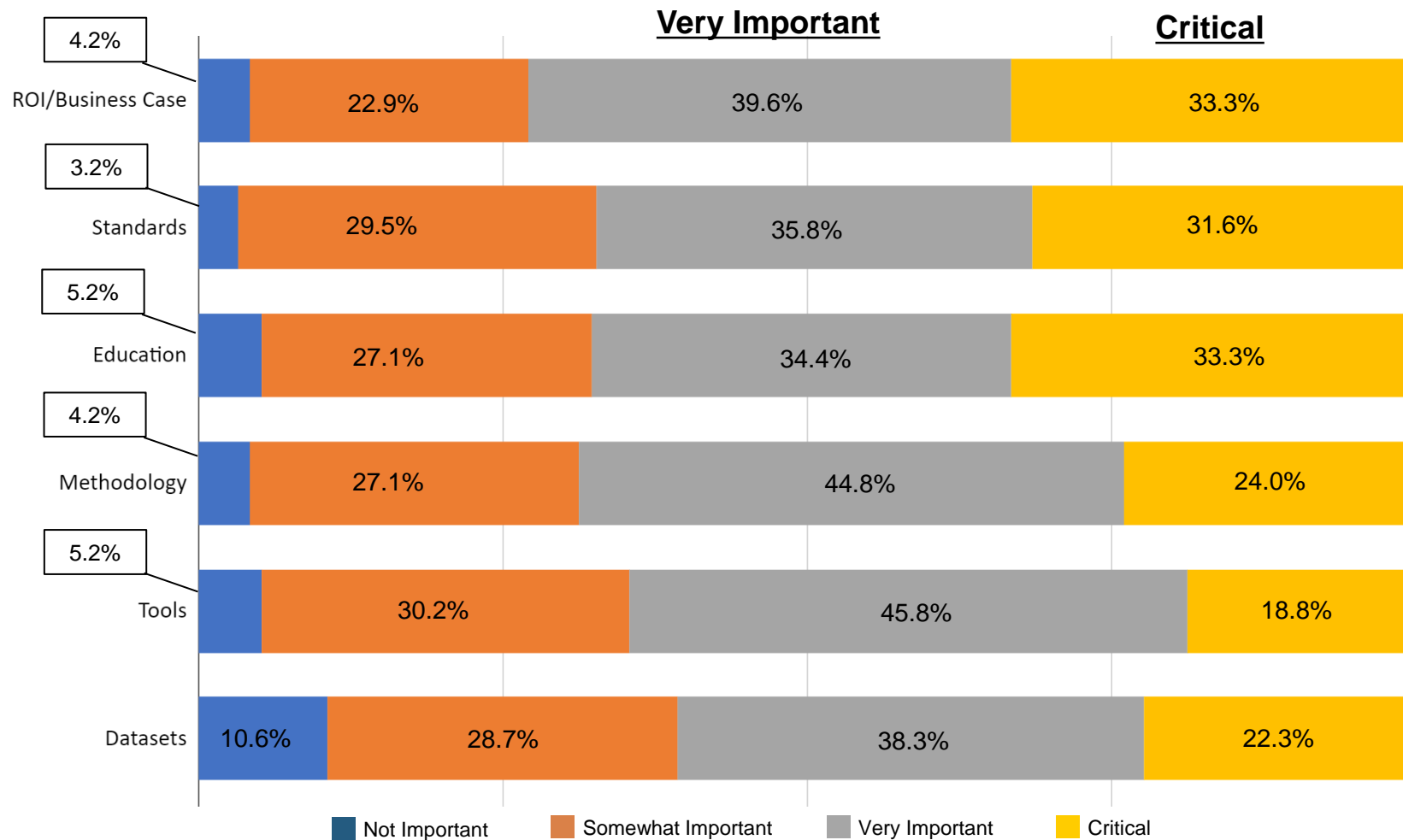
**Inertia:** no champion, budgetary constraints, undefined use cases, internal resistance, wedded to existing processes, disconnected leadership

**Implementation Method:** don't know where to start, no implementation playbook, integration challenges, lack of collaboration

**Governance:** low level of data hygiene, immature operating model, insufficient accountability, lack of coordination, lack of authority

**Vendors:** not ready for enterprise needs

# INDUSTRY PRIORITIES



**Business Case (194):** compelling use cases, ROI research, comparison against peers, library of case studies

**Standards (190):** consistency/interoperability of standards

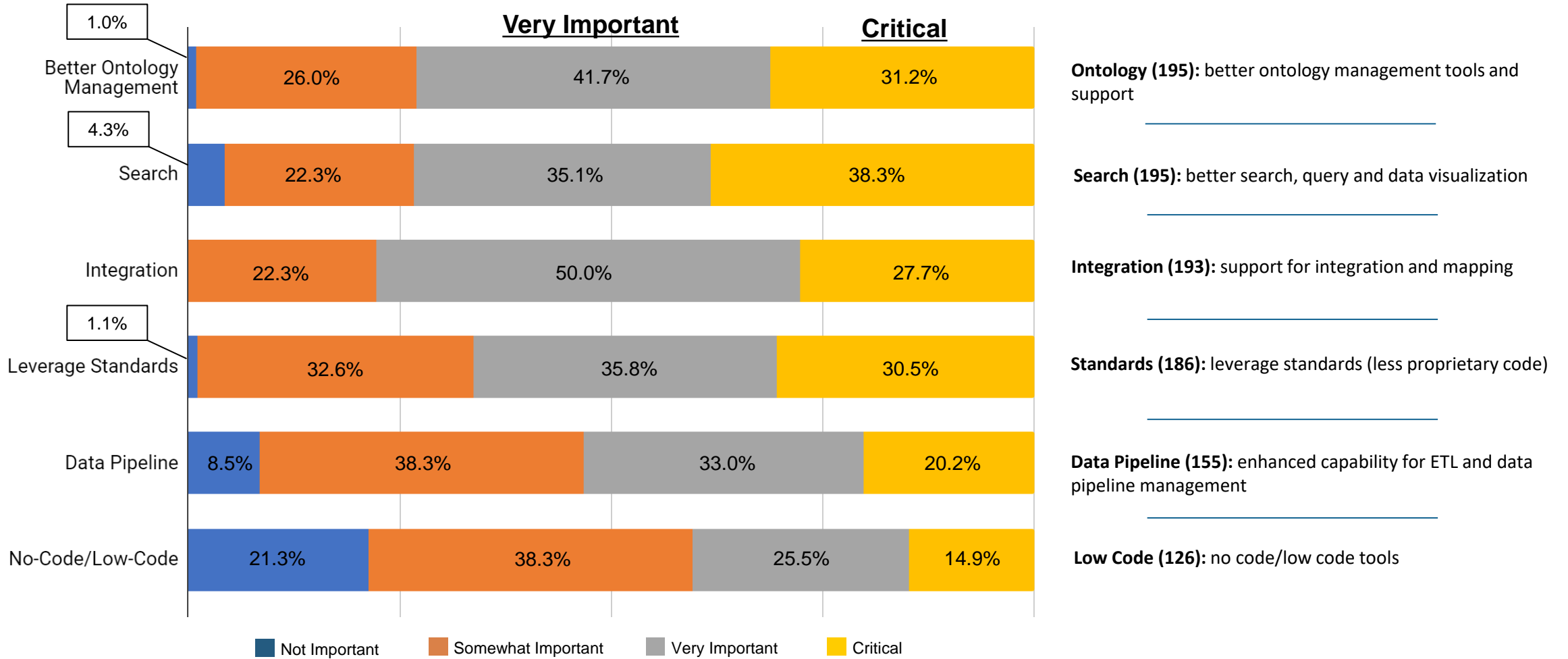
**Education (188):** executive training, practitioner certification, strategic alignment

**Methodology (181):** best practices, implementation guidance, access to expertise

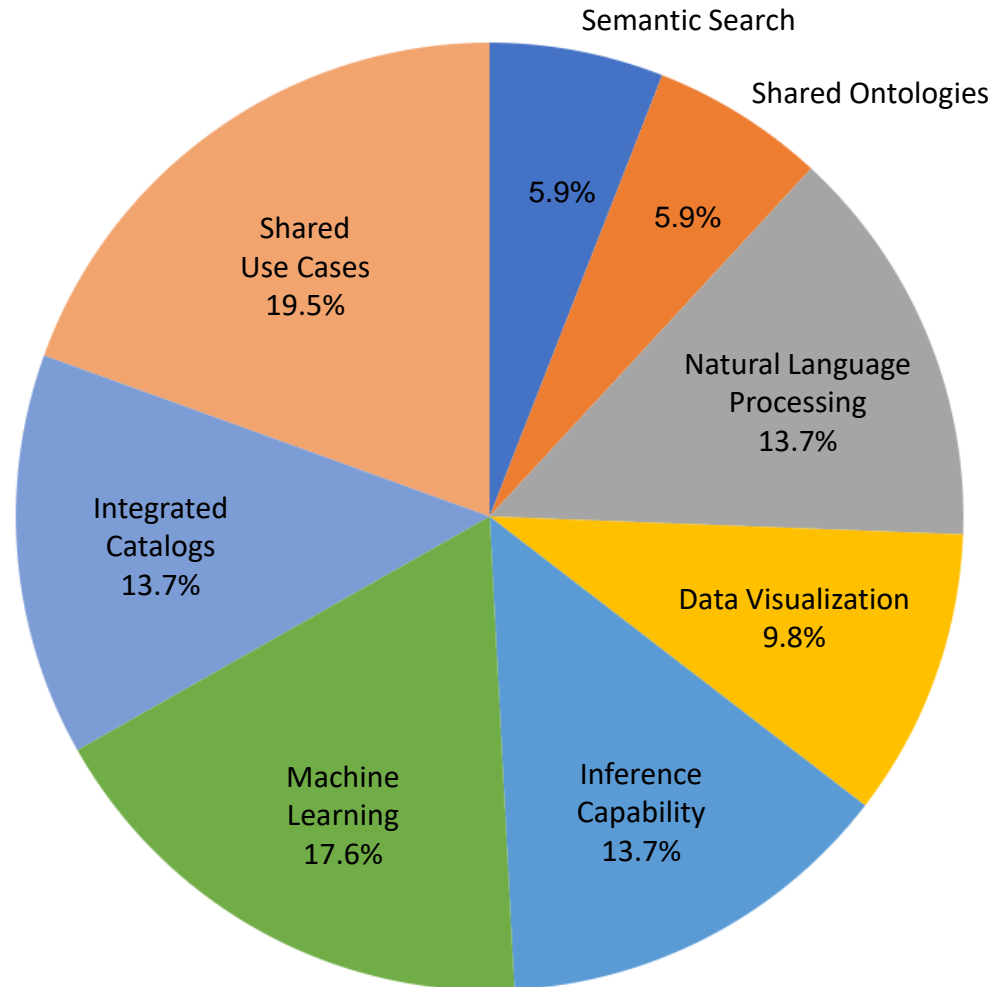
**Tools (171):** directory of tools (open source and vendor specific)

**Datasets (162):** curated datasets, shared ontologies

# VENDOR ENHANCEMENT



# FUTURE TOPICS



Rants, raves and alternative points of view ...

**Michael Atkin**  
**Content Strategies LLC**

**+1.240.602.8390**  
**atkin@content-strategies.com**