KNOWLEDGE GRAPH INDUSTRY BENCHMARKING SURVEY

May 2022 ● Preliminary Analysis
**Industry Sectors**

- Information Technology: 35.9%
- Financial Services: 14.1%
- Healthcare, Pharma: 10.9%
- Nonprofit, Academia: 10.9%
- Professional Services: 9.8%
- Manufacturing: 4.3%
- Government, Regulatory: 4.3%
- Consumer Goods: 5.4%
- Advertising: 2.2%
- Publishing: 2.2%

**Organization Size**

- Small Company (<100 Employees): 32.7%
- Medium Company (100-1,000 Employees): 12.2%
- Large Company (1,000-5,000 Employees): 8.2%
- Very Large Company (>5,000 Employees): 32.7%
- Self Sponsorship: 9.2%
**BUSINESS FUNCTION**

- Revenue Generation: 22.3%
- Data Practitioners (architecture, ontology and modeling): 44.8%
- Technology: 11.5%
- Governance: 11.5%
- Support/Control (data management and technology): 59.1%
- KG Vendor: 18.6%
- Business Analyst: 7.3%
- Not in Data Management: 8.3%
- Business Stakeholder: 10.4%
- Other: 6.2%

**PRIMARY ROLE**

- Data Practitioners (architecture, ontology and modeling): 44.8%
- Technology: 11.5%
- Governance: 11.5%
- Business Stakeholder: 10.4%
- Not in Data Management: 8.3%
- Business Analyst: 7.3%
- Other: 6.2%
- Revenue Generation (data management and technology): 59.1%
- KG Vendor: 18.6%
**INITIATIVE SPONSOR**

- CIO/CTO (technology): 24%
- R&D/Innovation Groups: 29%
- Individual: 14%
- Line of Business: 12%
- CDO/Data Mgt: 10%
- CEO/Senior Mgt: 9%
- Finance/CFO: 2%

**AWARENESS**

- None: 10.3%
- Complete: 6.2%
- Emerging: 50.5%
- High: 16.5%
- Average: 16.5%
**TEAM STRUCTURE**

- Center of Excellence: 18.3%
- Operational Team: 10.7%
- Project Team: 28%
- Individual Specialists: 43%

**FULL TIME EQUIVALENTS**

- 4-7: 26%
- 1-3: 47%
- 10-12: 6%
- 15-20: 5%
- >20: 6%
- Zero: 10%
**EKG Maturity**

- **Not Started (5.2%)**
- **Interested (but not started) 12.4%**
- **Enterprise 12.4%**
- **Extensible (Multiple Use Cases) 19.6%**
- **Prototype (Operational) 14.4%**
- **Sandbox (POCs) 36.1%**
- **>3 Years 3%**

**Time Frame to Next Stage**

- **Undecided 24%**
- **This Year 58%**
- **2 Years 15%**

**Progress**

- **Added Use Cases 35.8%**
- **Operationalize Pilot 13.7%**
- **Initiated POC/Pilot 37.9%**
- **No Change 12.6%**
### 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

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#### Weighted Average Score

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## Adoption Use Cases (What)

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### 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

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Not Important: 1.1%
Somewhat Important: 29.8%
Very Important: 38.3%
Critical: 30.9%
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

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## Vendor Enhancement

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**Ontology (195):** better ontology management tools and support

**Search (195):** better search, query and data visualization

**Integration (193):** support for integration and mapping

**Standards (186):** leverage standards (less proprietary code)

**Data Pipeline (155):** enhanced capability for ETL and data pipeline management

**Low Code (126):** no code/low code tools
Rants, raves and alternative points of view …

Michael Atkin
Content Strategies LLC
+1.240.602.8390
atkin@content-strategies.com