



argusmedia.com



# Poor data can cause serious problems for your business

Gaps and weaknesses in the data that you use can undermine the quality and accuracy of your insight and analysis, reducing confidence in your decision making.

Argus has been bringing transparency to energy markets for more than 50 years. We provide reliable, extensive and transparent price assessments, along with market-moving news and in-depth analysis that deliver insight and intelligence.

Our robust ethics and compliance policies are central to delivering value, consistency and trust, so you can have complete confidence in our data.

- **Unreliable or incomplete data**  
Often biased, with unknown assumptions and without a transparent methodology
- **Information can be hard to access**  
Often aggregated, overly focused on one region or market and not downloadable
- **Information overload**  
Too much information is difficult to comprehend and impedes your ability to identify the useful insight
- **Lack of additional support**  
No access to market experts to help you understand or interrogate the data

Poor data can lead to serious problems



WHICH

Means you're unable to make informed decisions



- **Difficult to validate your opinion**  
Hampering buy-in from your peers, reducing your ability to respond to challenges and seize opportunities
- **Poor decision making**  
Resulting in bad recommendations, potentially over/under estimating the impact of certain scenarios
- **Conflicting data**  
Colleagues across the organisation use different data and disagree with you
- **Unable to forecast**  
Forming a credible long-term view is impossible
- **Can't take an independent view**  
Inability to take an independent view

AS A RESULT

Reduces your ability to perform your role effectively



- **Wasted time, money and resources**  
Your efforts could be spent more effectively to achieve your objectives
- **Blindsided to threats and opportunities**  
Missing key market trends or regional developments means you could be slow to react
- **Reliant on external models and assumptions**  
Rather than creating your own based on trusted datasets
- **Gaps in your data**  
You're either missing data completely or not using certain parts because you don't trust or understand it

WHICH HAS A

Big impact on your business



- **Missed opportunities**  
Your business is unable to take advantage of new openings
- **Less confident investment decisions**  
High-capital ventures are not based on data-informed recommendations
- **Lower optimisation**  
Unable to share accurate intelligence with other departments, fostering a silo mentality
- **Prevent proactive behaviour**  
Prevents confidence in business intelligence encourages reactive and defensive actions

Using high-quality data, enables high-quality decisions. Are you using Argus data?

For more information: support@argusmedia.com