



Is it time to rethink your data management approach?

In today's digital era, data is everything. It is perhaps an organization's most valuable asset. Without data, an organization is paralyzed to make sound decisions in the face of conflicting opinions. Effective and efficient data management has become an absolute business imperative. What that means is with proper management of data—including accuracy, organization, storage and access – IT leaders can become major contributors to the growth of their companies.

Data management is the process by which data your organization creates is stored, secured, organized, and maintained for further use. Effective data management is pivotal for deploying IT systems that run your company's applications and deliver important analytical information – both crucial for operational and strategic decision making. Data is actually a strategic asset.

Robust data management requires a combination of organizational functions to make sure that all of your data is accessible, available, and accurate whenever it is needed by your organization. The three roles primarily responsible for data management are your:

- IT department that oversees control and compliance.
- Data management team to strategize on how to use your company's data to enable greater business agility.
- Employees that have data demands for reporting, analysis and other applications.

In addition to a variety of roles, best-practice data management processes involve different disciplines. These range from data processing to storage to data formatting, and further in the cycle, data analytics to support operational and analytical systems.

Defining your data architecture, especially if your firm is larger and your amount of data is significant because it provides a blueprint for what type of data platforms need to be deployed for each data type. The amount of data that is affiliated with any organization today is unprecedented and thus very hard to manage manually. Investing in an efficient and effective data management system and tools is of utmost importance.

Here's why it's time to rethink your data management approach:



Increased productivity. Quick and accurate access to data can greatly increase your company's productivity and business outcomes. Employees will spend less time searching for relevant information, and employees will be able to perform their jobs more efficiently. For example, sensitive information can be shared and communicated in a timely manner. Decision-making also improves and speeds up.

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Improved operations and faster response time. Data management can be a determining factor in your organization's success. It has become increasingly important to keep up with and respond to changing trends. Similarly, it is essential to satisfy your customers; if data is not managed correctly, you risk falling behind. So, your data management solution can be both an insurance policy to making sure your operations run smoothly and a business accelerator, helping you stay ahead of your competitors.



Minimized risk: So much personally identifiable information (PII) – from credit card information and phone numbers to addresses and pictures – is available to those who can access it, legally and illegally. Protecting this information is critical to your business. Unsecured data management platforms put your business at risk, opening the door to threats, ransomware and loss of data. Stolen information can not affect your company's revenue, but your brand's reputation and customer loyalty.



Lower costs: Good data management is cost effective because your IT team spends less time and money fixing problems that should not have arisen in the first place. You can eliminate redundant capacity and storage investment because you won't need to duplicate data when it's already present in your system. When data is stored and made easy to access, you also can save valuable time performing searches, research and analysis for accidentally deleted files or information.



Reduced data loss. An efficient data management platform can help you significantly reduce the chances of losing important organizational or customer information. This is accomplished by ensuring your data is backed up in immutable snapshots and ready to be used in case of emergencies. In case of any system failure, the data lost can be retrieved in no time—at scale. Deploying a modern data management solution today is the answer to making sure you prevent data loss in the future.



Improved decision-making. A comprehensive data management solution with an intuitive user interface makes your data easily accessible when needed, and your employees know how to access it. This simplifies decision making while improving data quality as well. A centralized data management solution also provides a framework for your IT team to plan, organize, and delegate data and usage.

Are you ready to take your data management system to the next level?

It has gained critical significance for every part of your organization from finance to innovation to marketing needs. Having information readily available helps companies gain greater productivity and speed decision making. Are you ready to take your data management architecture to the next level?

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