

5

FREQUENTLY ASKED QUESTIONS ABOUT DATA MANAGEMENT

Getting started with data management can seem like a daunting task. With so many moving parts, many find themselves wondering, "where do I begin?" We help our customers answer that question—and the many that follow—everyday.

We've provided the answers to some of the most frequently asked questions below:

1 LIMITED RESOURCES

How can I get started with data management when I have limited resources?

Building a data management program with limited budget or staff can seem like a daunting task. To begin:

- Illustrate the benefits of data management for your organization.
- Gain buy-in from senior leadership.
- Prioritize the most pressing issues, where your limited resources can have the greatest impact.
- Demonstrate the value to make the business case for ongoing investment in your data strategy.



2 CENTRALIZED STRATEGY

What is a centralized data management strategy and how can I achieve it?



A centralized data strategy outlines the people, processes, and technology involved in managing your organization's data. Designate (or hire) a leader to manage the strategy, along with a team of stakeholders to oversee day-to-day data practices. Define your processes for collecting, storing, and using information, and determine what tools you have, or need, to execute the strategy.

3 DATA GOVERNANCE

What is the most effective way to establish data governance?

Data governance and data quality are two sides of the same coin. An effective data governance strategy is all about maintaining quality data throughout its lifecycle. It primarily relies on creating well-defined processes to maintain authority and control over your data. Ensure that users across your organization are familiar with governance procedures and establish a committee to oversee the enforcement of these procedures.



4 DATA ROLES

How do you define and assign data roles?



Everyone is responsible for maintaining high-quality information across your organization. Assigning specific roles will support the enforcement of data policies and practices. Key roles include data stewards, owners, and analysts, data protection officers, chief data officers, and so on. The size of your organization and your specific goals will help you determine which data roles you need and in what quantity.

5 STRATEGIC DECISION-MAKING

How can improved data quality enable me to make better decisions?

A strong data quality program leads to accurate, standardized data that is ready for analysis. When you know you have high-quality information, you can derive greater insight and make decisions with confidence. Trusted data helps to expedite processes, improve decision-making, and increase overall productivity with the valuable time you save on manually resolving data errors.



The better your data, the better your business. We hope the answers to these five frequently asked questions will help you make strides with your organization's data management program.

Do you have a data management question that we didn't answer here? Ask away—we're always happy to help!

[Get in touch](#)