How to Establish an Effective Data Management Strategy for Your Company's Growth in 2025: Part 1.

Team international

There is no need to stress that data is a vital strategic asset for any organization. Businesspeople call it oil, gold, king, and many other words. Ultimately, it's just the lifeblood of your successful operations. You already know it if you're reading this. And if your board understands how essential data-driven decision-making is, chances are your company already has some flows and software tools in place for managing collected insights.

However, do they work well together? Are they truly effective for your business growth or do you notice gaps in your company's performance? If the answer is 'yes,' you most likely encounter bottlenecks in your data management processes. They probably don't align with your overall business goals, and your departments use data inefficiently and inconsistently. Meanwhile, storage and processing capabilities require extensive expenses. So, what's the point in spending loads of money on something you don't leverage to the maximum extent?

Collecting, cleansing, processing, and managing data is challenging. We won't lie here. According to Experian, transforming vast piles of information into actionable insights that drive decision-making is a struggle for 89 percent of global businesses. That's precisely why you must have a modern enterprise **data management strategy** that harnesses such benefits as unprecedented data availability and observability and AI-powered automation.

Andres Salazar
Corporate Data Director
TEAM International

"

I'm extremely excited about the AI data and analytics trends shaping IT in 2024. These trends present opportunities to empower our teams, unlock deeper insights, and fuel informed decision-making. AI-powered insights are reshaping the game. Augmented analytics will automate tasks, uncover hidden patterns, and translate complex data into actionable insights. Explainable AI will build trust and transparency, ensuring our AI-driven decisions are well-understood."

Is there a way to break through the existing barriers in your data processing, such as manual-heavy workflows, legacy IT architecture, and a lack of a structural approach to data management? Sure.

We invite you to dive into this topic together to discover data strategy, how you can elaborate a future-focused data management framework, and what challenges you might face if you don't treat your data proactively and strategically. Take a cup of your favorite drink, relax, and enjoy the ride to equip yourself with the knowledge of how to stay competitive in the market.
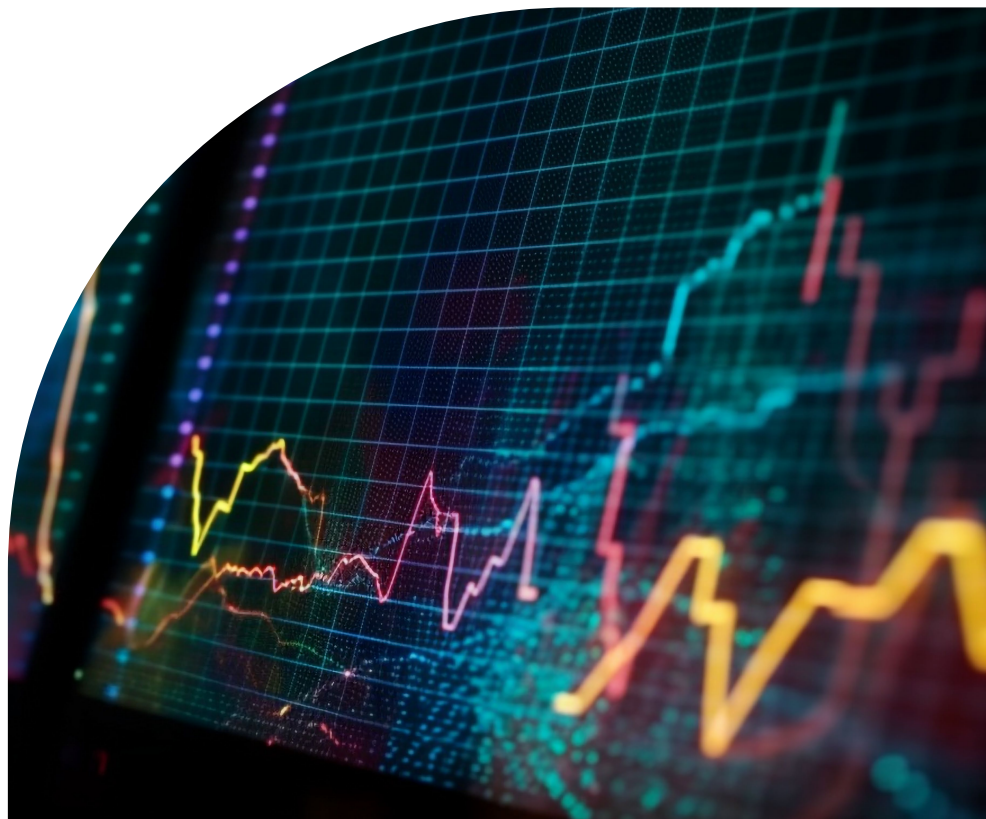
Why robust data management is a game-changer

You must maintain its highest quality, integrity, and safety when it comes to data. The task is almost overwhelming, considering that you also face data silos, non-agile organizational processes, security threats, and trust issues directed toward gathered analytics. And this hamster cycle never stops–the amount of incoming information only grows exponentially, creating wider fragmentation gaps in data integration and optimal usage.

Hence, an efficient data management strategy becomes more critical each day, as it's the only thing that empowers your company to structure, secure, and leverage insights to drive better business outcomes. In today's dynamic business landscape, traditional strategies won't help you. Instead, you need real-time analytics, timely information signals, effective backups, higher accessibility, and automated data transformation routines.

A robust and comprehensive strategy will help you master the art of integrating the right management tools and synchronizing data with your business needs, ensuring the integrity of every byte and regulatory compliance. Implementing streamlined data management is the first step to boosting data quality and eliminating silos and disparities that hinder your operational growth.

Companies that leverage data analytics effectively can boost their operating margins by up to 15%.

Source: McKinsey

59% of companies with a clear data strategy report improvements in their operations.

Source: NewVantage Partners

91.6% of Fortune 1000 companies invest in big data and AI to enhance decision-making capabilities.

Source: NewVantage Partners

52% of organizations using data models still struggle with data management.

Source: Incorta

Only 20% of companies report success in data management, with 28% saying it's "very easy" for users to access data and extract insights.

Source: Dremio

>40% of companies noticed the increasing volume of data silos over the last years, and only 10% managed to improve their enterprise-wide information flows.

Source: XPLM

What is a data management strategy?

It's your company's roadmap for proactive and relevant data usage that leads to achieving business goals. Such a strategy isn't only about organizing information; it's about enforcing a holistic approach to all data-related processes, including collection, cleansing, modeling, transformation, storage, sharing, and analysis. This roadmap will outline major data analytics and AI implementation use cases to ensure that all these activities sync effectively to simplify your data assets governance and boost information quality, accuracy, and security.

Moreover, a dynamic data management strategy should also map out the integration of data processing tools, security measures, and IT infrastructures, showing the most effective way to transform raw data into actionable decision-making insights. So, summing up, it's all about maximizing business value and unlocking new value streams hidden in your data assets.

8 essential benefits of having a clear data management strategy:

Increased data quality
Fosters trust by providing more reliable and accurate information through rigorous data management and validation.

Efficient data administration
Enables the usage of robust management tools that foster seamless data integration, processing, and utilization to break down silos and generate meaningful insights.

Improved and more accurate decision-making
Helps you leverage high-quality data analytics to drive real-time reporting and derive actionable insights for informed, streamlined decision-making that gains a competitive advantage.

Meeting business objectives
Enables you to align data practices with your business goals and support key revenue targets and operational efficiency KPIs.

Advanced data security
Allows for safeguarding your sensitive data assets against all types of cybersecurity threats with robust data governance and defense protocols.

Cost-efficiency
Significantly reduces manual workloads and redundant resources, freeing up your employees and saving operational costs.

Agile response to market conditions
Fosters quicker, more agile adaptability to market disruption, shifts, and changes through well-organized data practices, which mitigate business risks.

Boosted board's productivity
Sharpens your enterprise's efficiency by making critical information more accessible and reducing unnecessary data flows.
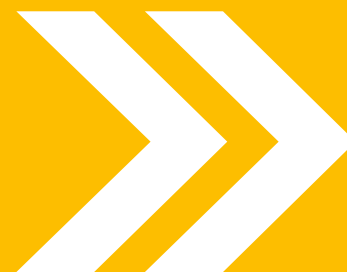
10 components of a comprehensive data management strategy

When you centralize all data functions and master data management, your company gains a valuable capacity to maintain data consistency, accessibility, and integrity across all departments and teams. The building blocks of a management strategy might seem sophisticated at first, but we'll help you navigate them. The most vital thing to remember is that you must successfully integrate all the components below to achieve the highest efficacy of your strategy.

Data management strategies can vary drastically for specific industries and business needs. Overall, it's a complex ongoing program that centers on 10 areas, the core of which is data governance. **Who typically owns the data management strategy?** By default, it's your Chief Data Officer (CDO) and a data governance team. The CDO elaborates on initial strategy steps and communicates them to the board to receive their approval for establishing further governance and stewardship frameworks managed by the data team.

The table below will give you a summary of each area's functions, roles, and its importance.

Component	What	Why	Who
#1 Data Architecture	A blueprint for data utilization on all levels that defines a structural and systematical approach to how your data assets and resources are collected, stored, integrated, transformed, and shared.	1. Constructs a robust data infrastructure that aligns with business goals. 2. Tracks all current data assets and maps out their accessibility. 3. Enables the selection of the right software and hardware data management tools. 4. Defines data integrity requirements. 5. Enables easier data integration and product/service evolution.	Data Architects
#2 Data Governance	A set of practices that ensure consistent and efficient data usage across your organization with a tailored framework of policies, processes, and standards that comply with global and local legal regulations for information security.	1. Controls in cloud, on premise, and external data assets management. 2. Reduces financial and reputational risks associated with data security and privacy. 3. Enables agile response to changing regulatory requirements. 4. Defines data quality and architecture standards. 5. Establishes stewardship that enhances data projects' efficiency, observability, and audit.	Data Governance Analysts
#3 Data Storage & Operation	All activities directed at developing, implementing, and supporting data storage containers to maximize the value of collected insights and ensure their integrity.	1. Enhances data availability throughout its lifecycle. 2. Streamlines data migration and the database performance and access controls management. 3. Boosts the efficiency and transparency of data transactions. 4. Defines database technical characteristics that correspond business objectives. 5. Outlines requirements for data storage, usage, resiliency, and access.	• Data Architects • Database Administrators
#4 Data Modelling	A process of translating valuable but abstract information into actionable, concrete business data models and identifying how your company's datasets fit its key business concepts.	1. Determines the most valuable information assets for your organization 2. Sets requirements for discovering, analyzing, representing, and communicating information. 3. Stimulates efficient data storage, retrieval, and sharing. 4. Creates an enterprise-wide data vocabulary and documents corporate memory about all info assets. 5. Reflects core business principles applied to products, customers, and their interrelationships.	• Data Modelers • Data Scientists
#5 Data Security & Privacy	A protection framework that defines policies, measures, and procedures that prevent unauthorized access to information assets by ensuring proper authentication, identity management, and cybersecurity audit.	1. Reduces risks of data breaches by protecting your assets according to privacy regulations, NDAs, and other pre-established requirements. 2. Prevents cybersecurity issues, driving sustainable business growth. 3. Outlines security techniques to be implemented (encryption, backups, access controls, tokenization, advanced threat detection systems, and more). 4. Elaborates a relevant cybersecurity plan to prevent cyberattacks. 5. Establishes enterprise protection measures and polices that must be communicated to all employees.	• Data Architects • Data Security Specialists • Database Administrators

Team international

Component	What	Why	Who
#6 Data Quality Management	A set of continuous and proactive practices aimed at maintaining the overall health and integrity of information by preventing issues from happening.	1. Sustains the integrity of the information you use across the company. 2. Ensures careful and continuous data monitoring, analysis, and improvement throughout its lifecycle. 3. Guarantees that your insights stay accurate, trustworthy, and strategically reliable. 4. Provides the exact quality of data for each specific business need. 5. Identifies the right tools to measure data quality and compare it to the required criteria.	Data Quality Engineers
#7 Data Analytics and BI	The operational processes of extracting, controlling, cleansing, transforming, and loading data to maintain a consistent data warehouse that converts information into strategic assets used for integrated decision support.	1. Enables you to use data effectively for revenue-driving decision-making. 2. Supports operational growth and regulatory compliance. 3. Enables business intelligence analysis, reports generation, and data warehousing. 4. Develops AI & ML algorithms for uncovering hidden insights. 5. Leverages related software tools to analyze vast datasets, identify patterns, and derive valuable insights.	• Data Analysts • BI Analysts • Data Scientists • Marketing Analysts
#8 Data Integration & Interoperability	A bundle of processes aimed to improve connectivity between IT systems by consolidating information collected across various sources and data stores into a single place and view.	1. Eliminates silos by making required data available for authorized users on-demand. 2. Unifies information into consistent physical or virtual forms consolidated in data hubs and marts. 3. Develops shared models and interfaces, which lower costs and complexity of data managing solutions. 4. Detects meaningful data patterns and events (opportunities/threats), automatically triggering alerts and action plans. 5. Guarantees data interoperability, enabling multiple systems to communicate.	• Data Architects • Data Engineers • ETL Developers
#9 Master Data Management	A vital companion of data governance is master data management, which handles your company's key information assets related to finances, products/services, customers, suppliers, staff, locations, and other critical resources.	1. Upholds data consistency and uniformity across all departments, reducing risks of quality issues, info misuse, and efficiency drop. 2. Provides access to complete, accurate, and updated master data sets. 3. Eliminates data duplicities and ambiguous master data identifiers. 4. Lowers the cost of adding new information sources into your complex IT environment. 5. Simplifies data sharing processes while mitigating risks of unauthorized access to information assets.	Data Governance Analysts
#10 Database Administration	A crucial process of managing, monitoring, and maintaining your company's database infrastructure and performance.	1. Ensures continuous data accessibility, availability, and observability. 2. Supports necessary updates aimed at optimizing data access and query response times. 3. Enables your specialists to design a tailored database architecture and maintain the highest level of information security. 4. Powers the automation of numerous manual database management tasks, ensuring your overall strategy remains robust, future-focused, and operationally efficient. 5. Improves data transparency to earn stakeholders' trust.	Database Administrators

Final thoughts

If you're ready to embrace enterprise-wide digital transformation, you're in for a challenging road. However, it will enhance your decision-making with timely, accurate business intelligence. Moreover, your company's performance and regulatory compliance will also see a significant increase.

That's all for today but stay tuned for Part 2 of this useful guide, where we'll discover the top 11 essential actions to take to establish an efficient data management strategy for your organization.

Coming soon!