Structured or Unstructured Data
Most organisations use structured data leaving behind vast amounts of unstructured data which could have given important insights to their operations. It is important therefore that organisations invest in solutions that can accommodate for the processing of both types.

Data Mobility
Data needs to be transferred safely and effectively. Enterprises need to examine how they can decentralise data processing, considering data gravity and ‘data lock in’ risks with modern cloud solutions.

Understand the sources of data
Collection of data must be targeted, capitalising on existing data but also investing in IoT technologies.

Analytics and real-time information
The speed at which data is converted into business intelligence is important and can offer a huge competitive advantage. Enterprises need to consider the data that is collected, which tools they will use to process and analyse it and in what way they will make it accessible to the end-user.

Governance and Compliance
The weakest link in the security posture of an organisation is the human element. Organisations need to encourage a security culture but also invest in solutions that secures their sensitive data.