Data Management in an Era of Change

Now — more than ever — organizations must respond quickly to fluctuating customer demands and market realities. It’s a tall order that requires easy access to data both internally across departments and externally across organizations.

The good news: the right data management capabilities, coupled with best practices, can ensure greater business agility in these challenging times, according to a new survey by IDG.

Many companies struggle when it comes to managing data. That’s a missed opportunity for better data quality, smarter insights, and cost savings.

The most appealing benefits of sharing data externally:

- Improved decision-making: 46%
- Greater visibility: 40%
- Cost efficiencies: 39%

Data management solutions can help organizations create, integrate, govern, store, consume, and analyze their information more effectively.

Data management capabilities include:

- Data quality
- Data governance
- Data privacy and security
- Data integration
- Master data management (MDM)
- Data life cycle management
- Data access and control

Taken together, respondents say these capabilities can significantly boost business agility.

Forward-looking companies recognize the potential.

Learn how we work with Informatica to support data management in an era of change. Visit: www.deloitte.com/us/informatica