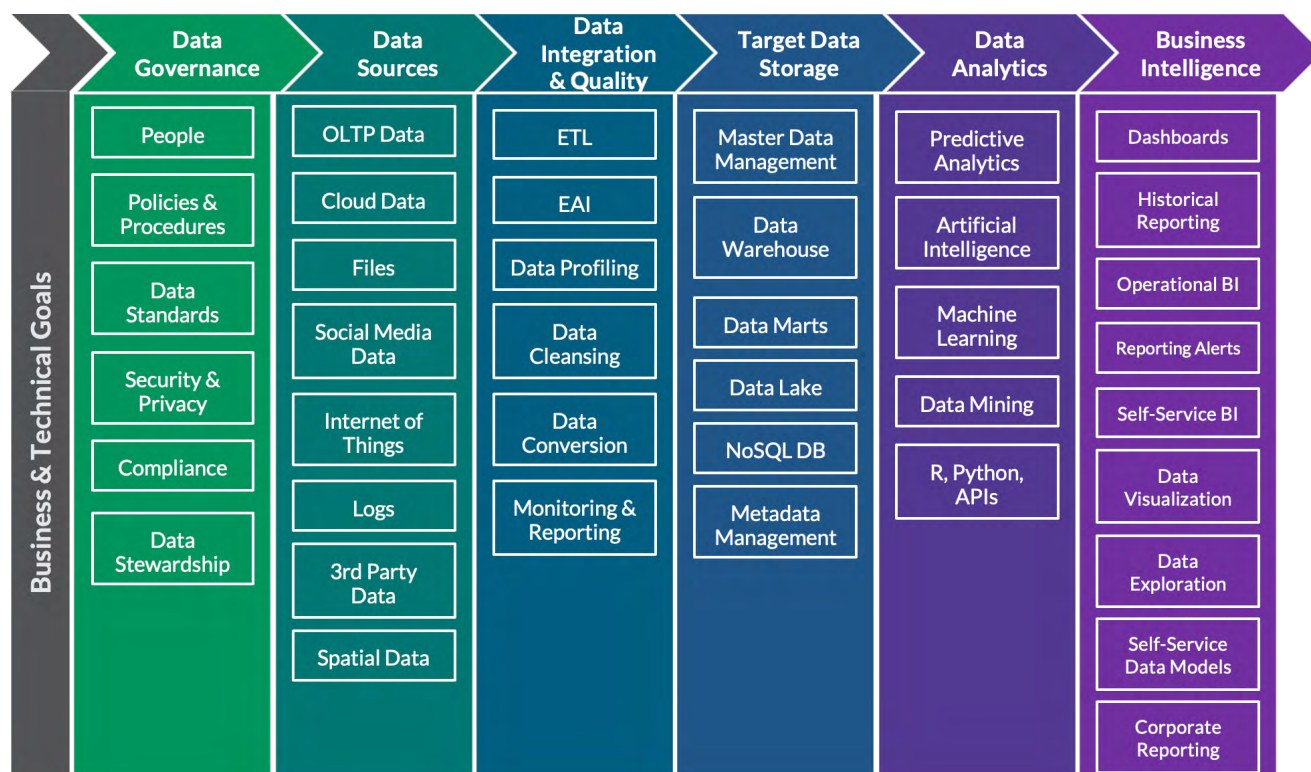# DATA STRATEGY AT A GLANCE

Your business can leverage the euphoria of corporate alignment between Data Management and company goals with a finely tuned Data Strategy. Here is how a Data Strategy, implemented by partnering with XTIVIA's experienced expertise, can get you there.

Step One: Mindset Change

A strong Data Strategy begins with Data Management. Managing Data as a valuable organizational resource is the key mentality to initiating a Data Strategy, which entails aligning business, Data Strategy, and technology goals around the following: Data Life-Cycle, Data Governance, Data Sources, Data Storage and Data Processing, Modern AI, and Business Intelligence.

Data Management Framework

Business & Technical Goals	Data Governance	Data Sources	Data Integration & Quality	Target Data Storage	Data Analytics	Business Intelligence
	People	OLTP Data	ETL	Master Data Management	Predictive Analytics	Dashboards
	Policies & Procedures	Cloud Data	EAI	Data Warehouse	Artificial Intelligence	Historical Reporting
	Data Standards	Files	Data Profiling		Machine Learning	Operational BI
	Security & Privacy	Social Media Data	Data Cleansing	Data Marts		Reporting Alerts
	Compliance	Internet of Things	Data Conversion	Data Lake	Data Mining	Self-Service BI
	Data Stewardship	Logs	Monitoring & Reporting	NoSQL DB	R, Python, APIs	Data Visualization
		3rd Party Data		Metadata Management		Data Exploration
		Spatial Data				Self-Service Data Models
						Corporate Reporting

Step Two: Data Management Strategy

Strong Data Strategy foundations are built on solid Data Management. Your Data Lifecycle's simplicity of Creating, Storing, Using, Sharing, Archiving, and Destroying Information calls for IT leadership to embrace a Framework. XTIVIA's Data Management Framework is a proven organizational resource to decompose the building blocks of Data Governance, Data Sources, Data Storage and Data Processing, Modern AI, and Business Intelligence. The value you generate with a Framework is the organizational attention on the Data Management components that are prioritized for your organization and tables lower vale components. What does your Data Management Strategy look like, and what is needed to make it work better for your company?
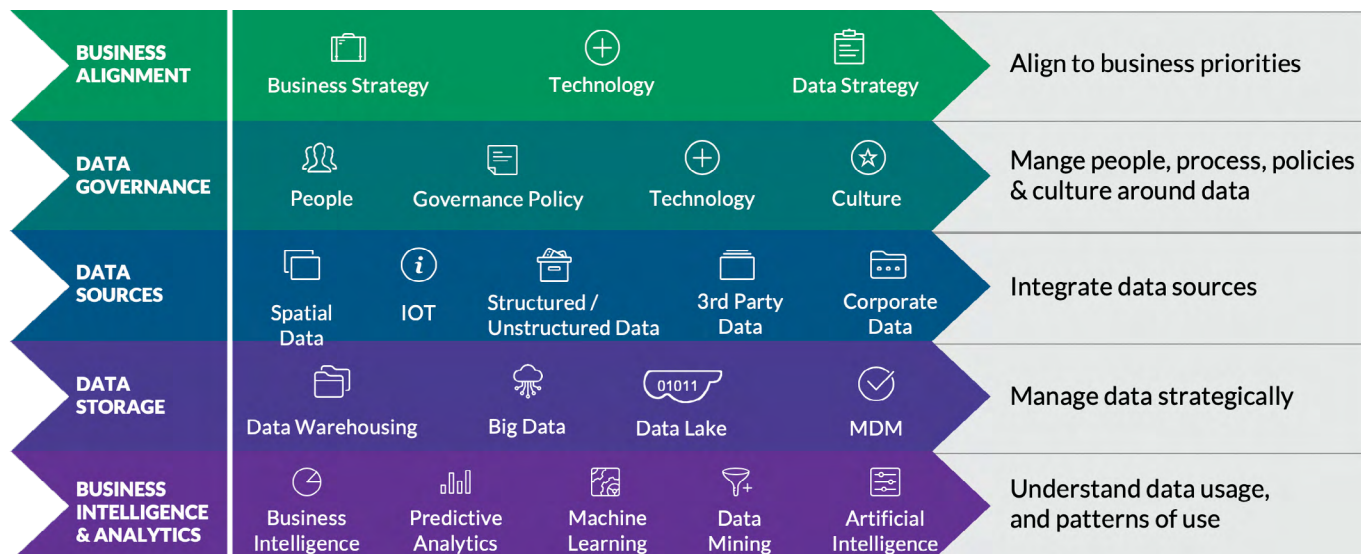
> *"As part of a significant technology transformation initiative, we needed a technology partner that had deep expertise and the capacity to understand our situation as well as the ability to implement. XTIVIA was that partner."* – **Global VP of Architecture**

Step Three: Data Strategy Validation

Validating a Data Strategy means aligning your business goals with your technology goals and processes. This means implementing the right systems with the right focus to emerge as a data-driven organization with a culture to support data initiatives. Validation must align with the Data Management Framework. Does your organization currently and consistently do what is shared as outcomes in the grey boxes below?

Aligning Business Goals and Technology for Success

BUSINESS ALIGNMENT	Business Strategy	Technology		Data Strategy	Align to business priorities
DATA GOVERNANCE	People	Governance Policy	Technology	Culture	Mange people, process, policies & culture around data
DATA SOURCES	Spatial Data / IOT	Structured / Unstructured Data	3rd Party Data	Corporate Data	Integrate data sources
DATA STORAGE	Data Warehousing	Big Data	Data Lake	MDM	Manage data strategically
BUSINESS INTELLIGENCE & ANALYTICS	Business Intelligence / Predictive Analytics	Machine Learning	Data Mining	Artificial Intelligence	Understand data usage, and patterns of use

Data Strategy Benefits

Enabling Data for Action is a core benefit of having a proven Data Strategy in place. If your current IT environment is seeking any of these, it may be time to reevaluate your technology and surrounding data policies.

Data-Driven Organization

- Align business, data strategy, and technology goals
- Treat Data Governance as a Data Strategy that supports the Business Strategy
- Trust Data Usage and Protection
- Compliance becomes part of the Culture

Agile Enterprise

- A single index for all deployed data of what you have, who owns it, and who has access
- Data management delivers efficient governance, compliance, and discovery on demand
- Quick additions of business capabilities in consuming existing data streams

Return on Investment

- Data management strategies centrally invest to reduce departmental capital investments
- Accelerate Benefits of new business capabilities through data-on-demand capabilities

- Reduce the risk of data loss and compliance transgressions that are highly punitive
- Implement self-service capabilities to provision compute and storage resources

ABOUT XTIVIA

Since 1992, XTIVIA has proven expertise in delivering leading-edge enterprise IT solutions and support. A few of our service areas include integrating and innovating in MDM, Data Governance, BI/DW, ERP, Cloud, Mobile Apps. If you can imagine the business outcome, XTIVIA can create it with technology. https://xtivia.com