

# DATA DEMOCRATIZATION

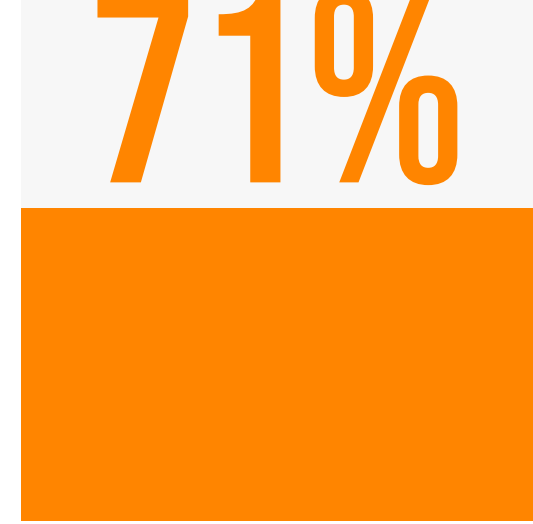
Spreading the Power of Data Across the Enterprise

As an organization grows, so do the volume, variety, and velocity of incoming data and the challenges associated with managing it. Information becomes siloed in systems, waiting to be unlocked. Is there a way businesses can avoid this information overload? How can they unlock the true value trapped within disparate data sources? What can be done to empower every user with easy access to data? The answer lies in [Data Democratization](#).

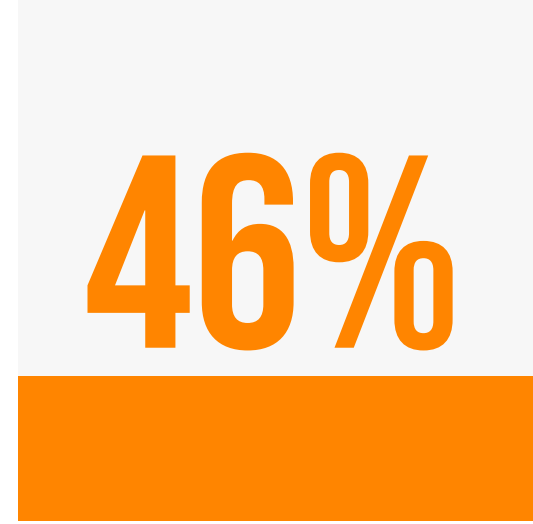
## WHY DEMOCRATIZE YOUR ENTERPRISE DATA?

### 1 Businesses struggle to find relevant information in massive amounts of data they collect.

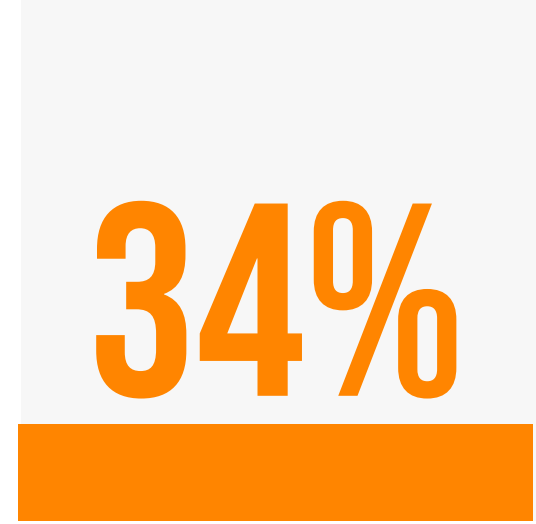
Employees at large enterprises spend 38 minutes on average searching for one document.



Ask around



Use the company directory



Use the intranet

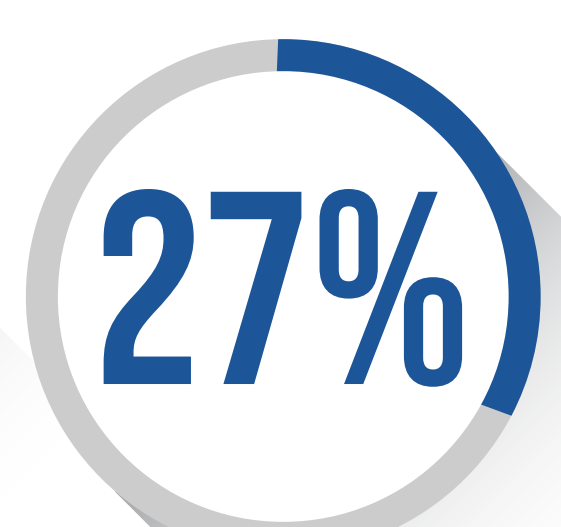


Send a company-wide email to locate the information they need.

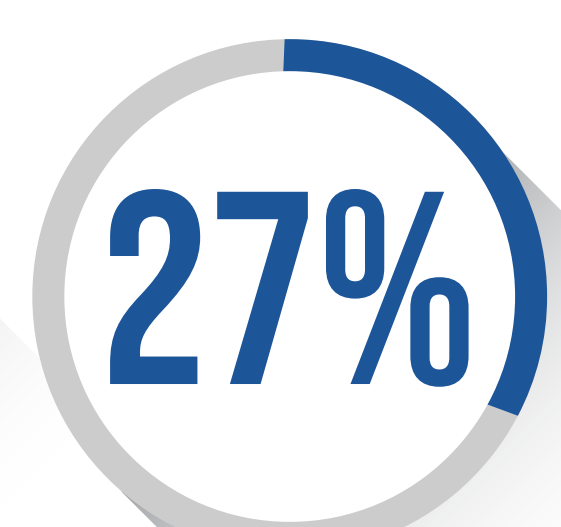
### 2 Enterprise decision-makers rarely have access to the data they need, when they need it, with high quality and completeness'.



Decision makers face difficulty accessing the data they need



Think poor data quality is informing too many decisions



Need information delivered faster for improved decision-making



Are unable to analyze diverse data types effectively

### 3 C-suite executives identify lack of integration, user training, and a data governance policy as key inhibitors to their data and analytics strategy'.

33% ▶ Feel their employees need more training in the proper usage and application of data

31% ▶ Identify fragmented data initiatives as an inhibitor to their BI strategy

30% ▶ Think that departmental ownership of data creates silos that prevent better-informed decisions

## HOW DATA DEMOCRATIZATION CAN BE THE GAME-CHANGER

Data democratization allows data to pass from the hands of a few analysts into the hands of business users. With a data democratization strategy in place, every user in the organization, regardless of their technical prowess, can have access to data for timely and more insightful decision-making.

**The Result:** Analysts and business users spend more time using data and less time finding it.

## 5 BEST PRACTICES TO ESTABLISH DATA DEMOCRACY WITHIN YOUR ORGANIZATION

1



### Gain Understanding of Your Data Ecosystem

Identify the fragmented systems and data sources that make up your data ecosystem. Use this knowledge to create an integrated data space that offers a holistic view of information assets to all the users.

2



### Make Data Available to Everyone

Don't let data integration and analysis tools sit with IT professionals only. Invest in data solutions that offer the same usability to both technical and non-technical users to ensure easy and prompt access to data across the enterprise.

3



### Tame Your Legacy Data

Liberate the data trapped within legacy systems with data integration tools that offer instant API integration to mainframes, popular databases, and cloud-based solutions.

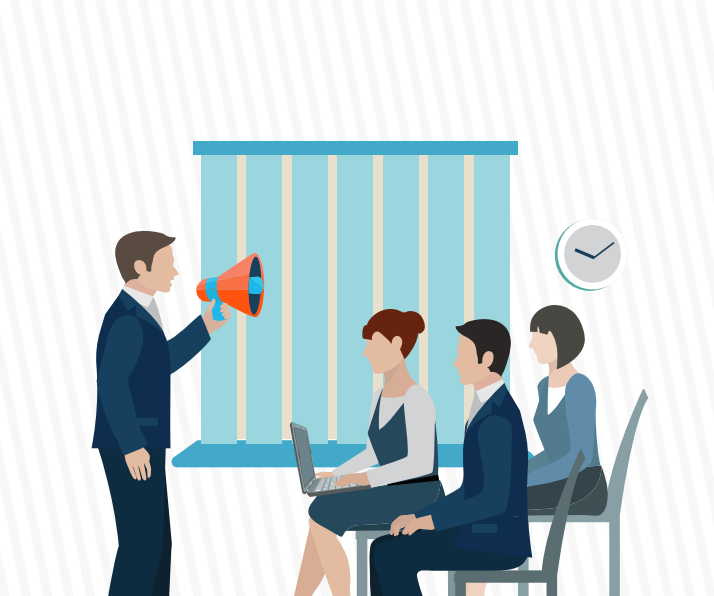
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### Empower Users with Self-Service Analytics

Empower users to not only access data, but also encourage them to make data analysis and reporting part of day-to-day operations. Find a data management platform that facilitates access, analysis, and reporting of data in highly consumable ways.

5



### Train Employees on How to Best Use Data

Don't let data democracy turn into data anarchy. Develop a data governance policy to prevent information overload, poor decisions, and reputational risk resulting from unauthorized access to data.

By taking these steps to democratize data, you can dramatically increase the value your business extracts from information assets and make data your basis of competitive differentiation.