



EFFECTIVE • INNOVATIVE • INTELLIGENT

Whitepaper

Enterprise Data Management

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Thus companies use enterprise data management to optimise the effective use of huge amounts of data. Our white paper explains the key features and benefits.



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1.

Ready for the digital future with enterprise data management

Most companies are aware that their data comprise their capital. Many are already using the power of a state-of-the-art business intelligence (BI) solution to effectively analyse existing data volumes across all business units in an action-oriented manner. This then serves as a foundation for business decision-making tailored to their organisation. However, this tactically operational orientation usually lacks the strategic framework to sustainably implement a corporate data handling culture. This strategic basis is nevertheless necessary in order to ensure data quality, data protection, compliance, internal structures and security in the long term for assured, ongoing digitalisation measures. This is where enterprise data management (EDM) comes in. The organisation of all data storage, preparation, use and provision in a company is subjected to a uniform strategy. The aim is to create awareness among all responsible persons and users, so that they regard data as an important

corporate resource and acquire the necessary skills to handle it. Working groups develop and define priorities and set goals. Permissions and roles are assigned. Operational groups are responsible for implementation, under the supervision of a steering group – all focused on implementing an enterprise-wide data governance strategy. Additional operational tools help channel, catalogue or even retrieve real-time data streams in order to make well-founded decisions.

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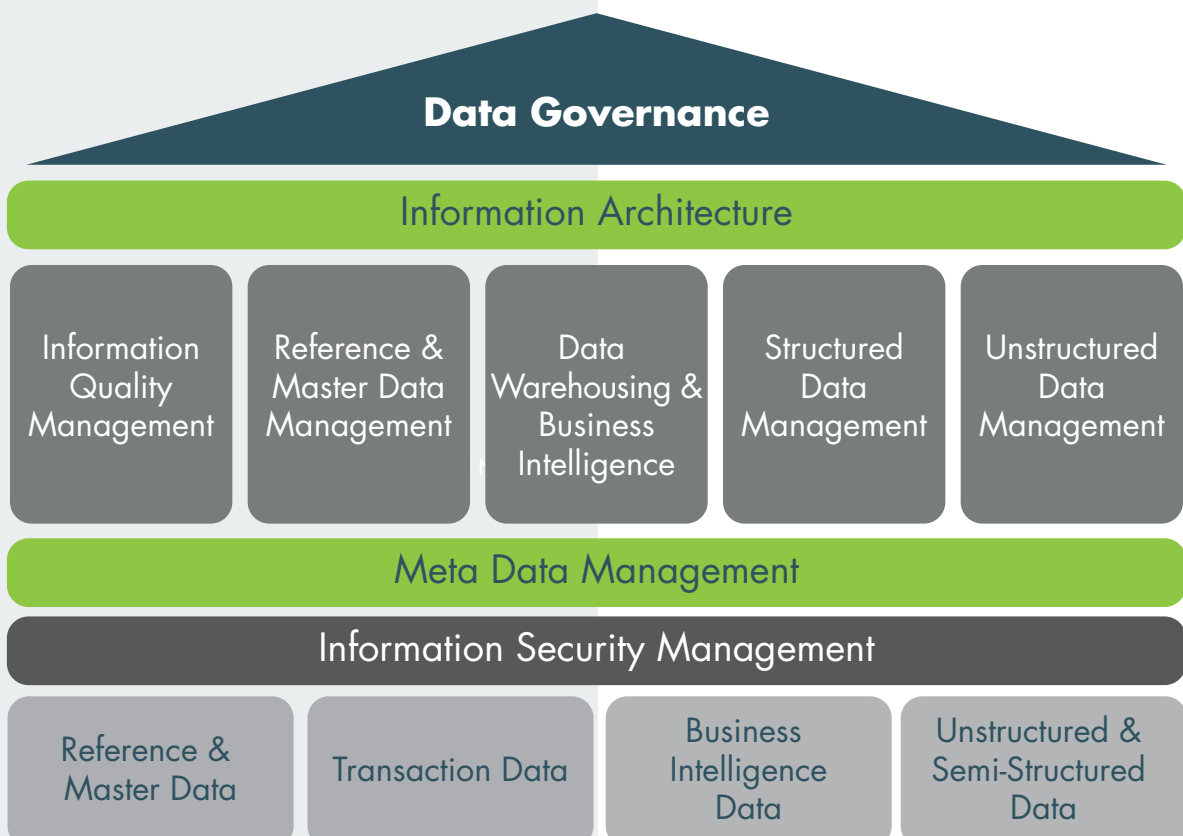
2.

The benefits of enterprise data management in the long run

1. The data handling **culture** implemented within the company using EDM secures digitalisation in the long term.
2. The **organisation of data processes** within the company becomes more structured, more transparent and can operate across different organisational areas.
3. Through **data quality assurance** and an emerging awareness of data content, the quality of analyses is sustainably favoured.
4. The consistent **management of master data** typical of enterprise data management especially helps large companies to merge data.
5. The use of metadata facilitates the search for and **access to corporate data** and saves an enormous amount of time.
6. **Planning security in the IT department** is improved, as the organisation follows clear goals and the infrastructure can be expanded in a planned way.
7. Last but not least, security is increased and **privacy** requirements are met.

Companies need dedicated organisational structures with their own resources, external consulting expertise and the right tools to implement enterprise data management and thus be optimally and flexibly positioned for the future. The following are some brief but important insights.

Enterprise Data Management Framework



3.

Basic framework and rules of enterprise data management: Data governance

Data governance forms the practice-oriented core of enterprise data management (EDM). It forms an integral part of the data strategies developed for the company and sets out the rules that must be adhered to in practice when dealing with a clearly defined range of data. This applies to all the departments such as planning, control and data provision. In addition, applying data governance ensures that all legal requirements are met. This also includes data protection, which is currently setting new challenges. Finally, data governance also defines and provides tools that enable secure access to corporate data.

Naturally, it is not enough to develop strategies in the course of enterprise data management (EDM) and to concretise corresponding rules by means of data governance. It is important to define responsibilities, structures and processes for handling data. As the principal person in charge of digitalisation as a whole, the Chief Data Executive (CDE) or Chief Digital Officer

(CDO) is just as important as are the data stewards, who are responsible for specific organisational areas or groups of data. Processes such as data preparation, management or provision should be clearly defined, as should the structures with access privileges. Collectively all stakeholders, including users, should live up to the commitment to EDM during operationalisation – with the understanding that EDM implementation is not a one-off process, but an ongoing one. Personal consultation with an outside perspective can offer efficient and effective support for many steps. Extensive know-how transfer via platforms and communities also helps those responsible to continually expand their expertise. They benefit both from advisory support services and best practices when implementing their governance measures. All this is geared towards communicating and constantly improving data competence at all levels in the company.

Data governance creates the following effects by establishing fixed rules:

- Appointment of data stewards
- Target groups and timely data provision
- Ensuring only authorised persons have data access
- Optimisation of workflows or data preparation processes
- Detecting and avoiding risks, such as provision of bad data or unauthorised access
- Presentation and use of digitalisation potential in the company
- Optimising IT resources by using the right technology for each type of data



4. Data governance at the centre of business operations

Through the harmonious operationalisation of data governance, all data-relevant processes in the company become data driven and at the same time are optimised. A summary is provided in the diagram below:

Discover

- Data discovery
- Data profiling
- Data inventories
- Process inventories
- CRUD analysis
- Capabilities assessment

Define

- Business glossary creation
- Data classifications/relationships
- Reference data
- Business rules
- Data governance policies
- Other dependent policies
- Key Performance Indication



Measure & Monitor

- Proactive Monitoring
- Operational dashboards
 - Reactive operational DQ audits
 - Dashboard monitoring/audits

Apply

- Automated rules
- Manual rules
- End to end workflows
- Business/IT collaboration

5.

Control of important processes using enterprise data management (EDM)

In order for digitalisation measures in the company to be consistent and secure, it is particularly important when implementing EDM to introduce, optimise and allow interplay between elementary processes in the operative data area. For example:

- Data quality
- Data integrity
- Data security
- Master data management
- Metadata management
- Database management
- Information services
- And much more

Leverage higher data quality with master data management (MDM)

Another important feature of enterprise data management is that it enables you to consolidate or unify master data. So-called master data management (MDM) allows business-critical data concerning products, suppliers, customers or

employees to be summarised in a single point of truth. This increases data quality in the long term, as well as trust, which positively encourages consistent use and reuse of the data. This is because master data management (MDM) eliminates known problems such as data duplication and incomplete or incorrect data, while continually improving the database. MDM can be of benefit to particularly large or complex companies if there are many heterogeneous organisational departments, employee roles or IT applications to consider.

Sustainably save time by managing metadata

Metadata management is a further important process in enterprise data management (EDM). Since EDM focuses on effective data organisation, the metadata is also managed in a centralised repository. In it, all „data about the data“ are summarised and retrievable across departments. Of course, access is also subject to the assignment of roles. In addition to technical metadata with data volume and data format information, descriptive metadata help to improve discoverability. Central administration of metadata allows all users to benefit from faster access. The time saved can easily be extrapolated to the entire company and declared as cost savings. This does not result in a one-off effect, but a permanent, imputable amount.



6.

Satisfy targeted requirements, with tailor-made data processing

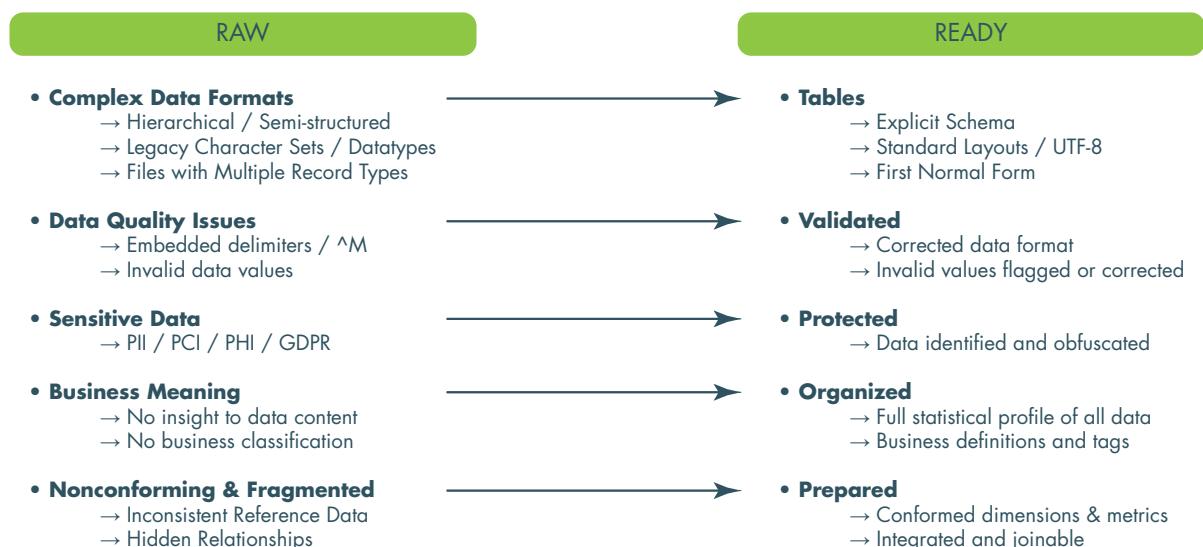
Choosing to set up enterprise data management (EDM) opens up a new dimension of on-demand access to analytical data for your business. Data source indexing is optimised and response times to employee enquiries are prompter. The basis for this is targeted data processing, among other things. As well as the data quality, which is ensured by constant updating, standardisation and deduplication, there are other important features: The data can be tailored to the rules defined in the EDM strategy, precisely according to the requirements of individual organisational areas or even analytical tasks. There are BI solutions for enterprise data management that specifically categorise, catalogue, prepare and query data – for single departments of the company or cross-enterprise. Such solutions can be seen as a platform that can access data from heterogeneous sources within a company's IT infrastructure. Designed specifically for the big data environment of larger organisations, the solutions run on modern data storage and computing platforms such as Hadoop®, AWS®, Azure® and Google® Cloud.

Optimised organisation thanks to enterprise data management

To recap: Enterprise data management starts with the vision and philosophy of how data is handled in the enterprise. Data governance determines the rules on how to do so based on this thinking. The necessary processes and steps are aligned according to this set of rules. In order to implement them, organisational optimisation is still lacking. Here, too, it is important to determine key points:

- Roles
- Permissions
- Responsibilities
- Functional services such as data provision
- Key performance indicators (KPI)
- Critical success factors (CSF)
- Business values

From RAW to READY



7. Towards enterprise data management (EDM), with Informattec

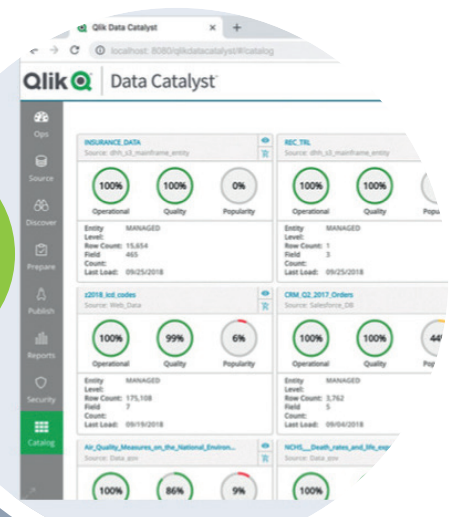
As a long-standing and experienced BI solutions specialist, Informattec is able to assist you in implementing EDM.

We can advise you on how to develop the necessary organisational structures within your company, data governance with all the rules and roles, configuring on-demand queries and gaining data competency in the context of the Qlik Data Centre of Excellence.

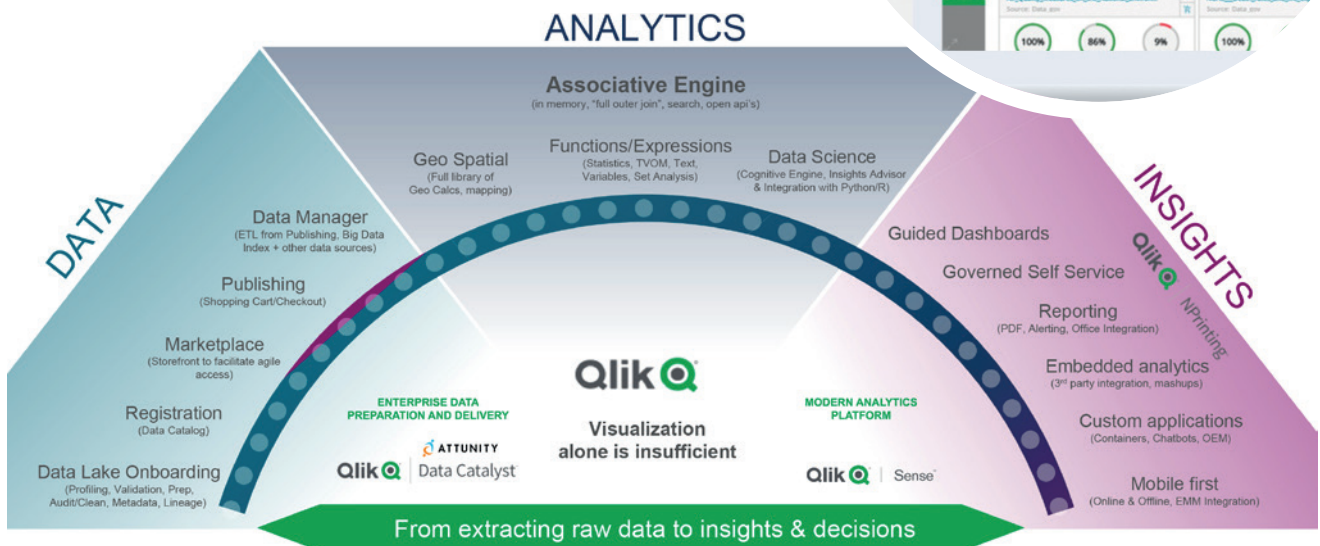
For operational purposes, we offer special enterprise data management solutions, such as **Qlik Data Catalyst**, which provide robust data management, support all the necessary se-

curity requirements and enable perfect data governance and reliable metadata management. Overall, Qlik Catalyst provides a complete data-as-a-service platform for effective EDM. Another solution is **Qlik Attunity**, which offers important additional features such as big data indexing and real-time connectivity to Qlik Catalyst's portfolio of services.

This is an important feature with regard to the development of the Internet of Things. Nodegraph, by Qlik, is the solution to permanently maintain data quality within enterprise data management. This is an add-on for Qlik-based BI projects. The best way for your company to implement EDM can be determined in an initial interview.



Wertschöpfungskette der Datenanalyse



20+

Years of Experience

200+

Satisfied Clients

5000+

Licensed User



Junior mentality. Senior competence.

Convinced that every client is a privilege and every project is a joint development process with the client, Informattec takes on new challenges with curiosity and open-mindedness. This dynamic attitude leads to agility and continuous innovation, which surprise customers with rapid and goal-oriented solution implementations. Thanks to its wealth of experience, Informattec guarantees the professional implementation of projects and convinces through its ability to think deeply into individual customer processes. As a competitive protagonist in the German-Swiss BI environment, Informattec offers substantial added value with a lasting effect for successful corporate management.

„At a time when every company is trying to optimize value creation through digitization, the necessary attention must be paid to an appropriate data strategy. Each process consumes (input) or generates (output) data in some way, thus with a unique footprint. The sum of these digital traces results in the company's data DNA. A suitable data strategy is based on this specific DNA and understands data as a directly usable, operationally usable source of added value for the fulfilment of the company's goal.“

Flávio Soares

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