



# Keys to Intelligent Data Governance

Adopting a robust, intelligent data governance model enables data accessibility, data confidence and understanding, and data activation, and it delivers the following ten benefits:

## ■ Data consistency ensures completeness and accuracy.

These are the foundations of data that can be trusted and are the basis for continually improving process models, data categorization and classification, and enterprise definitions that all business decisions will be based on.

## ■ Proactive data quality checks ensure data alignment.

With intelligent data governance, the common problems that arise from disjointed data points and siloed data repositories can be addressed in an automated fashion. This approach generates actionable insights as it examines how well data adheres to defined quality and governance rules.

## ■ Data alignment is critical for regulatory and compliance responsibilities.

Intelligent data governance standardizes data quality standards, which reduces the risks and unplanned costs associated with basing decisions on misleading data. It also ensures accurate and timely adherence to regulatory and compliance requirements.

## ■ Confusion over data meaning and clarity is removed.

Data confusion is a data governance problem. The data is incomplete or the processes supporting the data do not do enough to balance the rigors necessary for completeness at the speed of business.

## ■ Analysis and decisions are based on well-defined and accurate data.

Intelligent data governance guides the structure and flow of data through the information supply chain — especially during analytics processes. Governance ensures that your data capture mechanisms are set up to collect what data you need. It establishes alignment between the tactics of the lines of business and your organization's larger strategic goals.

## ■ Fact-based decisions become real-time events throughout the organization.

Intelligent data governance is key to ensuring data veracity, which in turn builds the confidence needed by the users of that data to achieve the real-time goal for decision making.

## ■ Data confidence encourages the sharing of insights.

An organization that has a strong data-centric culture will only be able to encourage information and insight sharing if the data is complete and accurate. Intelligent data governance is much better for business because it not only meets these challenges, but also requires that data and insights be shared throughout the organization.

## ■ Intelligent data governance fosters collaboration and establishes accountability.

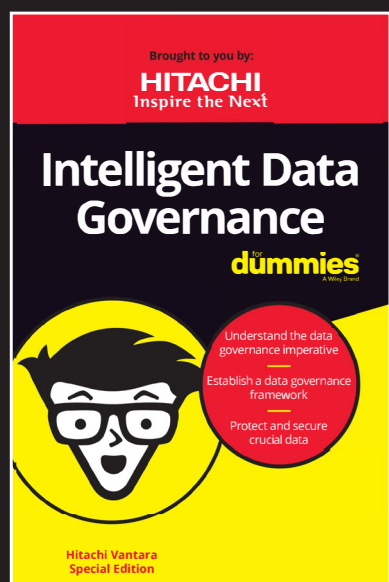
Managing and controlling the use and proper maintenance of data based on a standardized set of rules or policies eliminates inefficiencies in the system. This approach boosts collaboration between units and fosters a greater degree of accountability regarding who is responsible for data.

## ■ Data is kept clean and relevant based on its referential value.

The amount of data stored doesn't matter if it's relevant to the business and devoid of inaccuracies. An intelligent data governance approach makes everyone stewards of the data, responsible for keeping it in good shape.

## ■ Intelligently governed data gives you a competitive advantage.

Whether data is centralized or dispersed throughout the organization, when it is effectively managed and controlled, the process of gaining valuable insights and unlocking new opportunities is easier to achieve.



### DISCOVER HOW TO:

- Understand the data governance imperative.
- Establish a data governance framework.
- Protect and secure crucial data.

Learn how to create an intelligent data governance plan by downloading the e-book, *Intelligent Data Governance For Dummies*.

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