**What is Data DevOps?**

We define Data DevOps as the process of having data and internal systems, such as a database, that allow for testing at the speed, quality, and security required for a modern DevOps environment.

DataOps also brings the organization together across another dimension. A great deal of data analytics development occurs in remote corners of the enterprise, close to business units, using self-service tools like Tableau, Alteryx, or Excel. These local teams, engaged in decentralized, distributed analytics creation play an essential role in delivering innovation to users. Empowering these pockets of creativity maintains the enterprise’s competitiveness, but frankly, a lack of top-down control can lead to unmanaged chaos.

Centralizing analytics development under the control of one group, such as IT, enables the organization to standardize metrics, control data quality, enforce security and governance, and eliminate islands of data. The issue is that too much centralization chokes creativity.

One important benefit of DataOps is its ability to harmonize the back-and-forth between the decentralized and centralized development of data analytics — the tension between [centralization and freedom](http://bit.ly/2RjVdt9). In a DataOps enterprise, new analytics originate and undergo refinement in the local pockets of innovation. When an idea proves useful or is worthy of wider distribution, it is promoted to a centralized development group who can more efficiently and robustly implement it at scale.

DataOps brings localized and centralized development together enabling organizations to reap the efficiencies of centralization while preserving localized development — the tip of the innovation spear. DataOps brings the enterprise together across two dimensions as shown in Figure 14 — development/operations as well as distributed/centralized development.

**Implementing DataOps**

DataOps simplifies the complexity of data analytics creation and operations. It aligns data analytics development with user priorities. It streamlines and automates the analytics development lifecycle — from the creation of sandboxes to deployment. DataOps controls and monitors the data factory so data quality remains high, keeping the data team focused on adding value.

You can get started with DataOps by implementing these [seven steps](http://bit.ly/2I5PjGK). You can also adopt a [DataOps Platform](http://bit.ly/2HKOebL) which will support DataOps methods within the context of your existing tools and infrastructure.

A DataOps Platform automates the steps and processes that comprise DataOps: sandbox management, orchestration, monitoring, testing, deployment, the data factory, dashboards, Agile, and more. A DataOps Platform is built for data professionals with the goal of simplifying all of the tools, steps and processes that they need into an easy-to-use, configurable, end-to-end system. This high degree of automation eliminates a great deal of manual work, freeing up the team to create new and innovative analytics that maximize the value of an organization’s data.