

# Data management benefits and significance

DATA MANAGEMENT CONCEPTS



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# Navigating the data seas

- Core functions: **collecting, storing, processing, and securing valuable data**
- **Data management** acts as a guiding map through the complexities of data
- Data **insights** become the coveted treasure for every organization
- Leverages cutting-edge digital systems



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# Streamlined operations

- Efficiency advantage
- Provides easy access to information
- Optimization positively impacts decision-making



# Fortifying defenses

- **Safety assurance:** guarantees the safety of sensitive information
- Safeguards against unauthorized access and cyber attacks
- Maintains a **secure environment** where data remains protected



# Rock-solid reliability



- Acts as a reliable **ally** in your corner
- Ensures data is **solid, trustworthy, and dependable**
- Fosters **confident decision-making** and builds **trust**

# Nurturing sustainability

- Streamlines data by eliminating unnecessary elements, fostering efficiency, and optimizing resource use
- Nurtures the organization's present while planting seeds for a **lasting and resilient future**
- Ensures each resource is wisely allocated for **sustainability**



# Illuminating paths



- Serves as a guide, shedding light on paths to **insights**
- Unveils an understanding of **operations, customers, and market trends**
- Enables **predictions** and strategic navigation of the evolving landscape

# **Let's practice!**

**DATA MANAGEMENT CONCEPTS**

# Understanding the journey of information

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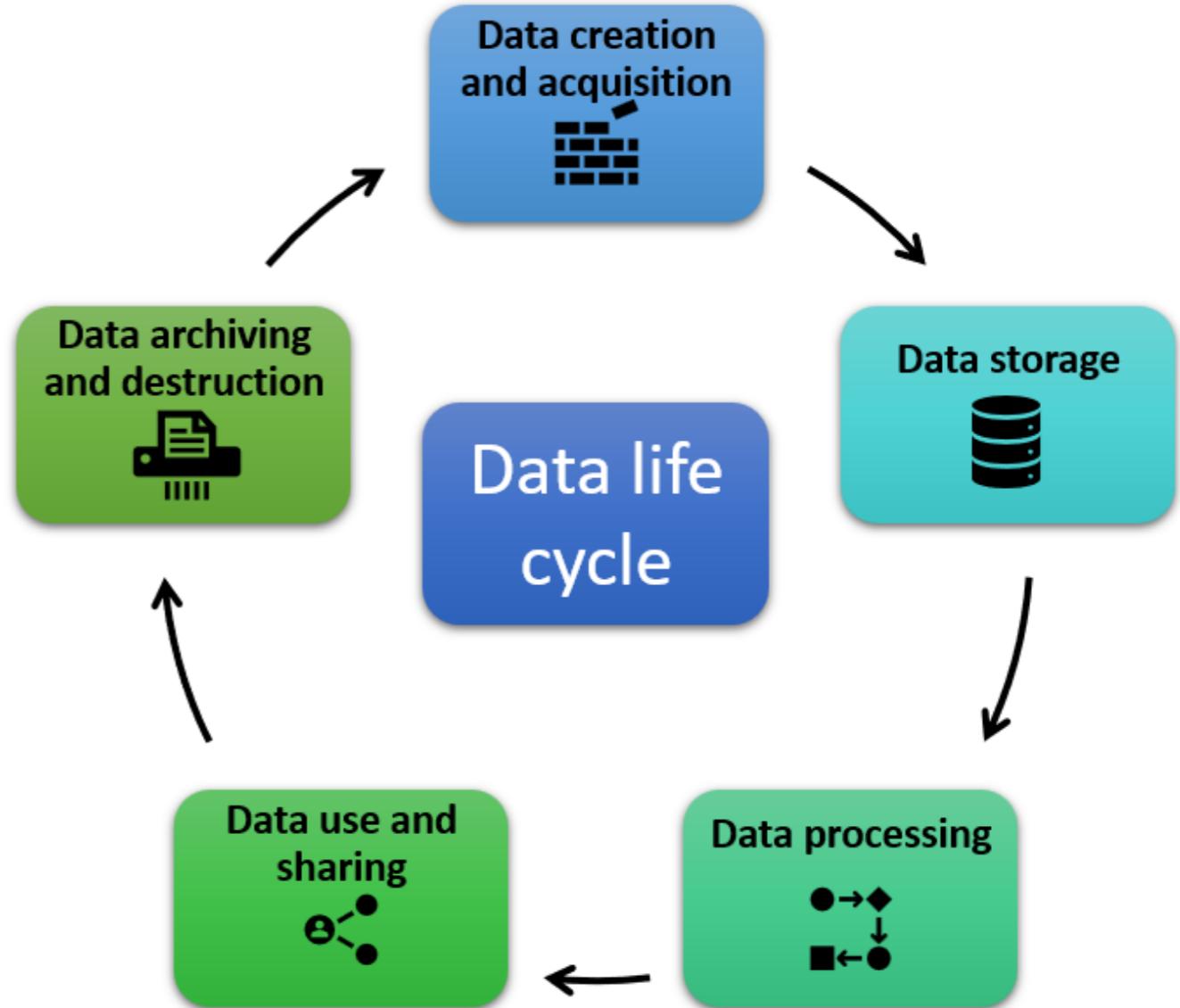
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# From creation to insight

**Data life cycle** - journey from inception to culmination

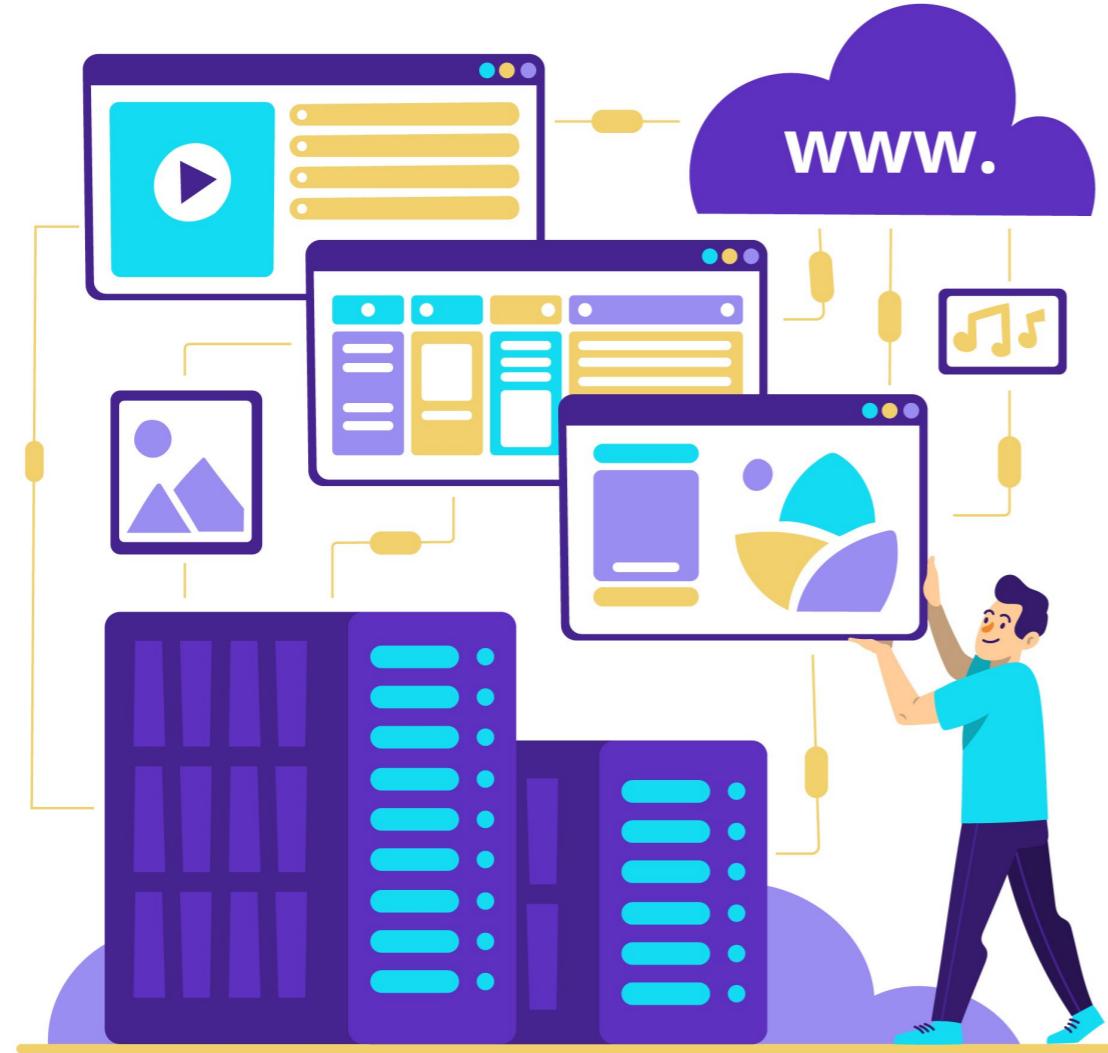
**Data life cycle management** - processes governing organizational data life cycle

- Efficient data utilization
- Resource optimization
- Secure data
- Regulatory compliance



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# Crafting data



- The first stage of a data life cycle is **data creation and acquisition**
- Marks **integration** into the organization's domain
- **Quality, accuracy, and relevance** of the data impact subsequent stages

# Data's shelter

- Once acquired, the next stage is **data storage**
- Different storage options to choose from **databases to cloud**
- Lays foundation for **accessibility** and **integrity** of data



# From raw to refined



- Data is **manipulated** to be suitable for use, a phase dubbed **data processing**
- Tools, techniques, logical steps taken to achieve clean data
- **Continuous** process and occurs throughout the life cycle

Groundwork for:

- Uncovering patterns and trends
- Empowering efficient operations
- Optimize performance

# Shared data, smart decisions

- Data use and sharing is the next stage
- Involves practical application of processed data across the business
- Leverages valuable insights for strategic planning and operational improvements
- Facilitates collaboration and a unified understanding of information
- Utilization phase provides feedback to data processing



# Preservation and data goodbyes



- End of the life cycle is marked by **data archiving and destruction**
- **Archiving** - long-term storage of data that is no longer actively used
- **Destruction** - permanently erasing or rendering unreadable and unrecoverable
- Ensures adherence to data **protection** and **privacy** standards
- **Minimizes** the potential for data breaches and unauthorized use

# **Let's practice!**

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# Principles of effective data management

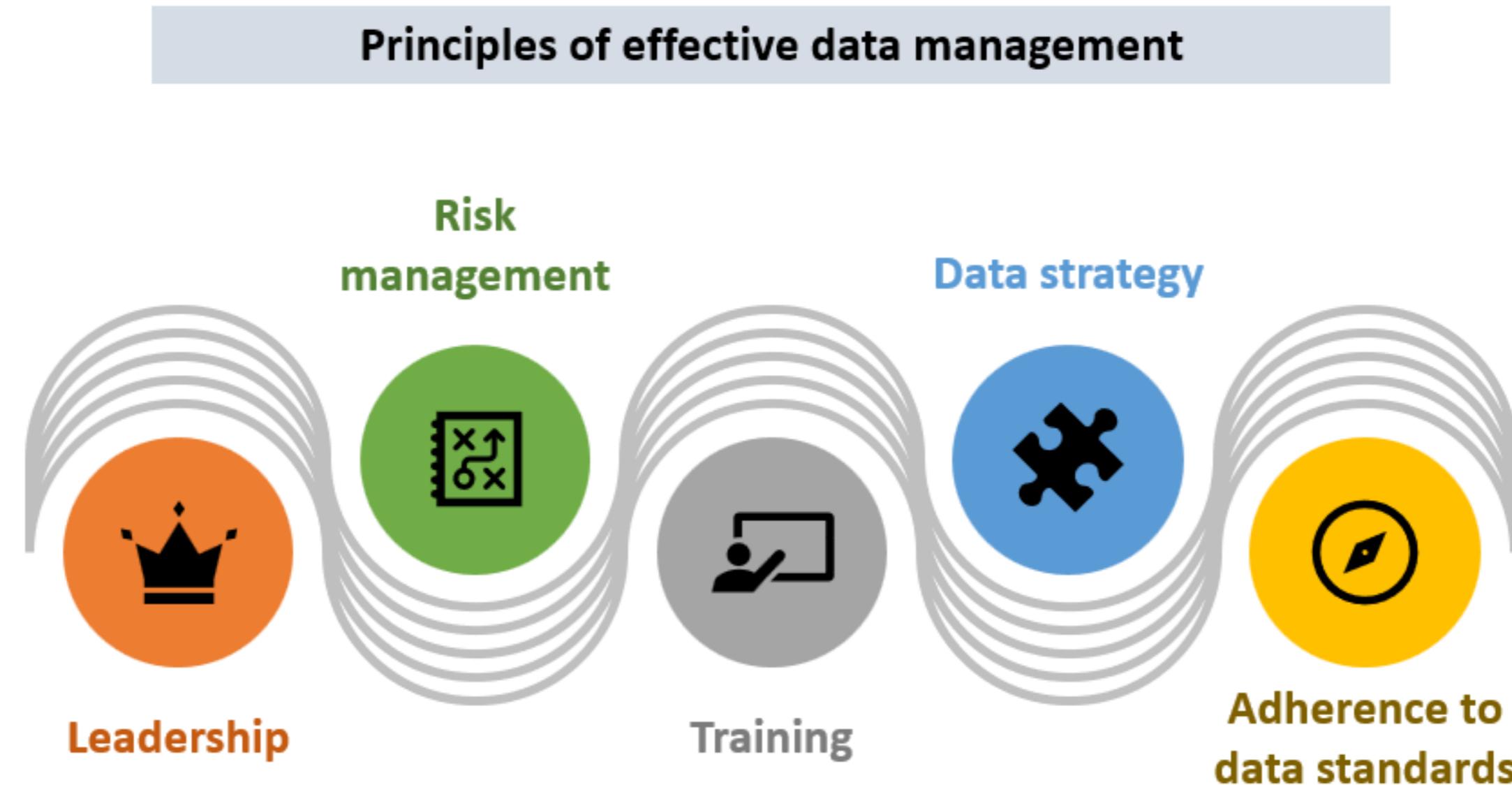
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# Why should data management be effective?



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# The role of leadership

- Leadership provides a strategic **vision**
- Aligns data **initiatives** with overall organizational goals
- Allocates **resources** and **investments** for data management systems
- Establishes data management **policies** and **procedures**
- Fosters a data-centric **culture**



# Managing data risks

- Risk management involves identifying potential risks, vulnerabilities and threats to data
- Develop and implement preventive measures and proactive planning
- Regularly monitor and assess the effectiveness of risk mitigation measures
- Train employees on security protocols
- Adopt quick recovery strategies



# A winning combination

- Training empowers staff to perform their roles **effectively**
- Improves **preparedness** and response capabilities
- Enhances efficiency and **utilization** of available resources



# Orchestrating data success



- Your **data strategy** should align with overarching business objectives
- Ensures that data **initiatives** contribute to organizational success
- Fosters **efficiency**, data-driven **actions**, **innovation**, and sustained **success**
- A robust data strategy extracts **maximum** value from your data **investment**

# Harmony in data



- Adhering to **data standards** serves as a common language
- Provides a foundation for **consistency** and **uniformity** in data management
- Reduces risk of errors and misunderstandings
- Facilitates **interoperability** and **collaboration**

# **Let's practice!**

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