**Topic: Evaluate the professional strategies associated with data management in the Information Systems environment.**

**Introduction**

Any business generates heaps of data every day. Generated from external or internal sources these data provide a broad understanding of the business and its market when managed properly. Data management is defined as an administrative process that includes acquiring, validating, storing, protecting, and processing required data to ensure the accessibility, reliability, and timeliness of the data for its users (Galetto, 2016). Governments and organizations use data generated by processes to gain deep insights in to market and customer behaviors. Using big data as a source of business information is used more than ever before to make informed decisions. Hence managing data has become a crucial element of information systems environments. An information systems environment is an area in which information systems professionals can apply technology skills professionally in an organization (Yaverbaum & Feinstein, 2004). Professional strategies help to standardize the data management process and ensures that right data is acquired, managed and retained for the best usage inside a business.

**Background of the study**

Data is one of the most valuable assets a business produces. Managing the data right can bring valuable benefits in an information systems environment. It can improve the overall productivity by reducing performance breakdowns, making data easy to access by users and lessening the instances of data movement activities. Being able to avoid duplications, a company can become more cost efficient. Being able to become highly responsive to situations is another advantage of proper data management. Since data is sorted and in place for quick access employees can access important information faster. Upgrading the quality of decision-making is another plus point of a good data management strategy. Since the quality of the data is better, management can see a better picture of the processes more. There are many data management strategies in practice. Overall, a data management strategy is how a company is going to handle data created or acquired withing business functions to achieve its goals and objectives in the most successful manner. What works for a company best, depends really on the nature of their functionalities in the business. So, in order to design an effective data management strategy, there are few things that need to be analyzed as below.

* Objectives of the business – Identifying what the overall objectives and results a company needs to see is a key point to consider when finalizing the best data management strategy for a business. This will help to define what tools, technologies, processes and management should be used in the process.
* Data Processing steps – How to collect, prepare, analyze, store and distribute data is the next step. As we have already identified how the data will be used in the fist step now that we need to see how these different steps in the process can achieve those goals collectively.
* Find the right tools and technologies – What tools and technologies will serve the better with company goals and available budget constraints.
* Data governance – With great value comes great responsibility. Deciding how to ensure the security, privacy, quality and transparency of data is vital in a data management strategy.
* Providing the knowledge and training – Not knowing how to use and manage data inside a business is the biggest drawback of a data management strategy. Even if you have the best process and tools with you if you do not know how to handle it, the results will be poor.

As there are multiple ways to design the right data management strategy for a company, evaluating them should be based on how efficient the strategy with regards to the major factors mentioned above.

**Outline of the final report**

The beginning of the report is to introduce the main concepts of the topic; data management, data management strategy and information systems environment is defined in the introduction section of the report. The importance of data management is valuable to be concerned as it paves the way to discuss more on the type of data management functions. With the concerns of different types of data management functions, we are able to discuss the tools and technologies available in the field to use for those functions as well. The repot will comprise of a brief introduction to sophisticated technologies available at present. The divergent nature of businesses establishes the need for diverse of solutions for data management as well. So, it is crucial to form a set of best practices to keep the data management strategy design process healthy and growing. The next section of the report is to grasp the concepts of best practices and risks and challenges of data management as well. After setting up a firm foundation on the most important areas, the main objective of the next part of the report is to consider some professional data management strategies and evaluate them in the context of information systems environment. There we will consider the tasks, roles, benefits of good strategies and flexibility of the approaches as well. As the closure of the report, we will remind of the roots a bit; the history and evolution of data management strategies briefly. The overall report is written with the main idea of evaluating the professional strategies for data management in practice.

**References**

Galetto, M. (2016, March 31). *NGDATA | What is Data Management?* NGDATA. https://www.ngdata.com/what-is-data-management/

Yaverbaum, G. J., & Feinstein, D. (2004). *THE INFORMATION SYSTEMS ENVIRONMENT*. 7.