

- ✔ **Video:** Organize Data Introduction  
1 min
- ✔ **Reading:** Organizing your data  
2 min
- ✔ **Video:** Ladder to AI: Organize  
1 min
- ✔ **Video:** Our Story: Organize Data  
5 min
- ✔ **Quiz:** Check for Understanding: Organize Data  
3 questions

When organizations are able to collect their data and make it accessible throughout their business, the next step is to make sure it's organized in a trusted, business-ready foundation.

Data is the bread and butter of AI and the quality of that data directly affects the results of the organization's AI. Organizations need their data to be *organized, cataloged, and governed* to ensure that only the people who should be able to access it have the appropriate access rights.

To understand why it's important to organize and catalog data, an analogy of a grocery store is useful. When you go to a grocery store, all of the products are sorted by aisle and each aisle has a list of categories hanging overhead. Grocery stores are useful because they are organized and provide an overhead catalog to help shoppers quickly find what they need. If a grocery store was simply a room filled with thousands of products, it would have less value to its shoppers. Shoppers would waste time looking for products they would not be organized in a logical way.

*Data is the same.* Organizations need to have a catalog of their data that provides information, including the data's source, who owns it, and how the metadata is mapped to its business context. Organizing data properly helps companies:

- Profile, cleanse, and catalog all types of data
- Manage data with built-in protection and compliance
- Enable policy-driven visibility, detection, and reporting
- Manage data at all stages of the information lifecycle, from creation to deletion

✓ Completed

[Go to next item](#)

