

Data management

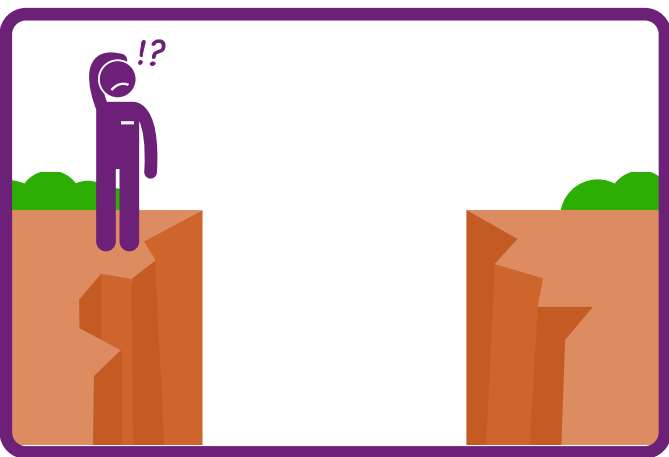
How it can help prepare you for the future

Our recent study shows that **77%** of respondents believe that investing in data management initiatives today will help them weather the next crisis better.

To ensure that your business is ready for any market changes, here are some recommendations to bridge the gap in your data management system.



Determine the gaps in your data management system



How much do you really know about your customers? Data management can help you derive **deep consumer insights** to keep up with shifting consumer behavior.

75%

of respondents state that following the pandemic, they would like to leverage their data to help **improve our society**.

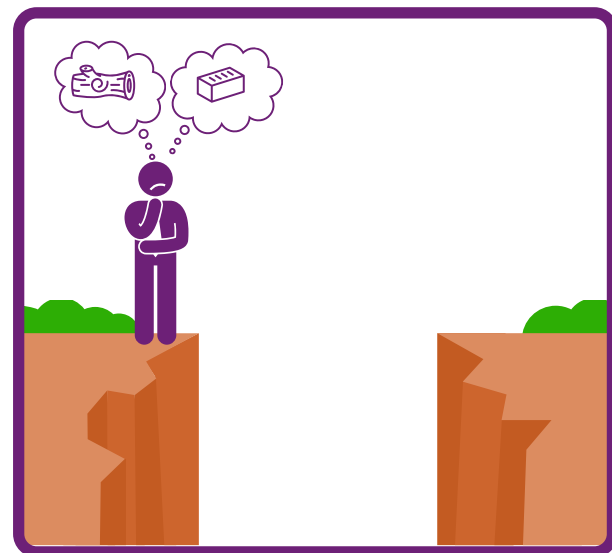
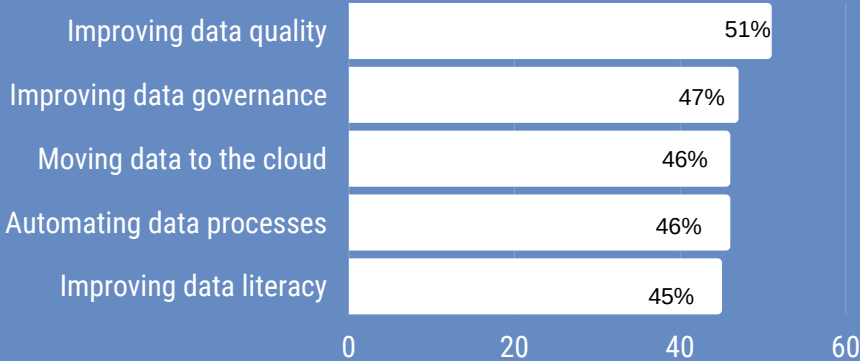


Investing in the correct experts and resources can help you manage your data efficiently and transform your business.

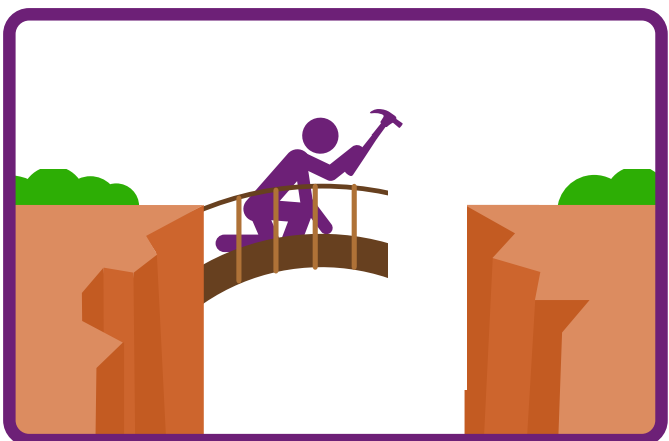


Invest in the right data tools

Top data management initiatives



Start building your data management system



1

Provide employees with data literacy skills so they can understand and leverage data accurately. This can be applied in the form of learning sessions, online trainings, or formal programs.

2

Invest in data management technology that best suits your business needs. With the correct technology suited for a broad range of roles, your workforce can use the data they need to make the best decisions possible.

3

Utilize DataOps to increase innovation, shorten development cycles, and create accurate data pipelines. This will help your business to adapt quickly and accurately to changes in the market.



Prepare for your future with strong data management practices.

[Read the full report](#)