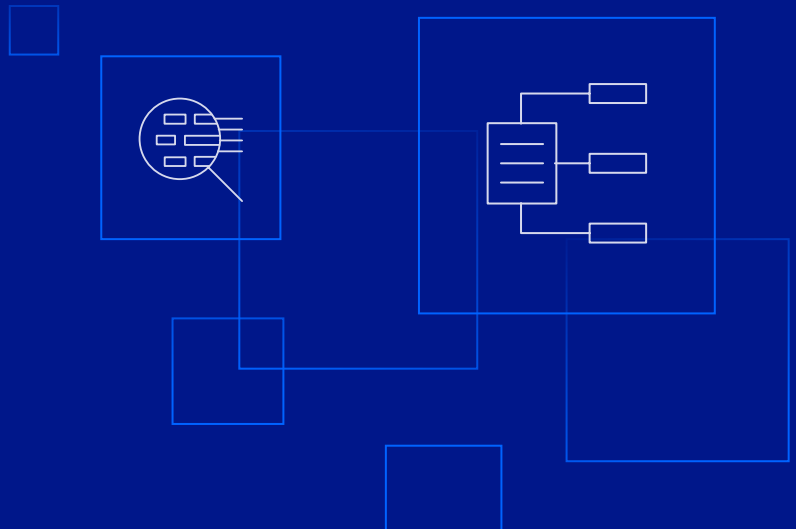# Become an insight-driven business

Building a trusted analytics foundation

For good reason, "data" is a leading topic in many discussions about how technology and IT are transforming businesses. With advancements in analytics and cognitive computing, enterprises are using data to be more competitive, create innovative products and attract new customers.

From on-demand transportation to improved clinical trial matching, innovative organizations are continuously disrupting industries. Yet while there is no formula to guarantee success in a businesses' digital transformation, there are common data practices that leaders are adopting.

Leaders:
- **Implement an information architecture that supports artificial intelligence**
- **Govern their data lakes**
- **Enable self-service analytics**

A 2017 global study by Forrester Consulting found that digital transformation leaders report dramatically higher product quality and cost reduction than laggards.[1]

These leaders have created insight-driven businesses—those that provide a trusted analytics foundation to their organization. Their transformation is the result of an analytics foundation that maximizes the potential of an enterprise data warehouse (EDW), effectively governs the data lake and offers 360-degree views of data.

57x Leaders **6%** Laggards

Product quality

40x Leaders **8%** Laggards

Cost reduction
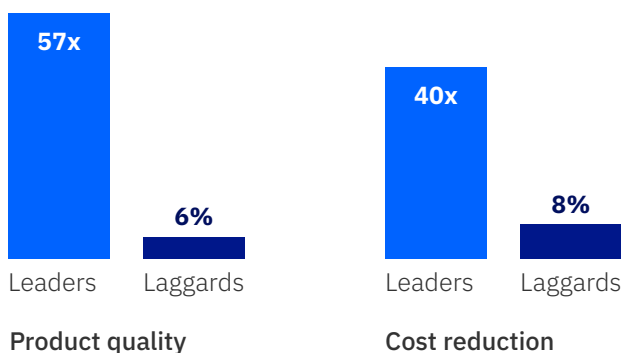
Leading enterprises innovate with insights and compliance

Leading organizations have realized that every dimension of data has changed. EDWs alone provide insufficient mechanisms for storing, processing and analyzing the unstructured and semi-structured data that many digitally transformed businesses rely on, such as social media information or imagery.

As they think about delivering insight-driven impact, they must ultimately modernize how data is managed at all stages. By doing so, organizations ready themselves to consume all data sources, such as:
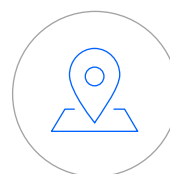
Location-based information
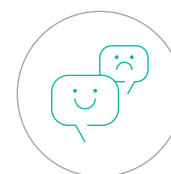
Consumer comments

Sensor data

These new data sources can enable the delivery of new services to new customers that generate new revenue.

Laying the right groundwork for analytics prevents paralysis by bad data. When organizations can make trusted data a priority through information architecture, non-technical users can analyze vast amounts of raw data, a company-wide catalog to find data across the enterprise can be created and data quality processing and data governance can be instituted—making compliance to regulations not only more manageable tasks, but business accelerators.

Four use cases of a trusted analytics foundation

When updating your information architecture, you ideally want to build it once and use it across the enterprise to address the most prevalent business challenges. Methods to address some of the top challenges include:

1 Enterprise Data Warehouse Offloading
- Move data integration workloads, also called Extraction, Transformation, and Loading (ETL) workloads, from the EDW to the Hadoop data lake
- Move unused data from the EDW to the Hadoop data lake
- Store new types of data—often unstructured or semi-structured—in the Hadoop data lake for enriching traditional EDW analytics

2 Governed Data Lake
- Establish business terms that data stewards manage
- Create a business glossary, tying the business terms to the underlying data assets
- Support complete data lineage reporting and cross-tool impact analysis

3 Meeting Regulatory and Compliance Needs
- Solve complex data integration, data quality, and data governance challenges created by siloed data repositories, applications, and data integration teams
- Implement comprehensive data quality processing and data governance

4 360-Degree Information-Driven Insights with Master Data Management (MDM)
- Manage critical enterprise master data, spread across siloed systems, to generate actionable insight, create instant business value alignment and comply with data governance, rules, and policies
- Plot an organization's data throughout the complete information lifecycle with a highly configurable framework that supports on-premises and cloud-based IT models

Prepare your organization for the future of data

IBM® Unified Governance and Integration can help you build a trusted analytics foundation for better insights and compliance.

Learn how →

Jakarta Smart City is laying the foundation for IoT through governance and integration.

Read the blog →

Find out if compliant data freedom is an oxymoron or opportunity.

Learn more →

Visit ibm.com/unified-governance-integration

1 A commissioned study conducted by Forrester Consulting on behalf of IBM, September 2017.