

Data Democratization

Integração de dados e departamentos suportando o Processo de Digitalização

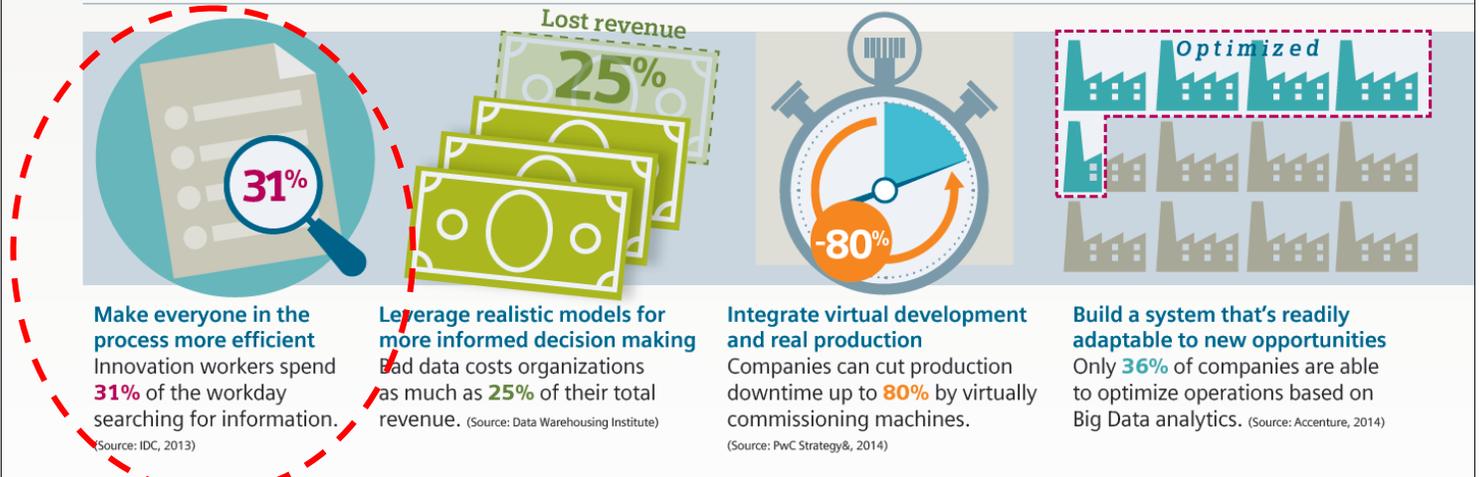
Digitalization
changes
everything



Data Democratization

Optimizing your digital enterprise for smart innovation

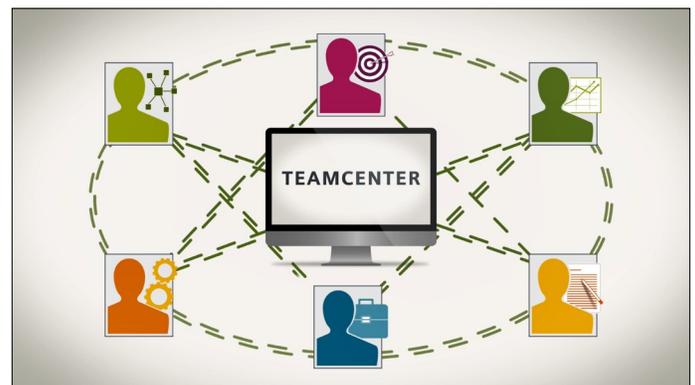
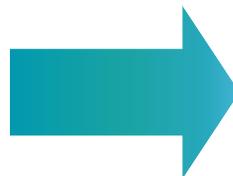
To fully digitalize your business, you must address four key requirements.



Data democratization is the ability for information in a digital format to be accessible to the average end user. The goal of data democratization is to allow non-specialists to be able to gather and analyze data without requiring outside help.

When ownership for data is distributed among independent business functions, a significant and/or systemic transformation in corporate culture may be required before data democratization can become a reality. In some companies, managers may limit employee access to data because they are afraid that non-technical employees won't have the necessary skills to interpret data and apply it correctly. In such a corporate culture, internal data governance policies may be established to only grant access to executives, data scientists and information technology (IT) staff.

Even when an organization wants to embrace democratization, however, there can be impediments to making data freely available. Data may be stored in silos, making it difficult for employees in different departments to access data and view it in a consistent manner. Another problem that prevents the average end user from taking advantage of an organization's data is that even small data sets may have inconsistencies that have to be cleaned up and files may need to be transformed from one format to another before the data can be used.



Companies have long struggled to break down silos and boost cross-functional collaboration— but the challenge is getting more acute.

- McKinsey & Company

Departmental silos are seen as a growing pain for most organizations of all sizes

– Forbes

When we ask executives, What is the number one innovation killer at your company?, one of the first words we always hear, always, is “silos!”

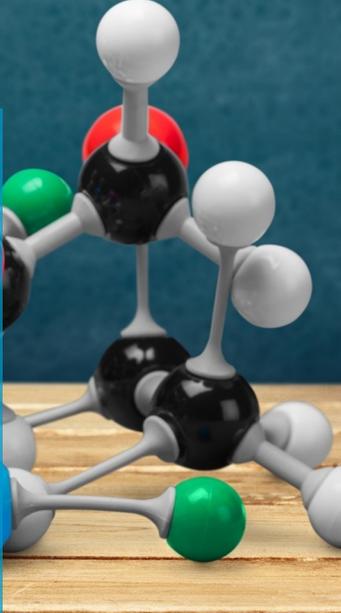
- Harvard Business Review

Advances in virtualization is making data democratization much easier at the technical level, however, and negating the need for ad hoc, highly labor-intensive processes. Data virtualization software, for example, allows an application to retrieve and manipulate data without requiring technical details about the data, such as how it is formatted or where it is physically located.

PLM software also facilitates democratization by aggregating data from disparate sources in a virtual database so it can be used for business intelligence (BI) or other analysis. The virtual database created by PLM software doesn't contain the data itself. Instead, it simply contains metadata about the actual data and its location.

Cloud storage has proved especially effective for breaking down data silos by creating a central location for data to be stored. Database management system (DBMS) security features can mask or encrypt data to lower the risks associated with data democratization and self-service BI applications can provide non-technical end users with data visualization tools that make data analysis easier to understand. For example, online survey tools with data visualization and reporting capabilities have made it easier for marketing teams to gather and analyze consumer data and share actionable information in real time.

As online tools make data democratization easier to achieve, proponents of the concept believe it will narrow the playing field between big brands and smaller businesses. This in turn, is expected to create new business models, open doors to new business opportunities and transform the way all businesses make data-driven decisions.



Connect more people to the data
they need

Connect all users to relevant product data and processes
Empower users to reach beyond their own functional
boundaries to share information

- Harvard Business Review



Access from any device, anywhere

Get the data you need in a way that's meaningful to you

Access in applications where work is done

The single largest change facing enterprises and technology providers alike is digital disruption

- Gartner Inc



Go wide to meet all your business needs

Quickly adapt to new business processes

Integrate systems to complete the thought

“Companies rarely die from moving too fast, and they frequently die from moving too slowly.”

- Reed Hastings, CEO of Netflix

beyond functional boundaries



connect people and information to make the best products

across business processes



transform your business to beat your competition

new efficiency levels



increase IT productivity to drive business goals



Since our reliance on technology increases with each passing day, IT is steadily moving to the front end—not the back—of business.

- Forbes