

Driving data governance with data quality



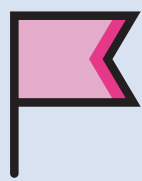
As you make the trek toward a fully developed data governance program, you become more familiar with the road under you. You know what your road trip necessities are—cash, snacks, good music, a map, and a full tank of gas—and you become more strategic on what direction you need to take to be successful.

There are many different avenues you can take when it comes to data governance, but the smartest route? **A data governance program that incorporates data quality.**

Data quality—accurate, complete, and trusted data—will empower you to move forward with future data projects, giving you usable trends to confidently develop governance policies and feel confident in your governance decisions.

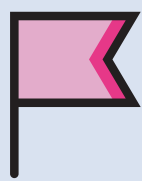
When you are on the road to data governance, make sure you consider these three data quality check points.

78 percent of companies have seen a return on investment from their data quality solutions.



Check point #1: Establishing data quality requirements and policies

By establishing data quality requirements and policies—like consolidating, cleansing, and standardizing department databases and updating reports—your data management practices will be consistent across your organization, giving you a holistic view of the value trusted data has on your business, like easing the decision-making process and understanding why an initiative is or isn't working.



Check point #2: Incorporating data quality reviews and monitoring

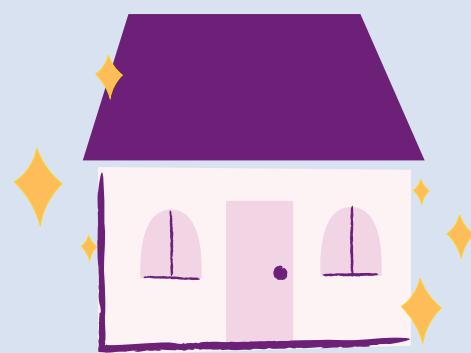
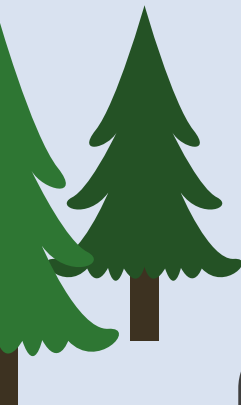
Reviewing and monitoring data is vital when it comes to fueling your data governance program. Your data changes every day, especially when it comes to your customers. With insight from your data quality metrics, you will be able to make changes to your data governance policies, and help you know what is working and not working.

Tid bit: Automate your data quality monitoring to save time, energy, and human error. With automatic rules and checks, you will be confident every piece of information coming to your business is data you can trust.



Check point #3: Cleansing and correcting bad data

Once you define your data governance program policies, you want to uphold your goal of reversing bad data and managing trusted data by incorporating data quality tools. When you are able to continuously clean and correct your data, you can re-mediate data issues and comply with your data governance policies. This will help you improve the level of trust with your data initiatives across your organization.



By the end of your journey, you want to make sure you are governing data you can trust. Trusted data is data that will make you a superior, stronger, and more strategic business. Learn how to incorporate data quality into your data governance initiative today.

Learn more

