

# DATA MANAGEMENT FROM SEED TO SCALE

STRATEGIC

<p><b>Data Strategy</b> Treat data as the corporate asset that it is</p>	<p><b>Data Governance</b> Establish and sustain an enabling framework that drives use of and appetite for data</p>	<p><b>Data Integration</b> Bring data together to break down data silo.</p>	<p><b>Data Architecture</b> Standardize the build and optimization of your data environment.</p>
<p><b>Data Management</b> Align your business' data strategies with key data management enablers.</p>	<p><b>Data Quality Management</b> Fuel trusted insight generation and evidence-based decision making.</p>	<p><b>Data Privacy</b> Create an integrated Data Privacy by design program</p>	<p><b>Data Platform &amp; Practice</b> Build the right platform to deliver data from source to analytics.</p>
<p><b>AI/Gen AI Strategy</b> Establish UI strategy based on maturity and use cases, then build a roadmap.</p>	<p><b>Metadata Management</b> Discover, Scan, Classify, and Catalog your data.</p>	<p><b>Master Data Management</b> Manage your master data; build out that single stakeholder view.</p>	<p><b>Reporting, Analytics &amp; AI</b> Generate game-changing insights and fuel evidence-based decision making.</p>

ONBOARDING NEW USERS

**Data Quality Improvement Plan**  
**Data Governance Enablement**  
**Data Integration Initiative**  
**Data Management Coaching & Staff**  
**Data Inventory & Classification**  
**AI Use Cases & POCs**  
**Business Unit Onboarding**  
**MDM Domains & Sources Integration**  
**Cloud Modernization Plan**  
**Data Warehouse / Lakehouse Roadmap**  
**Training / Adoption / Literacy**

TECHNOLOGY

DATA CATALOG

DATA INTEGRATION

API & APP INTEGRATION

DATA QUALITY

MDM & 360 APPLICATIONS

GOVERNANCE & PRIVACY

DATA MARKETPLACE

**snowflake**

**databricks Lakehouse Platform**

SIMPLE • OPEN • COLLABORATIVE

Data Engineering

BI & SQL Analytics

Real-time Data Applications

Data Science & Machine Learning

Data Management & Governance

Open Data Lake

PERSONALIZATION

**Implementation of New Use Cases**  
**New Data Ingestion**  
**New Data Quality Rules**  
**Evolution & Platform Operation**  
**Use-Case-Led Cloud Modernization**  
**Data Warehouse / Lakehouse Evolution**  
**Technology Selection Assistance**

**BUILD THE FOUNDATION**

**OPERATIONALIZE BUSINESS UNITS**