Unified Data

Strategy and Management

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In This Issue: Unified Data

Unified Data Strategy (UDS)

By Eleonora Babayants

The amount of data being created, captured, and managed worldwide is increasing at a rate that was inconceivable a few years ago. Data is a collection of discrete units of information but like the stars in the night sky taken together form an organized structure.

Unstructured data comes in many different formats including pictures, videos, audio, PDF files, spreadsheets, documents, email, and many other formats.

Multiple systems are being utilized to manage different forms of disparate data. Companies need to adopt a comprehensive and holistic approach to managing these many systems and incorporating them into a combined system.

What is UDS?

A Unified Data Strategy (UDS) is a broad concept that describes how massive amounts of data in a multitude of forms can and should be understood and managed.

UDS is also a specific individualized methodology developed by each data owner to manage that data in all its forms. By adopting a UDS, data owners will be able to develop comprehensive, customized methodologies to manage their data.

What to Consider?

To successfully adopt UDS, companies should consider the following:

1. Develop a thorough understanding of how the business consumes, produces, manipulates, and uses information.

2. Determine how the business can use data to understand external factors and to assist in making internal decisions, as well as to understand how the data itself is relevant to influencing the business.

3. Analyze the "personality" of each data form so that it can be matched with tools that appropriately acquire, filter, store, safeguard and disperse the data into useful information.

4. Select infrastructure and tools that automate or eliminate traditional high-cost tasks such as import, provisioning, scalability, and disaster tolerance.

5. Commit to the process of learning as a new approach to technology, and to adopting it in risk appropriate increments.

Thorough analysis will lead to an understanding of the current state of data management systems, and subsequently to better control of existing data.
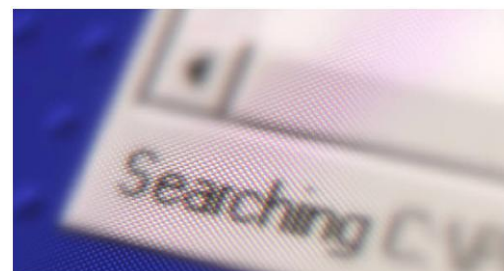
Unified Data Strategy

Broad concept that describes how massive amounts of data in a multitude of forms can and should be understood and managed.

Unified Data Management

A practice that holistically coordinates teams and integrates tools.

Industry News

- ⮑ Facilitating content access for SharePoint
- ⮑ Eccentex integrates with Box
- ⮑ OpenText introduced Discovery Suite
- ⮑ Viewpointe upgrades governance platform

Unified Data Management (UDM)

by Eleonora Babayants

In most organizations today, information is managed in isolated silos by independent teams using various tools for data quality, data integration, data governance, metadata and master data management, B2B data exchange, content management, database administration, information life-cycle management, and so on.

In response to this situation, some organizations are adopting Unified Data Management (UDM), a practice that holistically coordinates teams and integrates tools.

Benefits are data standards, cross-tool architectures, cross-team design and development, leveraging data as an organizational asset, and assuring data's integrity and lineage as it travels across multiple departments and technology platforms.

UDM has to balance its two important goals: uniting multiple data management practices and aligning them with business goals that depend on data for success.

What is UDM?

It is the best practice for coordinating diverse data management disciplines, so that data is managed according to enterprise-wide goals that promote efficiency and support strategic, data-oriented business goals. UDM

is unification of both technology practices and business management.

When UDM is Successful?

For UDM to be considered successful, it should satisfy and balance the following requirements:

- ↪ UDM must coordinate diverse data management areas. This is mostly about coordinating the development efforts of data management teams and enabling greater inter-operability among their participants.

- ↪ UDM must support strategic business objectives. For this to happen, business managers must first know their business goals, then communicate data-oriented requirements to data management professionals and their management.

Why Care About UDM?

Technology drivers. UDM fosters greater developer productivity, cross-system data standards, cross-tool architectures, cross-team design and development synergies, and assuring data's integrity and lineage as it travels across multiple organizations and technology platforms.

Business drivers. UDM enables big picture data-driven business methods such as data governance, data security and privacy, operational excellence, better decision making, and leveraging data as an organizational asset.

To be successful, an organization needs a data strategy that integrates a multitude of sources, case studies, deployment technologies, regulatory and best practices guidelines, and any other operating parameters.

Good UDM Strategy

First, identify all data assets according to their background and potential contribution to the enterprise.

Second, outline a set of data use cases that will show how information will support any of a variety of customer marketing functions.

Next, create rules and guidelines for responsible use and access, making sure that the process is flexible and transparent. Keep in mind that not all data should be treated the same way; rather, it should be managed according to its sensitivity and need.

Finally, make sure that this process is ongoing so that tactics can be evaluated and adjusted as needed.

Such a strategy combines the best practices with responsible data governance and smart organization. Everyone wins - the employees who gain quick access to essential information, the enterprise that is running more smoothly; and of course, the customers who are served by a resource-rich organization!
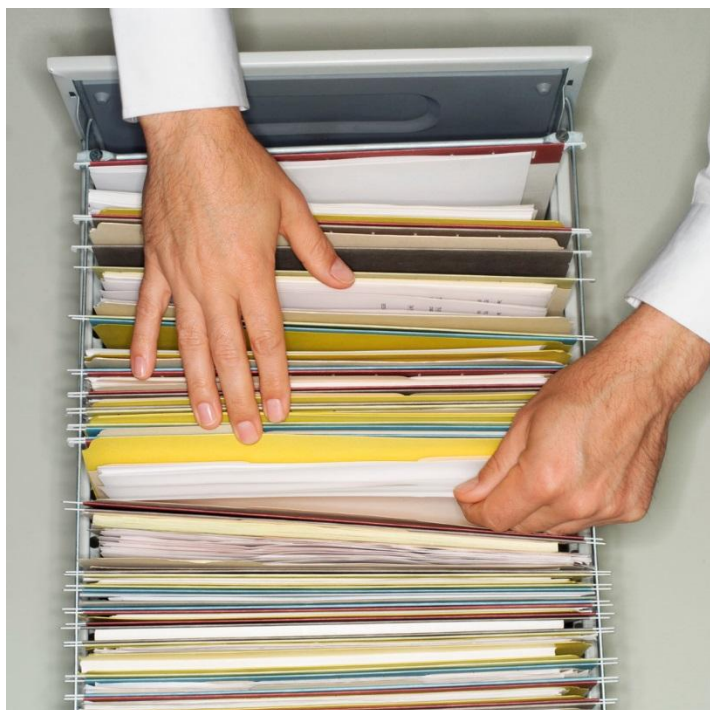

Unified data helps to leverage data as valuable assets.

Industry News

Facilitating Content Access for SharePoint

VirtualWorks has announced a new allows users to pull both structured and unstructured external data into their SharePoint experience, no matter where it lives, using the familiar SharePoint interface. Support for Exchange Online extends the ability to access information in e-mail messages or attachments to users of the online version of Exchange. In addition, it features additional capabilities on its Web dashboard. Administrators have graphical displays that give them insights into the indexing progress and the volume and variety of files in their organizations.

Eccentex Integrates With Box

Eccentex announced integration with Box for its comprehensive case management solution. The integration combines the Eccentex AppBase with Box to enable businesses in highly regulated industries to securely share and collaborate on their content from a centralized location. Documents attached to a case in AppBase will be automatically synchronized in Box without ever leaving the program; documents uploaded to Box will appear in the case through AppBase.
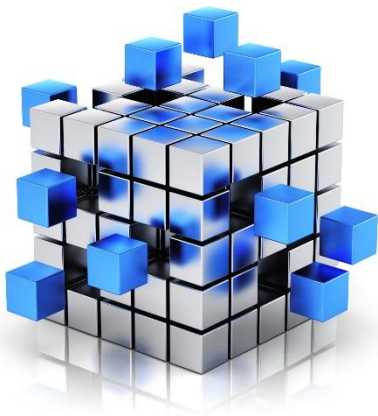
OpenText Introduced Discovery Suite

OpenText introduced Discovery Suite which integrates, enriches and manages big content within the enterprise to reduce risk and cost as well as improve productivity, collaboration and engagement.

With Discovery Suite organizations can:

- eliminate information silos by embedding search and discovery directly into line-of-business applications
- employ content analytics to bring structure to the overwhelming volume of unstructured data
- launch applications to manage specific big content problems

Viewpointe Upgrades Governance Platform

Viewpointe announced enhancements to OnPointe, its information governance platform.

The latest upgrades are designed to help organizations leverage existing corporate content to maximize business value and recognize higher returns on investment in information governance, including defensible disposition and comprehensive e-discovery.

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About Galaxy Consulting

Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.