

Enterprise Data Management



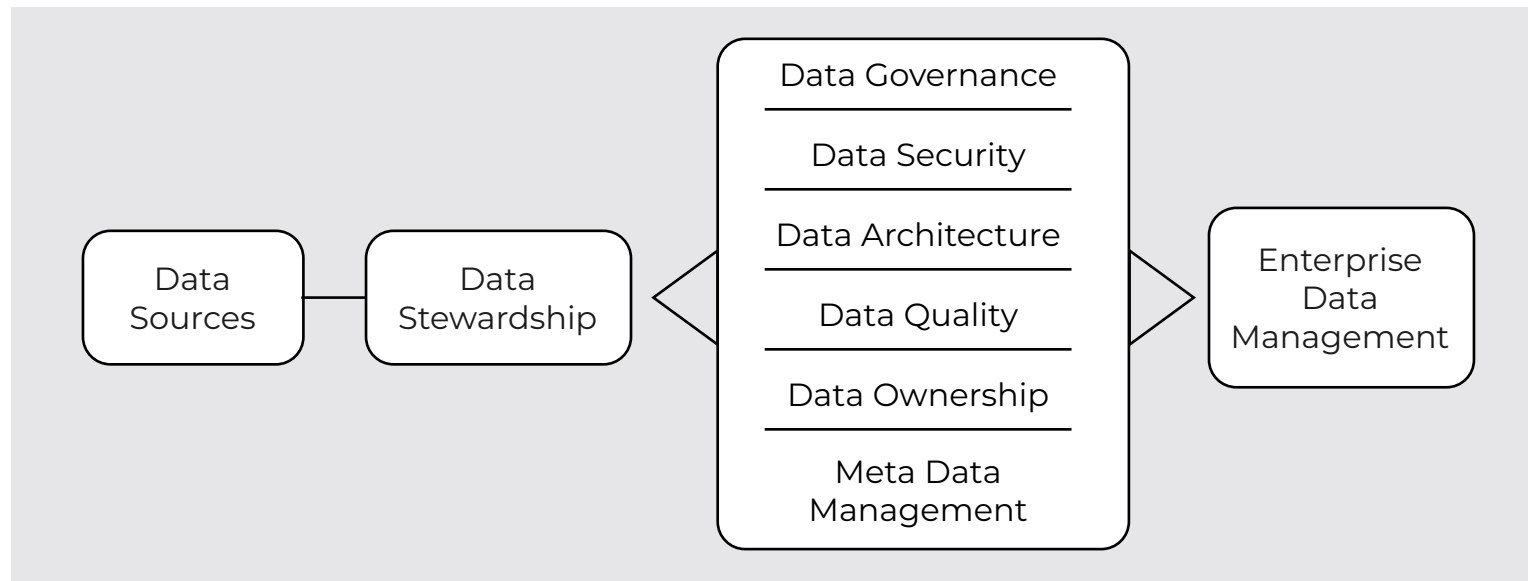
An organization's ability to specify, incorporate, retrieve, & store data for both internal processes and applications, as well as external communications.

Through the set of processes, practices, & technologies, all types of data within an organization are:

- ▶ Governed
- ▶ Secured
- ▶ Integrated
- ▶ Utilized

Enterprise Data Management Pillars

Let's look at some of the processes, practices, and activities that comprise EDM.



RIGHT PURPOSE. RIGHT PROCESS. RIGHT TIME

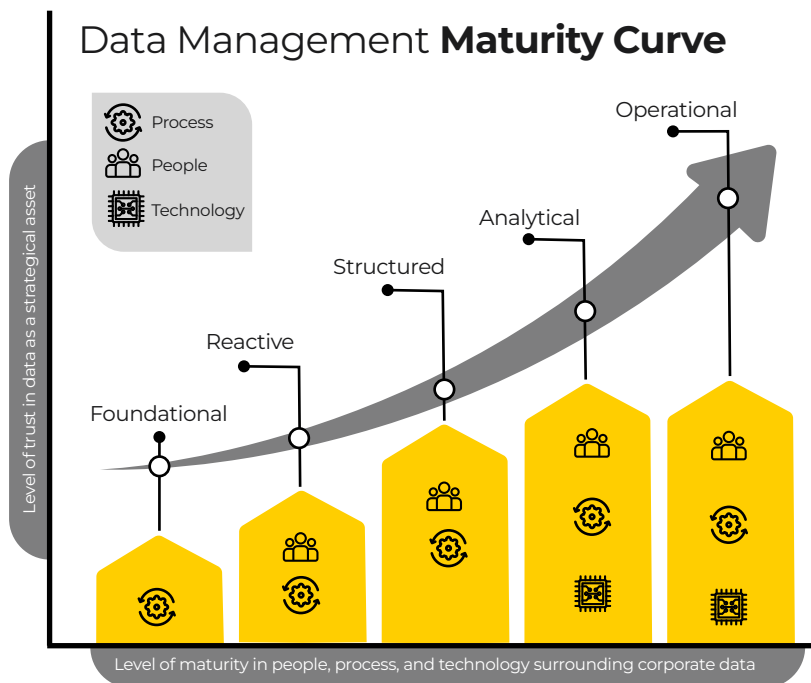
Types of Enterprise Data

- 01 Transactional Data**
Enables operational activities, capturing transaction details like time, place, price, payment, and discounts.
- 02 Analytical Data**
Analytical data with valuable metrics, supporting ML algorithms and diverse analysis in data lakes or warehouses.
- 03 Master Data**
Data represents shared and referenced business entities used by multiple systems and applications.

Key Benefits

- 01** Improved Data Quality & Integration
- 02** Remove hidden risks
- 03** Single source of truth
- 04** Improve decision-making
- 05** Streamline operational processes

Data Management Maturity Curve











A framework that represents the stages of an organization's journey towards achieving data maturity. Roadmap for organizations to assess their current state of data management and identify areas for improvement

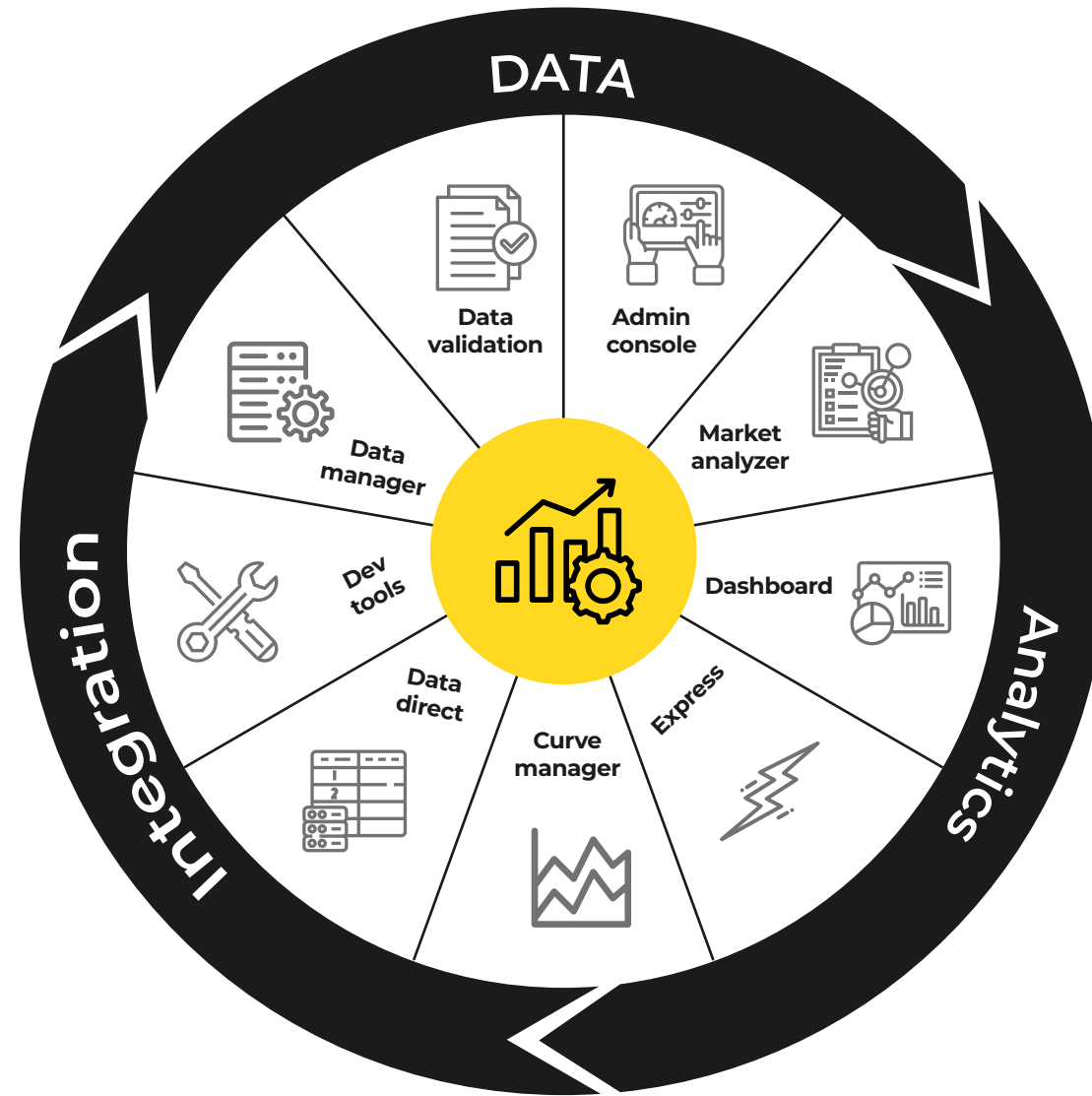
Stages include:

- ▶ **Foundational** - Data is often stored in isolated silos without standardized processes
- ▶ **Reactive** - Respond to data challenges as they arise, such as data quality issues, data duplication, or data silos
- ▶ **Structured** - Establish data governance frameworks, policies, and standards, while investing in data quality management.
- ▶ **Analytical** - Utilize AI and ML technologies for data analytics, predictive modeling, and insights.
- ▶ **Operational** - Data-driven decision-making is embedded in all levels, driving innovation and strategic planning.

Steps of creating EDM Strategy

-  **Assess current situation**
-  **Define Needs and Objectives**
-  **Identify the Needed Tools**
-  **Implement Data Management Solutions**
-  **Determine Standards, Policies, and Procedures**
-  **Educate and Inform Stakeholders**
-  **Emphasize Quality**
-  **Invest in the Right People and Technology**

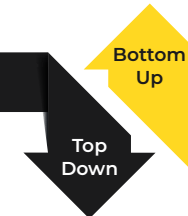
Three Layers of Enterprise Data Management



Old vs New EDM Approach

- Slow-to-Start Projects
- Informal Policies
- Lacks Content
- Single View

Old Approach Challenges



New Agile Approach

- Quick-to-Start Projects
 - Formal Policies
 - Contextual
 - Multiple View

Checklist: Enterprise Management Software

- Stores data in an accessible format & access to real-time data
- Automates customer service process
- Keeps customer data secure
- Reduces business costs & standardized processes
- Streamlines supply chain management
- Facilitates regulatory compliance
- Encourages scalability of IT

Polestar Advantage

Our Solution Approach



Establishing foundational data tables and pipelines, with promoting data democratization



Integration processes which enables seamless connections between systems, ensuring synchronized & consistent data



Gained experience working on 200+ projects for Fortune 500 companies and funded startups