

# From Data to Decision

Why governance, security and compliance are critical on the journey to data-driven business success.



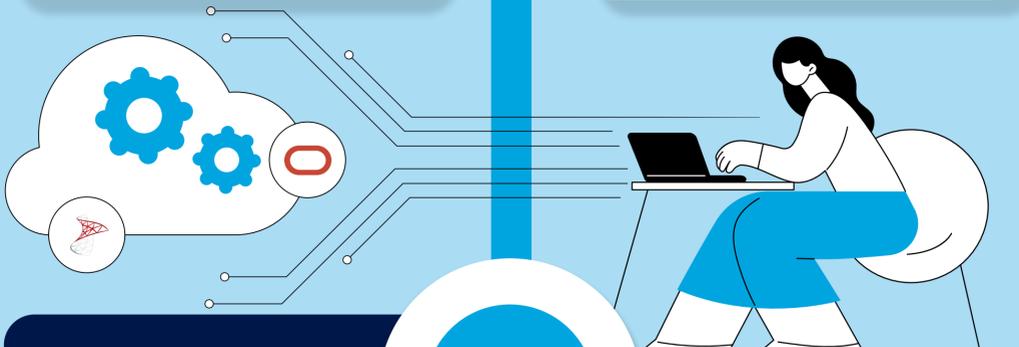
## Data Source Systems

1

The most valuable data is collated from various sources – but each source comes with its own security and compliance risks. It's important to address the security challenges at planning stage rather than trying to retrofit policies after collection.

### Governance, Security and Compliance

Knowing the source systems that enterprise data originates from allows organisations to implement appropriate security controls, data quality checks, access policies, and compliance monitoring right at intake.



## Integration

2

To enable a unified view of enterprise data for robust analytics, disparate data sources – from databases, apps, APIs, IoT and more – must be carefully integrated to break silos and maximise accessibility.

### Governance, Security and Compliance

Using ETL pipelines, data virtualization layers, enterprise service buses, and data catalogs, IT teams can seamlessly connect, prepare and expose varied data sources into aggregated data.



## Data Analytics

3

Deriving actionable business insights from raw data is a meticulous process. However, the resulting strategic recommendations and tactical next steps are guaranteed to create measurable value.

### Governance, Security and Compliance

The stages of transformation include aggregating from diverse sources, cleansing unreliable data, enriching context, applying analytics models, and visualising through dashboards.



## Artificial Intelligence

4

Advanced AI algorithms such as machine learning and neural networks can automate the interpretation of vast amounts of complex data to uncover patterns and make future predictions in a scalable manner.

### Governance, Security and Compliance

By continually training these models on quality, approved datasets, businesses can leverage AI to forecast demand, detect faults, predict churn risk, recommend actions and more.



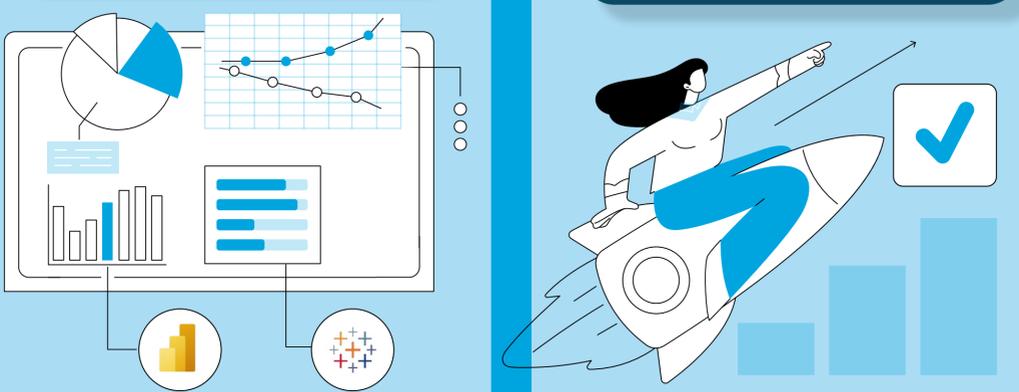
## Insights and Action

5

The key purpose of data is to ultimately evidence better decisions with empirical evidence versus intuition alone. In turn, better decisions drive growth and improve resilience.

### Governance, Security and Compliance

By leveraging techniques such as optimisation algorithms, predictive modeling, sentiment analysis, simulations and multivariate testing, businesses can securely and effectively impact pricing, new market entry, investments, risk scenarios and more.



**Our expert team is ready to help you on the road to becoming a data-driven organisation.**

Whether you've already started your journey to becoming a data-driven organisation or need some support and guidance before you take your first step, our expert teams are ready to support you. Speak with us about a data readiness assessment or schedule a data health check today.

Get started