6 best practices as you modernize data in the cloud
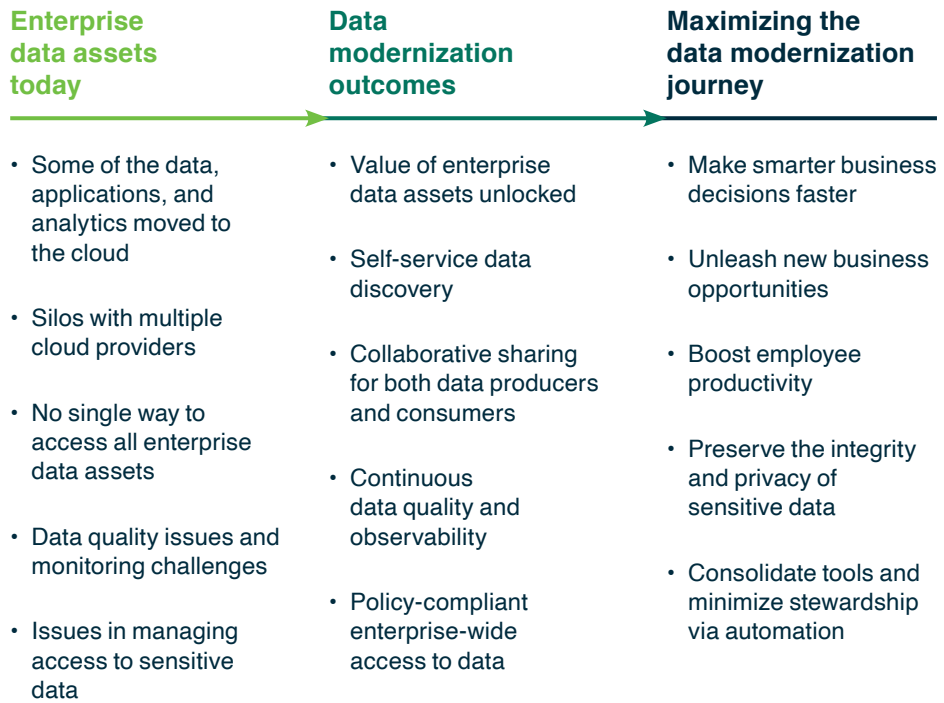
Ensuring you maximize the value of your data

Executive summary

Modernization has the potential to unlock more value from data in the cloud by providing businesses with increased agility, scalability and security. But data modernization can be costly and time consuming if not done right. Many data modernization initiatives today are failing due to a lack of planning, tools and governance throughout the process. To succeed, companies need to think through what data to migrate and how to best manage and provide access to this data in order to drive adoption and maximize value.

This paper looks at six best practices in the journey towards data modernization and focuses on areas that help companies get more value from their data.

Enterprise data assets today	Data modernization outcomes	Maximizing the data modernization journey
• Some of the data, applications, and analytics moved to the cloud	• Value of enterprise data assets unlocked	• Make smarter business decisions faster
• Silos with multiple cloud providers	• Self-service data discovery	• Unleash new business opportunities
• No single way to access all enterprise data assets	• Collaborative sharing for both data producers and consumers	• Boost employee productivity
• Data quality issues and monitoring challenges	• Continuous data quality and observability	• Preserve the integrity and privacy of sensitive data
• Issues in managing access to sensitive data	• Policy-compliant enterprise-wide access to data	• Consolidate tools and minimize stewardship via automation

The value of data

Data has the power to transform businesses, strengthen new customer relationships and unleash powerful new innovations. A recent Forrester report highlights that businesses who rely on data management tools to make decisions are 58% more likely to beat their revenue goals than non-data-driven companies. Moreover, data-driven organizations are 162% more likely to significantly surpass revenue goals than their laggard counterparts[1].

"Data-driven organizations are 162% more likely to significantly surpass revenue goals than their laggard counterparts."

– Forrester

Today, business leaders the world over know that data and analytics can help their organizations make better decisions and give them a competitive advantage. Yet many businesses still struggle to get the most value from their data. IDC recently found that only 32% of data across organizations is being effectively used.

23%

Compound annual
growth rate of data

The sheer volume, velocity and variety of data entering the workplace is partly to blame. Already at 64 ZB in 2020, an IDC report expects the world to churn out data at a compound annual growth rate of 23%[2]. This mountain of data has made it difficult for business users to find, understand and trust the data they need.

But this problem has been compounded by the fact that most of this data is still highly distributed across organizations. Data is often found in a range of traditional mainframes and data warehouses making it difficult and costly for businesses to store, run, secure and use. This is why many organizations have recently turned to modern architectures to support data in the cloud.

Data modernization

Data modernization is the process of moving siloed data from legacy databases to modern cloud-based databases or lakes. Moving to the cloud gives businesses faster access to data with highly flexible and scalable databases that are easy to maintain and secure and can support cloud, mobile and big data analytics.

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Not only are these modern architectures inherently more secure, but they also are more cost-effective for organizations to support.

But modernizing data is no easy task. It is often-times a cumbersome and costly proposition. Many modernization efforts fail, simply due to poor planning, poor tools and poor governance around what data should be moved.

32%

Amount of data across organizations being effectively used.

As organizations look to modernize data, they need to get a handle on what data they have and understand whether it is complete, correct, accurate and relevant. Moving irrelevant or incorrect data is quite simply a waste of money, effort and time for most organizations.

Furthermore, despite best efforts, most companies cannot migrate all their data at once. They often find themselves running legacy databases alongside cloud data lakes. As a result, many businesses run into issues around data redundancy, duplication, visibility, governance and quality across their varied data sources and pipelines.

Data usage also becomes a challenge. Without the ability to easily search and find data across all of these legacy and cloud repositories and without the ability to understand where data is coming from and whether it can be trusted, adoption likely comes to a standstill.

"Many modernization efforts fail, simply due to poor planning, tools, and governance."

6 best practices for a successful data modernization journey

While every data modernization initiative is different, there are some fundamentals that hold true. One of these fundamentals is that businesses modernize data to get more value from it. In order to do this, data needs to be an asset that everyone can easily find, understand, trust and use.

The following six best practices are designed to allow you to help better manage your data while supporting enhanced data access and literacy across your organization.

1 Never lose sight of your people.

You are modernizing data to put trusted data into the right hands at the right time, so your teams can be as productive as possible. People are the prime movers of business, and any organizational journey cannot be successful without their active participation. Strategize with people as your core assets. Build a solution around your people that fosters adoption and removes friction. Look for collaborative tools that encourage everyone to contribute. Design policies that empower people, not constrain them. And finally, communicate with your teams as often as possible, sharing feedback and celebrating success.

2 Democratize your data.

Data silos are not going away — even as you modernize data in the cloud. Most organizations today are transitioning data to the cloud and as a result, still have data sitting in a mix of legacy warehouses and cloud data lakes. As such, it is best to opt for a solution that enables you to manage data across all the places it resides and yet share it in a united way across the business. Streamline data discovery across your organization's data sources and pipelines and provision access in compliance with enterprise-wide policies.

3 Walk the talk when it comes to governance.

Paying lip service to data governance and data quality is not enough. Operationalize data governance with automated policies, processes, and rules to drive trust in data. Accelerate intelligent decision making with a shared understanding of business terms, collaborative workflows, clear roles and responsibilities, and self-service data discovery. Use data governance and quality to streamline the migration process and reduce costs by ensuring only clean and accurate data is moved to the cloud.

4 Acknowledge that all data is not good data.

Quality issues continue to plague enterprise data arriving in large volumes across diverse sources. Be sure to prioritize data integrity and data quality so that everyone can trust and stand behind your data. Incorporate lineage to enrich business context. Certify information assets to make data business ready. Implement data observability to solve operational issues in real time and power trusted decisions. Finally, enable a data quality culture where everyone contributes to enforcing quality rules and building trust in data.

5 Adopt a compliance-first policy.

The focus on protecting sensitive data has been soaring since GDPR came into effect in May 2018. Non-compliant companies struggle to operate within the stipulated mandate and end up paying heavy fines. GDPR or CCPA are not the only regulations, and more will follow to protect consumers' rights about their personal information. While data modernization helps businesses better address compliance by making data readily accessible and easily quieriable, the reality is that most organizations still have a lot of their data across clouds or on premises. As a result, staying compliant is still a real challenge. So, be sure to adopt a compliance-first policy with privacy by design to mitigate the risks of meeting the regulatory standards — today and in the future.

6 Build with an eye on the future.

Any issues related to enterprise data are not isolated. They are complex and time-sensitive, affecting all the downstream operations. Consider the needs of all of your data producers and consumers thoroughly. Align with your business outlook, factoring in growth, expansion and future projects. Embrace a strategy and a holistic approach that scales with your organization. Leave behind point solutions and switch to comprehensive, agile platforms that are future proof and ready for rapidly evolving technologies.

Maximize your data modernization journey with Collibra

Data modernization leverages the cloud for scaling, security and access. But without the right tools, it can be a complicated journey. Managing data governance, quality and privacy compliance in the face of the evolving and growing data landscape, is no easy task. Getting the most out of data modernization initiatives requires a long-term perspective, and an enterprise-wide initiative to onboard all people and enable them with the right tools.

To succeed, employees need to be able to adopt and use the data that has been migrated to the cloud. Driving adoption hinges on having a holistic strategy to catalog, govern and manage data in a way that makes it easy to find, that fosters a shared understanding of what it means and that helps users compliantly collaborate, share and reuse this data to save time and drive better decision making.

Getting the most out of data modernization initiatives requires a long-term perspective.

Collibra accelerates your data modernization efforts to maximize the value of your data. Driving greater data literacy, transparency and trust, Collibra truly empowers organizations to get the most out of their data so that they can transform and grow their businesses.

With Collibra Data Intelligence Cloud, organizations can:

- Have a single system of engagement for enterprise data to unite people, processes and tools throughout the modernization process to drive employee engagement around data.

- Natively integrate with modern data sources, business applications and analytical tools and use APIs for non-native integrations to have a single view of all data assets in one place.

- Leverage machine learning to add rich context to data at scale to make data assets easier to search for and understand.

- Get automated insights into lineage and data quality to understand where data comes from, how it has changed and know with confidence that it is accurate and reliable.

- Operationalize data privacy to discover and protect sensitive data and drive compliant data access and usage across the organization.

Data modernization with Collibra Data Intelligence Cloud unlocks the value of enterprise data assets to by driving the adoption of trusted data across your business with:
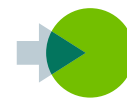
Self-service data discovery

Collaborative sharing for both data producers and consumers

Continuous **data quality and observability**

Policy-compliant enterprise-wide **access to data**

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Benefits to data modernization with Collibra:

Reduce costs by only moving high-quality data to the cloud

Unleash new business opportunities with a single view into trusted data

Boost productivity by ensuring data is easy to find, trust and use

Preserve the integrity and privacy of sensitive data

Consolidate tools and minimize stewardship via automation

"Driving adoption hinges on having a holistic strategy to catalog, govern, and manage data... Collibra accelerates those data modernization efforts."

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Success stories

$**11M**

annual penalty and remediation costs saved by a **47K-people strong financial services organization**, resulting from improved BCBS 239 compliance posture.

2.8x

return realized by a **DIY eCommerce engine** on their marketing campaigns by targeting the right customers with the right products at the right time.

1M+

assets within one of the **largest home loan companies** upon which data access controls are enforced in order to maintain compliance.

Conclusion

Data modernization is a fundamental transformation that many businesses are undergoing today as they move away from legacy data warehouses and repositories to data lakes to drive down costs, improve business agility and take advantage of the cloud. But in order to succeed, organizations need to take a holistic approach to governing and managing data throughout the process to ensure that data can be easily found, understood and accessed.

Collibra ensures businesses can get more value from data as they shift to the cloud. Collibra provides an intelligent approach to data management that helps foster innovation, drive compliant data usage and reduce costs. Take your modernization journey with Collibra and get united by data today.

References

1.   https://www.collibra.com/download/data-intelligent-management

2.   https://www.idc.com/getdoc.jsp?containerId=prUS47560321

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