



Data Democracy

In a fast moving world getting the **right data** to the **right person**, at the **right time**, is critical for a company's success. Data is no longer the preserve of senior management or the Business Intelligence / Analytics departments and to really harness its potential data must be available to everyone – there has to be data democracy. Here's six thoughts on how data can be 'democratised' more effectively within an organisation.

1 Data responsibility

Make someone responsible for encouraging more use of data within the organisation. It doesn't need to be a full-time job, just someone who can champion the cause of being data driven.

2 Data strategy

Develop a data strategy that links to and supports the overall business strategy. Focus on how data is to be collected, stored, managed and used.

3 Training

Data can be daunting, but it doesn't need to be. Teach employees to be data literate and make it relevant to their job functions.



4 Easy to use

People don't have time for complex systems especially if they're not data specialists. Nor do they have time to be flicking between different screens to find an answer. Integrate your data wherever possible and adapt your data tools according to job role and seniority.

5 Accessibility

Remove the bottlenecks. Put data tools directly into the hands of the users. This will save time, money and resources, improve the quality and speed of decision making.

If managed effectively data delivers actionable insights directly into the hands of the user, all the way from the front-line to the boardroom.

6 Data driven

Gut instinct is good, but it's significantly more powerful when backed up by data.

People don't need to be analysts or excel wizards to take advantage of data – it just needs to be presented to them in a **clear, easy to use format** to help them with their daily work.



At The Information Factory our data driven solutions are focused on putting your data to work, refining raw, disconnected data and turning it into something that is actionable – giving you the power to know what to do.

