



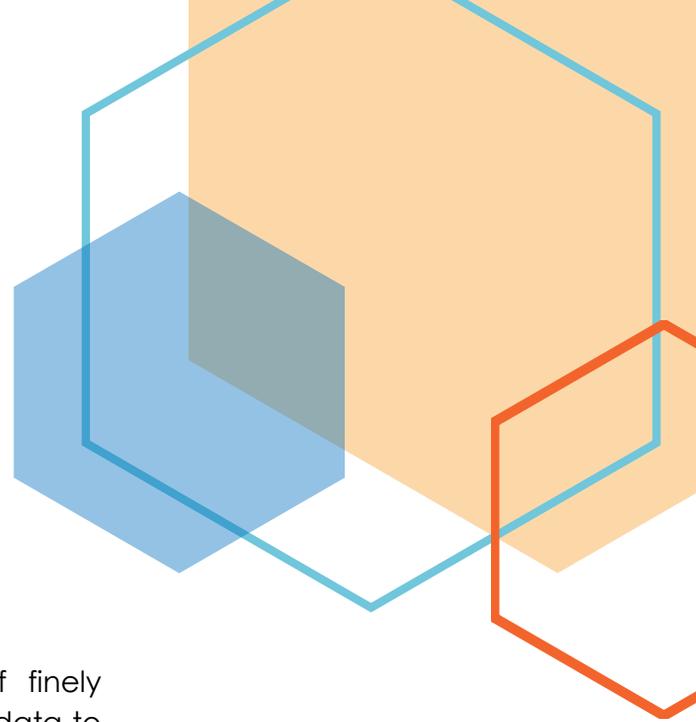
# THE FUTURE OF DATA MANAGEMENT

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**Quantzig**  
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# Data Management

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Today, most of the organizations agree that having the **right data** and managing it well, is critical to the success of business initiatives that drive revenue **growth and innovation**. Predicting and capitalizing on the next significant business trend is only an educated guess without a

solid foundation of finely perfected, reliable data to serve as building blocks.

Data management incorporates the areas of access, discovery, quality, integration, federation, mastering, and governance. Each of these areas require experts who



*Soon, data management will become more targeted, predictive, and automated – freeing users to focus on oversight.*

understand the data at hand, its essential properties, and its corresponding business impact.

Although, there is an abundance of data management experts, they are not able to keep pace with **organizational requirements**. The emergence of big data technologies has made it a common practice to acquire and store the ever-increasing amount of data – data that still needs to be cleaned, sorted, and mined for

hidden gems of insight. This has created the need for new data management methodologies that do not depend on more **specialized technologists**, but instead on new approaches that will scale existing expertise to the size of the data.

So how is the data management industry evolving to support current needs and within existing restrictions – while constructing environments – to address future needs?

## Current Strategies

Today, businesses are making use of a more generalized processing approach to be more responsive and shorten the time needed to accomplish well-established data management tasks in today's competitive world. Additionally, based on the existing environment, organizations are using routine execution strategies. These strategies have the benefit of taking advantage of existing hardware, minimizing data movement and simplifying access; thereby, expediting processing and CPU time.

## Changes Needed to Current Strategies

However, today it's not just about technology. An ever-growing number of technology-savvy business users are insisting on working directly with the data that fuels their marketing reports, sales projections, and product revenue forecasts. They often suggest businesses to indulge in barely integrated "**freeware**" solutions that can provide instant gratification but add to the havoc of data users of different stripes working with the same data. Data management specialists now are tasked with taming an exploring a number of data feeds, as well as supporting a mounting number of data consumers of all skill levels.

## Some of the changes that have to be made to current strategies include:

- Pertinent suggestions should be presented to users to help them fine-tune and understand the data.
- Finding the right data source and shaping it to meet project needs should be a point-and-click exercise.
- Alerting the changes that affect users' work or result in a critical data element missing from results.
- Data must be easily combined to unlock new insights.

## What the Future Holds

In the future, it's almost certain that data management will advance to not only address all the self-service requirements of both sophisticated and novice users but also **automate** the discipline, with human interaction focused on initial definition and application innovation. Additionally, data management systems will self-organize, search and discover new machine-learned insights, propose new data elements and combinations from both internal and external sources; thereby, anticipating organizational needs.

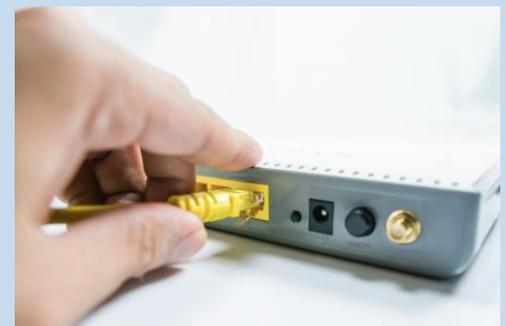
## LATEST INSIGHTS



### Importance of Cloud-based Data Management

With a large amount of data being generated on a daily basis from a variety of sources, it has become essential for organizations to leverage data management tools.

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### Data Management Solution for A Leading Internet Service Provider

In our latest engagement, we helped a leading internet service provider identify the most profitable customers in terms of total value of sales and estimated lifetime value.

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# Success Story

Data management engagement for a leading internet service provider ...

## Challenge:

The client had started witnessing a decline in their growth due to the entry of many competitors across the globe offering better services.

## Benefits offered:

Helped the client better understand the customers and their buying behavior, which consequently helped them enhance customer satisfaction levels.

## Insights offered:

The solution offered helped the client increase and enhance their product and service portfolios.

[FREE PROPOSAL](#)

## About Quantzig

For more 15 years, we have assisted our clients across the globe with end-to-end data management and analytics services to leverage their data for prudent decision making. Our firm has worked with 120+ clients, including 55+ Fortune 500 companies.

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.



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