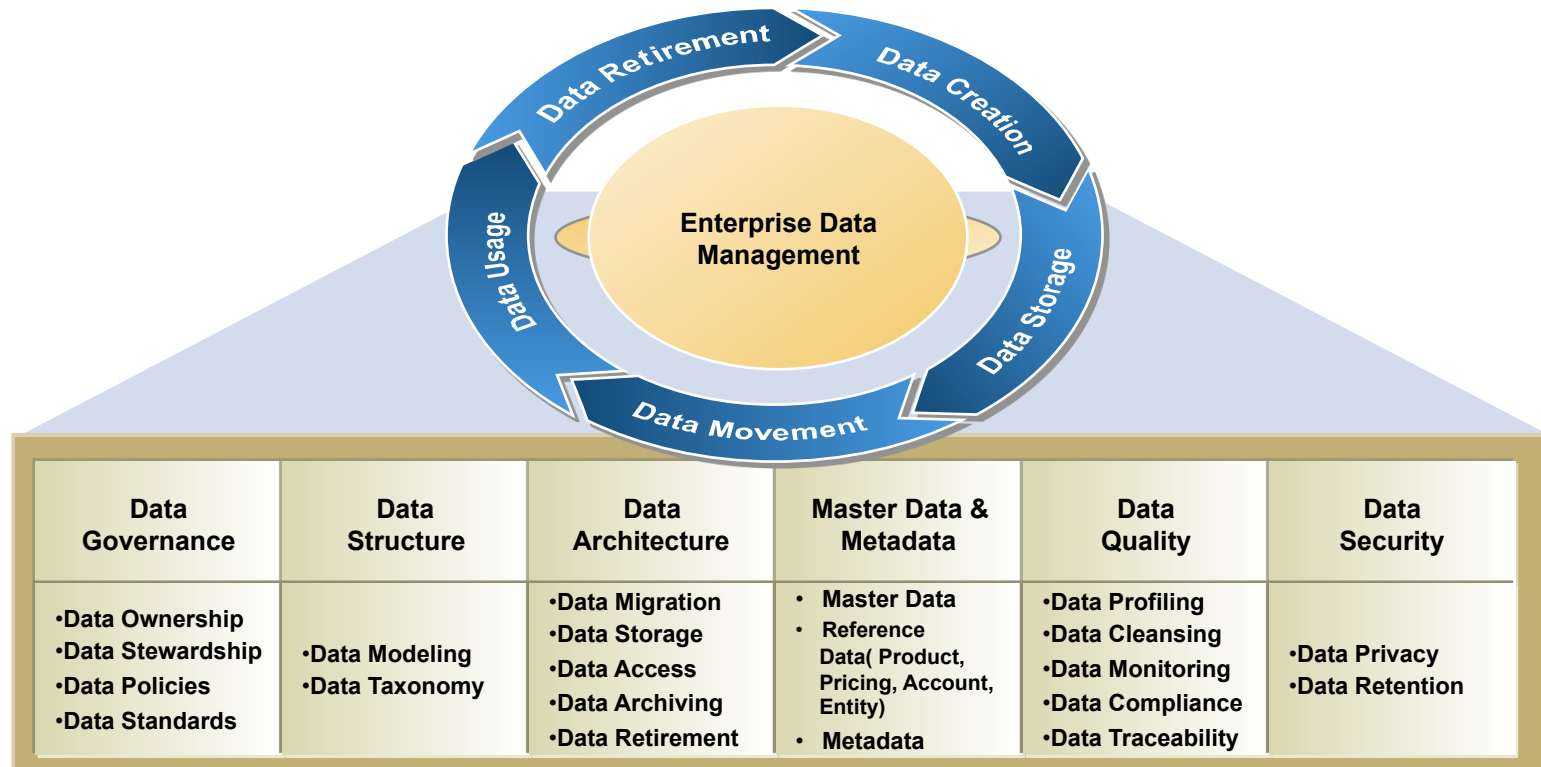


Enterprise Data Management

Information needs to be Governed and Managed just like any other business assets through its lifecycle.



- Data has a lifecycle – and it needs to be governed from inception to completion
- Data must be managed - just like any other business process, with policies and procedures
- Governance organization is needed - with leadership from the top, as well as metrics & incentives
- Data as a corporate asset – a cultural change for traditional companies

Roadmap

