



## DATA POTENTIALS CONSULTANCY

### Summary

Data and information management are crucial components of any data-driven organisation. It allows for better decision making and for the most effective way for an organisation to achieve its goals. This gives organisations huge potential benefits for finding new and more effective ways to use data and information, to build business strategies and deliver goals, yet also causing big challenges when trying to manage this ever-increasing volume, having to consider ethical obligations when handling personal and commercial sensitive data and the ever increasing cyber security threat.

Data Potentials can help organisations to create and implement their information and Data Governance Strategy that will underpin their technical infrastructure, cloud and AI services and drive business transformation.

## Information & Data Governance Strategy Service Description

### About Data Potentials

We are an information, data and data protection consultancy, backed by over 20 years of experience in the profession in unlocking organisations information, data and privacy potential. We work with companies both large and small with the aim of providing the foundations to drive their business transformation and put information, data and privacy at the heart of decision making and underpinning business strategies and goals.

### Features

- Creating Information and Data Strategies, policies and implementation plans
- Creating Data Cleansing Guidance
- Defining governance and ownership models
- Conducting information audits, data maturity and asset reviews
- Establishing metadata, taxonomies, and content types
- Designing and creating business function and activity document library structures
- Integrating and implementing information asset registers (IARs) – our key governance control documents
- Implementing retention and sensitivity policies
- Designing processes for lifecycle, security, and disposal
- Provide training and adoption support

### Benefits

- A key enabler of Business strategies
- A key foundation layer delivering IT and Technology Strategies and goals
- To make evidence-based decisions confidently, supported by trusted data
- Improves trust through agreed data definitions, sources, and reporting
- Reduces risk through improved data literacy of all staff
- Stops multiple data sources by identifying single versions of truth
- Improved regulatory compliance
- Defines roles of data owner, data steward and data user
- Faster access to trusted data
- Helps sustainability targets through reduction of data storage
- Underpinning foundations for best practice AI implementations