

5 Data Management Tips to Take Your Business to the Next Level

Effective data management is no longer just about storing data in the cloud for easy access, organizing it in appropriate folders, and backing up information regularly. Whether you are a small business enterprise or a multinational corporation, you need to implement a complete data management solution that allows you to protect all business data and ensures the right departments and employees can access it easily. Taking inventory of the type of data you have — and who needs access to it — is the first step in helping you make the most informed decision when choosing a data management solution.

Here are five data management tips that can take your business to the next level:

#1: Organize data effectively. Maybe the sales department maintains a customer database and sales or revenue data based on a recent marketing promotion. Maybe marketing has data about the total cost of the recent marketing campaign. Being able to access both of these data sets would allow these departments to determine how much it cost to acquire a customer for a certain campaign. Organizing your data effectively and combining data from multiple sources can streamline the analytics and decision-making process. Make use of tools that allow you to combine metrics and data sets from different departments so that it's much easier to review data and make effective decisions relevant to multiple departments.

#2: Implement a data recovery and retrieval plan. If you have technical issues at your main office or lose power and data due to circumstances out of your control, you need a data recovery solution to get back on track, fast. Make sure you have a data recovery and retrieval plan in place so that everyone in the organization can restore key data in the event of an accident, hacker attack, or security threats. You can back up data regularly with a systemwide backup scheduled once a week or every few days, and make sure copies of key data are stored in a cloud-based storage solution so that it's easier to retrieve files in the event of data loss.

#3: Take advantage of real-time collaboration tools. Instead of having employees and key decision makers attach large files to emails, coordinate meetings to share data, and spend time tracking all of their communications, consider making use of real-time collaboration tools that grant access to data to select team members. Being able to collaborate on a project or share a data set in real-time can save time and effort when attempting to bring everybody up to speed on a project. You can set up private access for different groups working together on a project so they can contribute their thoughts and share information with each other without having to rely on back-and-forth emails. Use a cloud-based data management platform like Domo to encourage real-time collaboration among team members to improve productivity.

#4: Choose a streamlined storage solution. When key decision makers need access to certain types of data quickly, they don't want to waste time entering several passwords to log in to password-protected documents and data sets such as spreadsheets, presentations, or word processing documents. Whether someone needs data in the middle of a meeting or to support an argument during a presentation, you can make it easy to retrieve data in a few clicks. Choose a cloud-based storage solution that makes it easy for anybody to search and retrieve data instantly. This eliminates administrative time searching and organizing data, and makes it easy for everyone in the organization to have the data they need at their fingertips.

#5: Make data security a priority. Whether you're working with a cloud-based solution or having departments log in to a dedicated server, making sure all your data is encrypted and secure is always a priority. Backing up data and storing it in a location outside of the organization is one way to increase security but still has inherent risks. Eliminate threats to the organization by evaluating employee exit strategies — who still has access to the data when someone is fired or leaves the company? — and enforcing policies that eliminate the option to share passwords or share sensitive data without authorization from an appropriate party.

From making use of real-time collaboration tools to implementing a data retrieval plan, there are several ways your organization can improve their data management processes. Use these tips to make collecting, storing, analyzing, and retrieving data a seamless process across your entire organization.