



**Lots of Data
Problems?**

**Thinking of
buying
a new tool?**



**You need to read
this first...**



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Understand your Data

Before investing in new tools, ensure you thoroughly understand your data landscape.

Are you clear about what problems you're solving?

01





Process over tools

A well-defined data strategy is key.

The right processes can often make existing tools more effective, without the need for shiny new ones.

02





Team Skills

Invest in your team.

The most powerful tool in your arsenal is a team that knows how to leverage technology effectively.

Fundamentals here are key so that no matter what tool is chosen the team can adapt.

03





Continuous Improvement

Data management is an ongoing process.

Focus on continuous improvement rather than quick fixes.

04





Identity who your consumers are

There is no point in creating something that isn't fit for purpose.

Put in place data contracts to establish what it is you are delivering, what the users are consuming and ensure its maintained.

05





Data Quality

Establish data owners, quality measuring processes and instill a culture of pride in their data.

Ensure this process is continual.

06





Final Thoughts

The latest tool isn't a substitute for solid data foundations.

Spend more time on the problem rather than the solution.

Focus on fundamentals, and you'll find that even older tools can deliver stellar results!

07

