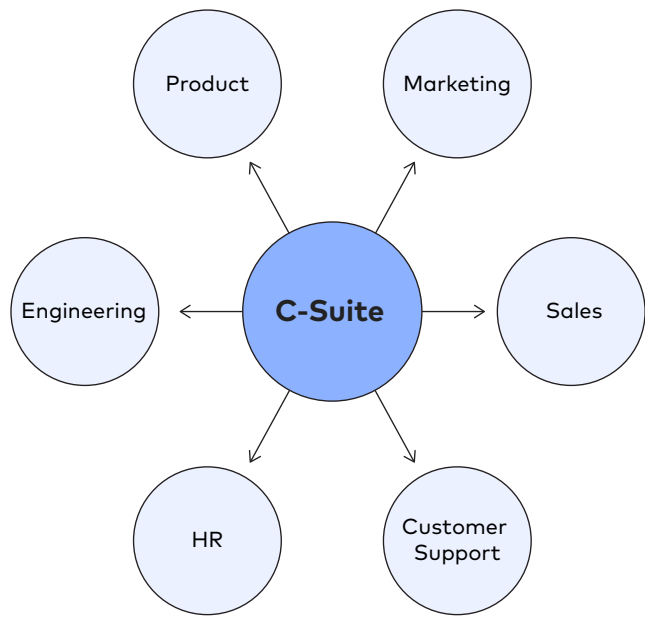


What is data democratization?



Data democratization is all about facilitating organizational agility by empowering people at all levels and roles across your organization to make critical decisions supported by data. It involves devolving decision-making authority from executives to department heads, managers and even individual contributors as needed.

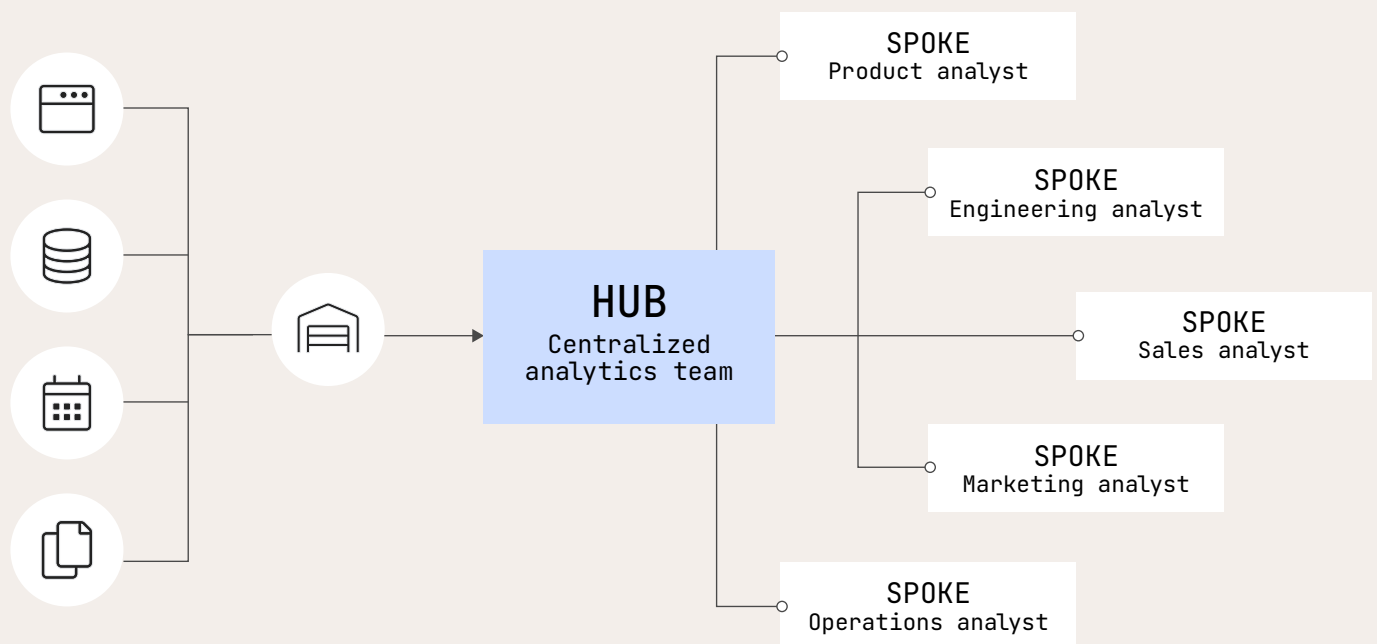
Without data democratization, your organization cannot respond intelligently to dynamic, fast-changing market conditions and swift, hungry competitors.

What does data democratization require?

Data democratization depends first and foremost on ensuring that data is centralized into a common source of truth. Siloed, fragmented data is inaccessible to any user who isn't a specialist, and poses the most serious obstacle to data democratization.

A second consideration is properly build and scale your data team. Different departments or business units within your organization should have dedicated analytics support with the domain knowledge and context to serve as dedicated analytics experts. At the same time, it is important to maintain a core data team that advises executives and provides analytics for the company at large.

Both of these considerations are illustrated below, read left to right. Data from applications, databases, event streams and files should be consolidated in a destination, typically a data warehouse or data lake. The data team should be organized as a hub with several department-specific spokes:



A third consideration is data governance, which has three pillars:

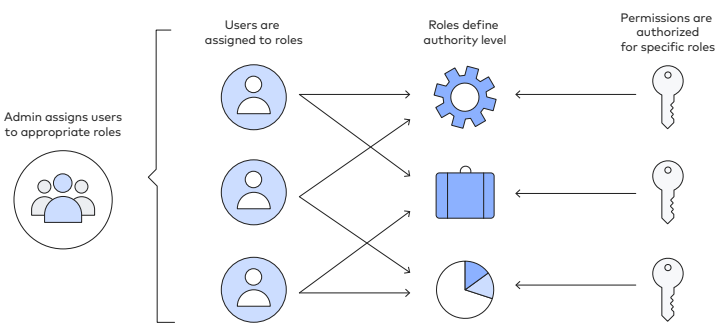
KNOW YOUR DATA

You must know your data comprehensively. This mainly involves cataloging your data and metadata and the ability to establish the lineage (pictured right) of every data model.



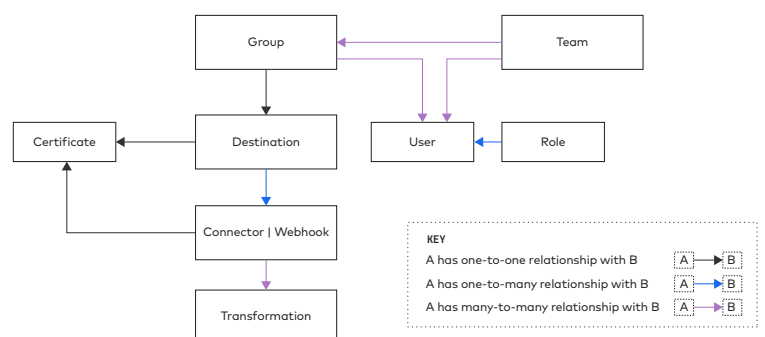
PROTECT YOUR DATA

Your organization must control access to data. Data can be secured through role-based access control (pictured left), column blocking and hashing, single sign-on/SAML integration and automated PII detection.

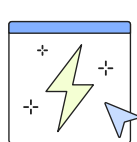


SCALE YOUR DATA

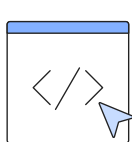
Your organization needs the capability to easily accommodate the growing volume, variety and velocity of data. This is best accomplished through programmatic management of data connectors and users throughout your organization, as through an API (pictured right).



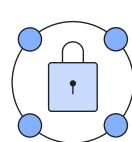
Without the aid of purpose-built technologies to solve these needs, you are faced with an ugly tradeoff between access and compliance, with different stakeholders within your organization tending strongly toward one extreme or the other.



Data consumers



Data producers



Security and Legal

Access



Compliance