**WHY IS IT IMPORTANT?**

Effective data management guarantees that data is accurate, aligned with business objectives and used to drive better business decisions.

**WELL-MANAGED DATA IS:**

- Accurate and trusted.
- Accessible by everyone.
- Consistent and complete.
- Available in the right place at the right time for all users.

**TECHNOLOGY**

A winning data management strategy relies on a wide range of tools and technologies. Collaboration between business and IT is essential to achieving this.

SAS Data Management facilitates business-IT collaboration and offers:

- SAS provides capabilities for the entire data-to-decision lifecycle.
- SAS is able to handle massive data volumes without sacrificing performance.
- SAS provides a single view of data by consolidating data from different sources.
- SAS provides a single source of data that is both high quality and consistently maintained.

**CHALLENGES**

Companies cited their greatest data management challenges in a 2014 CIO MarketPulse Survey:

- Lack of a unified view of corporate data.
- A wide range of tools and technologies.
- Collaboration between business and IT.

**DATA QUALITY**

- Make data accurate, consistent and fit for use.
- Ensure that all relevant strategic data is formally managed.

**DATA ACCESS**

- Provide access, format and distribute data anywhere.

**DATA INTEGRATION**

- Integrate and make use of data in the analytics ecosystem with existing skill sets.
- Integrate and make use of data in the analytics ecosystem with existing skill sets.

**DATA FEDERATION**

- Make data in Hadoop accessible to everyone.
- Integrate information logically without having to make physical data stores available.
- Execute SAS processes “on-cluster” in Hadoop with embedded processes and in-memory technologies.

**DATA GOVERNANCE**

- Execute transformations, data quality operations and scoring models directly in the Hadoop cluster.

**MASTER DATA MANAGEMENT**

- Execute SAS processes “on-cluster” in Hadoop with embedded processes and in-memory technologies.

**DATA MANAGEMENT LETS YOU:**

1. Move data to the right place.
2. Manage and monitor data quality operations on SQL and non-SQL data.
3. Explore data through BI and analytics.
4. Develop models for analytics.
5. Deploy and monitor models.

**WHERE IT FITS**

- Develop models.
- Deploy models.
- Explore data.
- Manage data.

**KEY BENEFITS**

- Enable companies to make better decisions by ensuring that data is accurate, complete and consistent.
- Accelerate time to market for new products and services.
- Reduce costs by minimizing redundancy and waste.
- Enhance customer satisfaction by providing personalized experiences.
- Improve operational efficiency by streamlining processes.

**SAS: DATA MANAGEMENT LETS YOU:**

- Move from big data to big analytics.

Visit [sas.com/dminsights](http://sas.com/dminsights) for more insights into data management.

Source: [TDWI BP Report: Managing Big Data](http://example.com)