



The Data Asset: How Smart Companies Govern Their Data for Business Success (Wiley and SAS Business Series)

Tony Fisher

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An indispensable guide that shows companies how to treat data as a strategic asset

Organizations set their business strategy and direction based on information that is available to executives. *The Data Asset* provides guidance for not only building the business case for data quality and data governance, but also for developing methodologies and processes that will enable your organization to better treat its data as a strategic asset.

Part of Wiley's SAS Business Series, this book looks at Business Case Building; Maturity Model and Organization Capabilities; 7-Step Programmatic Approach for Success; and Technologies Required for Effective Data Quality and Data Governance and, within these areas, covers

- Risk mitigation
- Cost control
- Revenue optimization
- Undisciplined and reactive organizations
- Proactive organizations
- Analysis, improvement, and control technology

Whether you're a business manager or an IT professional, *The Data Asset* reveals the methodology and technology needed to approach successful data quality and data governance initiatives on an enterprise scale.

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