5 Steps to Jump-start Your Data Management Program

1. **Beyond the Basics**
   By enabling the organization to see the importance of good data management, the DMM launches a program approach to effective data management.

2. **Defining Data Management**
   By offering a shared vocabulary to discuss data management, the DMM enables disparate parts of the organization to discuss process management.

3. **Make Smarter Decisions**
   By creating a framework to improve data management, the DMM shows the importance of properly managing data and tying it to key organizational decisions.

4. **Measure Your Success**
   By establishing a baseline of success for data management, the DMM enables future progress to be measured and discussed objectively, giving all business units a stake in the progress.

5. **Bring Clarity to Business Goals**
   By making data management and the various processes associated with it more transparent, the DMM facilitates clear alignment of an organization’s data management program to its long-term business goals.

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