



# DATA MANAGEMENT: 5 BEST PRACTICES FOR EFFECTIVELY HANDLING DATA



## What is Data Management?

Internet access, the integration of applications for different uses and phenomena such as IoT have contributed to the exponential increase in the amount of data that companies receive.

As a consequence, organizations have had to look for new tools and strategies that allow them to exploit these new sources of information. In this context, it was that Data Management became a key process for companies.

Data management is in charge of designing and implementing the necessary processes to collect, store, use and correctly protect an organization's data throughout its entire life cycle.

## 5 Best Practices for Good Data Management

### #1 Define your goals

Data management must be geared to the achievement of clear objectives.



As we said before, not all the data your company manages is useful. In order to take advantage of those that can provide you with real value, it is important that you define the objectives that you want to achieve with your data management strategy.

So ask yourself: Why do you collect data? In which specific areas do you want to take advantage of data management? How can you evaluate whether data management is being carried out correctly?

## **#2 Measure the quality of your current data**

Use the above criteria to determine the quality of your data. The idea is to know better the type of information that is in the company's systems and then do a "cleaning" to eliminate duplicate or useless data and better organize those that are valuable.

## **#3 Prioritize security**

Don't forget to make regular backups of your database to avoid the risk of losing them. Limit administrator access to sensitive data. For this, you can implement strategies such as password protection, encryption or even biometric systems. Regular audits will also allow you to detect any anomalies in your database.

## **#4 Constantly Monitor**

The data changes continuously. Periodic monitoring is necessary to prevent them from becoming inaccurate. This will allow you to identify information that is still valid, information that is not, use workflows to maintain data quality, and detect and correct erroneous data.



## #5 Use the right tools

Manually managing your company's data can be very difficult if not impossible. That's why it's vital that you integrate into your system's tools that allow you to manage your data in a simple way and that guarantee at the same time, that they will always be safe.

The CRM and ITSM solutions are excellent for data collection and management, do not hesitate to use this type of software to optimize the way information is handled in your company.

Another indispensable tool is a data security application. Cybercriminals are always looking for new ways to access corporate systems. Stay prevented and protected with the help of security software.

If you want to simplify the search for these solutions just contact us. At GB Advisors we have everything you need to optimize your IT inventory in one place. In addition, we offer professional advice in your step by step, so you can get the most out of your tools.