

Data isn't just an asset. It's a competitive advantage.

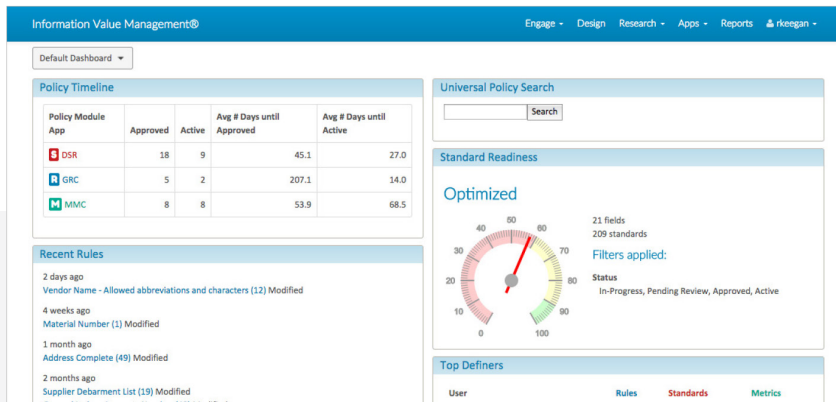
Every day you're asked to make crucial bottom line impacting decisions, but do you trust the data you're basing your decisions on? Likely the answer is no and you're not alone, organizations everywhere struggle with the same challenge. So what's the solution? It all starts with being able to answer the right questions. What data is most important to your business? How does it impact your goals and objectives?

MAKE IT SIMPLE TO TACKLE YOUR LARGEST AND MOST COMPLEX DATA PROJECTS

DATUM Information Value Management® equips you to not only discover and understand the data available, but also visually connect that data to the most important goals and objectives so you can clearly measure the impact data has on corporate initiatives.

Information Value Management enables you to institute a value-driven business case for governance, offers flexibility in your approach, and effectively eliminates spreadsheet hell and manual process.

Our data governance and stewardship platform delivers visibility into the critical data that matters most to your organization, making it possible for all of your users to discover, understand, connect and measure the data that's important to your organization.



› Information Value Management® customizable Dashboard presents at-a-glance insights into the health of the organization.

HIGHLIGHTS

Find a business critical data.

Discover what and how much data you have, no matter where it resides—in all cloud-based or on-premises sources using simple, integrated search.

Make your data visible.

Enable all users across your organization to find what they need, discover what's new and interesting and capture tribal knowledge using the data catalog.

Create a common language for data. Use the business glossary to create a shared language that is used throughout the organization to perform more effective search and connect everyone with trusted information.

Link data to business goals.

Link fields, rules, standards, processes and metrics to business goals to see the relationship between data and goals, and see the progress against those goals.

Show progress against goals.

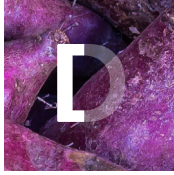
Measure the impact and value of data by aligning data and activities with business goals and outcomes, and using activity driven metrics.

DATUM has one of the best sets of capabilities for supporting typical data governance initiatives.

Forrester Wave

Data Governance
Stewardship Applications
Q1 2016





Right data. Right decisions. Right now.

Information Value Management® delivers visibility into the critical data that matters most to your organization. The platform integrates four integral areas – data governance, data stewardship, metadata management and discovery, that all work together to empower your organization to discover the right data and make the right decisions faster.

GET MORE OUT OF EXISTING RESOURCES AND BE MORE COMPETITIVE

Improve productivity 40%. Eliminate tedious manual processes and free up your employees to work on more strategic initiatives. Reduce the need to hire new headcount. Extend the reach and value of existing data governance tools with integration.

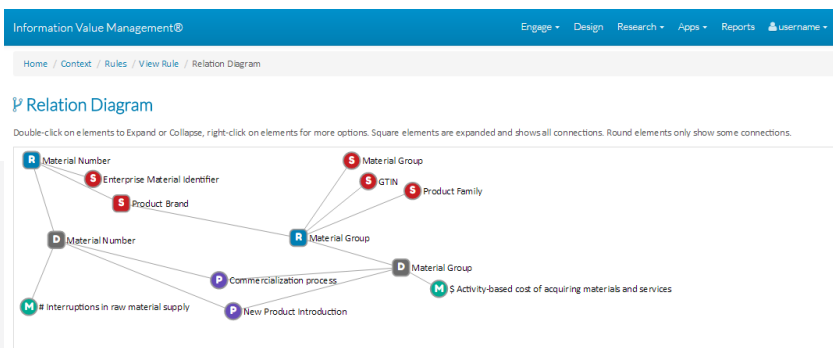
FACILITATE SMARTER, FASTER DECISION-MAKING ACROSS THE ORGANIZATION

Reduce project timelines 28%. Drive collaboration between different teams. Find accurate and applicable data faster. Identify risk quickly. See progress against goals. Have trust in your data.

DRIVE DECISION INTEGRITY ACROSS THE ORGANIZATION

Improve data accuracy by 17%. Make policies and processes transparent. Base decisions on accurate data. Improve service/delivery to your customers. Act quickly on impending issues.

Schedule your demo today at www.datumstrategy.com/demo or call us at +1.888.966.9920.



> The Relation Diagram visualizes how your data is linked to organization goals and objectives.

SPECIFICATIONS

Cloud-based, multi-tenant SaaS

Automatic upgrades and backups

Modern RESTful architecture

Responsive, HTML5 design

SSAE-16, HIPAA Compliant

Safe Harbor Certified

Before Information Value Management®, we were documenting our rules but no one paid attention. Now we can easily show business and technical folks the value. It's given us the ability to share information and make it accessible throughout the organization. Now other domains are approaching us because they want to be a part of what we are achieving with DATUM.

Ashland Global Holdings Inc.

1 Park Place #540
Annapolis, MD 21401
datumstrategy.com
+1.888.966.9920
www.datumstrategy.com

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