

Title A: Data Strategy: The Key to Getting the Most Out of Your Analytics

Subtitle: The difference between defensive and offensive data strategies and when to use them to support operation and expansion.

Title B: Agility and Control: Getting the Best of Both Worlds for Your Data Strategy

Subtitle: How to implement data management for both defensive and offensive data strategies.

Title C: Defensive and Offensive Data Strategies

Subtitle: How to design and implement a data strategy that's right for your business.

As a leader in your organization, how often do you use data in your decision-making process?

Is your organization leveraging the right data strategy to extract the most pertinent business intelligence to inform your operations?

With the amount of data that businesses are generating and collecting, it's more important than ever to extract insights from such information.

Establishing a data strategy is no longer the sole responsibility of the CIO or CDO. How data is used affects the entire organization, and it's critical that all C-suite executives are involved in the process.

Data Strategy: Defensive vs. Offensive

According to a recent article published in [Harvard Business Review](#), a data strategy helps organizations "clarify the primary purpose of their data and guides them in strategic data management."

A "defensive" data strategy focuses on mitigating downside risks by ensuring compliance, limiting fraud, preventing theft, and understanding departmental performance. It also involves data governance to ensure the integrity of data flowing through a company's internal systems.

An “offensive” data strategy is designed to support business objectives such as increasing revenue, profitability, and customer satisfaction. Decisions are often made by combining customer insights with market data with a focus on predicting trends and driving growth.

The two data strategies aren’t at odds with each other and can be combined to utilize data in different ways to support operation and expansion.

For instance, defensive analytics are critical in helping companies understand their business performance, while offensive analytics build on these insights to inform forward-thinking decisions.



[Image source](#)

Different industries can benefit from different approaches when devising their data strategy.

For example, organizations in heavily regulated industries such as healthcare or financial services may lean towards using defensive data for reporting and analytics, supporting budget management, tracking website statistics, enforcing regulatory compliance, and ensuring data integrity.

On the other hand, companies that adopt an offensive data strategy tend to be in competitive environments where the focus needs to be placed on growth activities such as net promoter score, lead

conversion rates, return on investment of marketing campaigns, performance forecast, and predictive analytics.

A Successful Data Strategy Starts with Trust In Data

One of the biggest challenges faced by organizations is maintaining data integrity. After all, employees won't act on the information if they don't trust the source and accuracy of the data.

In addition, [a recent study](#) across industry sectors indicated that only 3% of data quality scores can be rated as acceptable. In fact, knowledge workers are wasting 50% of their time finding and correcting all that bad data.

In order to optimize data usage, you need a data management tool that meets the needs of your data strategy while maintaining the quality of your data.

The ideal integrated data preparation and collaboration solution will provide you with the ability to efficiently and effortlessly extract analytical insight for both defensive and offensive applications.

It should have the flexibility to allow for collaboration across the organization, the creation of a centralized data marketplace, and the use of socialization to foster a culture of data-driven decision-making.

The data management solution should also offer the level of control for enforcing data governance through credential setting, data lineage tracking, activity logs, and digital fingerprints to help ensure the quality and accuracy of information used in the implementation of your data strategy.

[Datawatch Monarch Swarm](#) is a data preparation, management, and collaboration tool that combines flexibility with control, allowing the implementation of rigorous data governance without sacrificing agility for end-users.

[Request a demo](#) today to see how you can take your data strategy to the next level.