



# How Data Intelligence is the Key to Unlocking Business Agility



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# Contents

- 03 The challenge of business agility
- 04 Discover your data landscape
- 05 Plan around data you trust
- 05 Optimize your data footprint by eliminating the noise
- 06 Break the status quo

# The challenge of business agility

Business agility, the ability of your organization to respond with speed and flexibility, is critical to delivering upon your fullest potential.

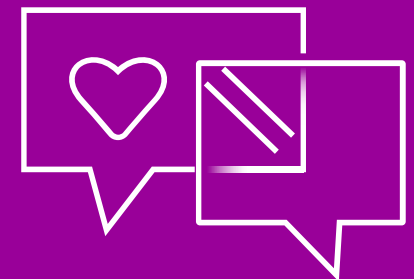
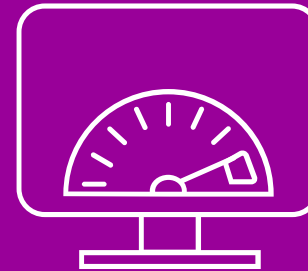
According to a [McKinsey survey](#), **companies that achieved successful transformations toward business agility experienced significant improvements across a variety of key business metrics**, including 20-30% gains in financial performance, 30-50% gains in operational performance, and up to a 30-point improvement in customer satisfaction and employee engagement. At the heart of these transformations lies an organization-wide emphasis on making the right decisions quickly.

The irony of leveraging business agility to make the right decisions quickly is that the ability to do so is rooted in the time-consuming practice of understanding data. Data analytics gives flight, or frustration, to organizational strategy, operations, and aspirations, depending on its efficacy. When competing in industries that are growing in speed, complexity, and volatility, quality analytics means having a capacity for making informed decisions.

Without quality analytics, your competition makes the informed decisions and you react to them — tantamount to your competition always staying one step ahead.

Regardless of the industry your organization resides within, regardless of your role within this organization, and whether your north star might be a better customer experience or faster innovation, the path to superior business agility begins with a journey to modernize with data. The challenges to achieving data-driven business agility are steep. A McKinsey report reveals that 30-40% of business reporting adds little to no value. According to Gartner, “Recent research shows organizations estimate the average cost of poor data quality at \$10.8 million per annum.<sup>1</sup>” Your organization’s foundation for overcoming such challenges centers on data intelligence, with its many practices like data cataloging and data lineage forming the steppingstones on your path to success.

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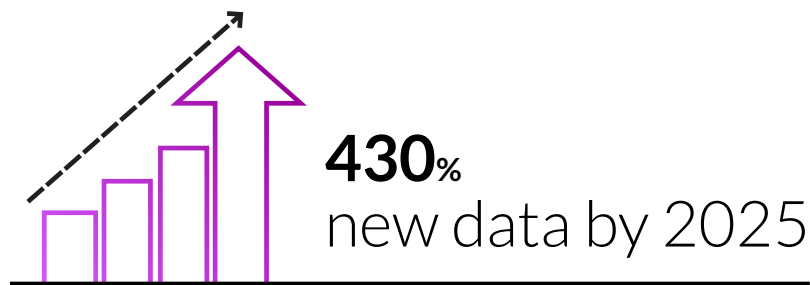
<sup>1</sup> Gartner, *5 Steps to Build a Business Case for Continuous Data Quality Assurance*, 7 February 2023.

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# Discover your data landscape

Bad data is a reality for all of us, but the real harm comes from acting upon bad data. Data suggesting that the near-invincible durability of your new cruise ship is a trailblazing feature might boost the sale of passenger tickets, but it might also create a misinformed sense of confidence when navigating icebergs, ultimately leading to your ship's demise. Expansive visibility of your data lets you know what data to trust and when. Bad data can't always be fixed. But when it's identified, it can be avoided.

Taking that crucial first step toward trusting your data requires adopting an automated approach towards data cataloging and data lineage. In contrast, organizations who overlook the importance of automation by simply assigning their data experts to manually pore over massive stores of data will ultimately fall short in reaching their goals. Why? Organizations today must contend with an explosion of new data to the tune of 430% growth by 2025.<sup>2</sup> Moreover, new data isn't being captured as a single data type, but rather collected across a variety of emerging and legacy IT infrastructures. This combination of trends means even tenured data experts will find their skills outpaced by the scale and complexity of new data. With the number of requests far outstripping the ability of data experts to fulfill them, silos form around the teams that compete for data expert resourcing. The fallout is an environment that emphasizes short-term gain over the long-term objective of facilitating data trust, reliably and at scale. Only automated data cataloging and data lineage can deliver data trust and enable your organization to advance its data modernization journey.



<sup>2</sup> IDC Data Age 2025 Report, Sponsored by Seagate



## Self-trust is the first secret of success"

—RALPH WALDO EMERSON

This marks the first step in your data modernization journey. Data functions as organizational DNA — it's the vital component for making your organization into what you want it to be. But to do so effectively, you can't just know what data you have. You need to understand its origins through data lineage so you know what data you can trust.

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# Plan around data you trust

Discovering trusted data through automated data cataloging and data lineage is only the first step on your path. Once the data has been brought into clear view, what do you do when meeting customer demands requires utilizing data that you know is of poor quality? The second step of your journey focuses on remediating bad data, requiring data stewards to fill in data gaps by creating and updating context-rich metadata, and data custodians to improve data flows.

The risk of reshaping data through metadata updates and adjusting data flows lies in the fact that data doesn't operate within a vacuum. Unplanned data changes can kickstart unforeseen consequences, creating disruption for customers and employees alike. The results can be just as severe as not trying to fix the bad data in the first place. Impact analysis, the ability to visualize the downstream effects of planned data changes, becomes crucial to the process of remediating bad data, and must derive from a data intelligence solution that can leverage it across your entire IT infrastructure.

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# Optimize your data footprint by eliminating the noise

After discovering which data you can trust and remediating your bad data, all while successfully navigating a myriad of pitfalls, one obstacle remains in your data modernization journey: a data footprint that is as immense as it ever was, possibly even more so now that you have enhanced your metadata and data flows. Even when most of your data can be trusted, having too much data impedes your ability to identify what is relevant in a timely manner. In fact, for some organizations a full 60% of their data scientists are not focusing their time on generating insights, but rather on cleaning and organizing data. The value of your data not only resides within its potential to deliver meaningful insights, but also within the speed by which it can be leveraged.

Speed is achieved when you eliminate the noise through optimizing your data footprint. The continued efforts of data stewards and data custodians are essential to tackling the underlying culprit, extensive data bloat. Moreover, impact analysis remains critical to ensuring that the required data changes do not lead to unforeseen consequences. Organizations that achieve business agility through data modernization discover trusted data, remediate bad data, and access relevant data at speed, regardless of the size and complexity of its data landscape.

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# Break the status quo

The costs organizations incur by maintaining the status quo are significant and long-lasting. There is the ever-present risk of human error corrupting your data understanding — which at the very least leads to poor decision-making, but also could multiply the likelihood of other consequences such as increased compliance exposure or failed migration initiatives. Attempts to improve data intelligence manually require a hefty investment of time and resources to trace the required lineage, all of which has to be tediously recorded as institutional knowledge and updated for every new data integration or data-based endeavor. These factors and more can easily become insurmountable obstacles in your data modernization journey. Only by breaking the status quo can data-driven business agility be achieved for your entire organization.

Rocket® Data Intelligence is a self-service data platform built on automation that spans cloud, distributed, and mainframe infrastructures. With an intuitive interface and clear visualizations, this solution enables every user, regardless of their background in data science, to see an expansive view of the organization's data landscape and manage the business and technical context needed to understand which data can be trusted. Moreover, Rocket Data Intelligence supports more technology connections than any other solution on the market, meaning the platform can plug and play into the complex environments of the world's largest organizations.

## With Rocket Data Intelligence:



**Map** your data landscape quickly and leverage automated data lineage to facilitate data trust, reliably and at scale.



**Deploy** data stewards and data custodians to remediate bad data, and leverage impact analysis to ensure changes to metadata and data flows do not disrupt business operations.



**Streamline** decision-making by leveraging data lineage to optimize your data footprint. Reducing data bloat not only saves on costs, but also reduces sources of noise when gathering data for critical decisions.

[Learn more](#)

## About Rocket Software

Rocket Software partners with the largest Fortune 1000 organizations to solve their most complex IT challenges across Applications, Data and Infrastructure. Rocket Software brings customers from where they are in their modernization journey to where they want to be by architecting innovative solutions that deliver next-generation experiences. Over 10 million global IT and business professionals trust Rocket Software to deliver solutions that improve responsiveness to change and optimize workloads. Rocket Software enables organizations to modernize in place with a hybrid cloud strategy to protect investment, decrease risk and reduce time to value. Rocket Software is a privately held U.S. corporation headquartered in the Boston area with centers of excellence strategically located throughout North America, Europe, Asia and Australia. Rocket Software is a portfolio company of Bain Capital Private Equity. Follow Rocket Software on [LinkedIn](#) and [Twitter](#).

Empower your organization with data-driven business agility.  
**Empower them with Rocket Data Intelligence.**

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