Enterprise Information Management in Practice: Managing Data and Leveraging Profits in Today's Complex Business Environment

Saumya Chaki

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Learn how to form and execute an enterprise information strategy: topics include data governance strategy, data architecture strategy, information security strategy, big data strategy, and cloud strategy. Manage information like a pro, to achieve much better financial results for the enterprise, more efficient processes, and multiple advantages over competitors.

As you'll discover in *Enterprise Information Management in Practice*, EIM deals with both structured data (e.g. sales data and customer data) as well as unstructured data (like customer satisfaction forms, emails, documents, social network sentiments, and so forth). With the deluge of information that enterprises face given their global operations and complex business models, as well as the advent of big data technology, it is not surprising that making sense of the large piles of data is of paramount importance. Enterprises must therefore put much greater emphasis on managing and monetizing both structured and unstructured data.

As Saumya Chaki—an information management expert and consultant with IBM—explains in *Enterprise Information Management in Practice*, it is now more important than ever before to have an enterprise information strategy that covers the entire life cycle of information and its consumption while providing security controls.

With Fortune 100 consultant Saumya Chaki as your guide, *Enterprise Information Management in Practice* covers each of these and the other pillars of EIM in depth, which provide readers with a comprehensive view of the building blocks for EIM.

Enterprises today deal with complex business environments where information demands take place in real time, are complex, and often serve as the differentiator among competitors. The effective management of information is thus crucial in managing enterprises. Enterprise Information Management (EIM) has evolved as a specialized discipline in the business intelligence and enterprise data warehousing space to address the complex needs of information processing and delivery—and to ensure the enterprise is making the most of its information assets.

What you'll learn

- The structure of your enterprise information management (EIM) program
- What kinds of data management strategies you need in place as part of the EIM program
- The key benefits of an EIM program
- The solution components in an EIM program
- The incremental roadmap to building an EIM organization and leverage the benefits

Who this book is for

All practitioners of information management including business information analysts, data scientists, IT

professionals, IT managers, database administrators, senior information executives, and many others. While there are numerous books on data management and big data, there are very few books that tie up all the concepts in a holistic manner.

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