



Can You Trust Your Data?

3 Ways to Be Sure.

your
HOW-TO GUIDE for
MORE CONFIDENT
DECISION-MAKING



Business decisions are only as reliable as the data that informs them.

Organizations everywhere are using data discovery and analysis to inform business decisions. Gartner estimates that more than half of net new purchasing is data-discovery-driven.¹ But just because you're using corporate data doesn't mean that you're getting the whole story behind what's happening within your business.

Without the right data discovery approach, you can end up with data chaos, untrustworthy reports, and visualizations that can lead to dubious business decisions.

¹ Source: Gartner, *Eight Steps to Picking the Best Self-Service BI and Data Discovery Tool*, Cindi Howson, 15 June 2015



UN-FUN FACT:

Forrester:

63%

of organizations
still use
spreadsheet-based
applications for
more than half of
their decisions.



Source: "It's Time to Upgrade Business Intelligence to Systems of Insight," Forrester Research, July 20, 2015.

When your data isn't consistently managed, you just can't trust it. And that doubt erodes confidence—and undermines accurate decision-making.

CHAOS

DOUBT

Our data sources are limited.



Do we have all the data?

Outdated data remains in the system.



Is our data fresh?

Anyone and everyone can
manipulate the data.



Can we trust our data?

Different people are getting
different results.



Are our conclusions accurate?

UN-FUN FACT:

ONLY 51% of business leaders surveyed reported having the necessary information to feel confident in making decisions.

Source: "Learning From the New Breed of Confident Decision-Makers." Harvard Business Review, May 2014.



Fortunately, there is a clear path to data trust—and it's all about balanced governance.

Governed discovery is not just for IT; it's for everyone. And balanced governance still empowers everyone in your business to access data and develop, analyze, and collaborate around it anywhere, on any device. At the same time, it centralizes your data in a managed environment, so it's always accurate and consistent.

As a result, you're balancing self-service exploration with standardized data, metrics, and control. You're not limiting agility; you're increasing trust.

This guide will tell you how to get there in 3 steps.

- 1 Know where your data came from.
- 2 Make sure you have a unified view.
- 3 Empower everyone on your team—while keeping data safe.



STEP 1.

Know where your data came from.

What's the source of your data? Can you trust it? And has that data been manipulated? Make sure you know.



You should be able to answer each of the following questions.

Is your data current and complete?

- Is all your data up to date?
- Is there any data missing?

Has it been manipulated?

- Has anyone changed the data since it was initially stored?
- Have multiple people/teams altered the data in their own visualizations or spreadsheets?
- Are there fluctuating variables (e.g., exchange rates) that need to be accounted for?

Do you trust the source?

- Are you familiar with the source?
- Is it an internal or external source?
- Is it a governed/approved source?
- Is the data clean?

UN-FUN FACT:

ABOUT 90% of spreadsheets contain errors.

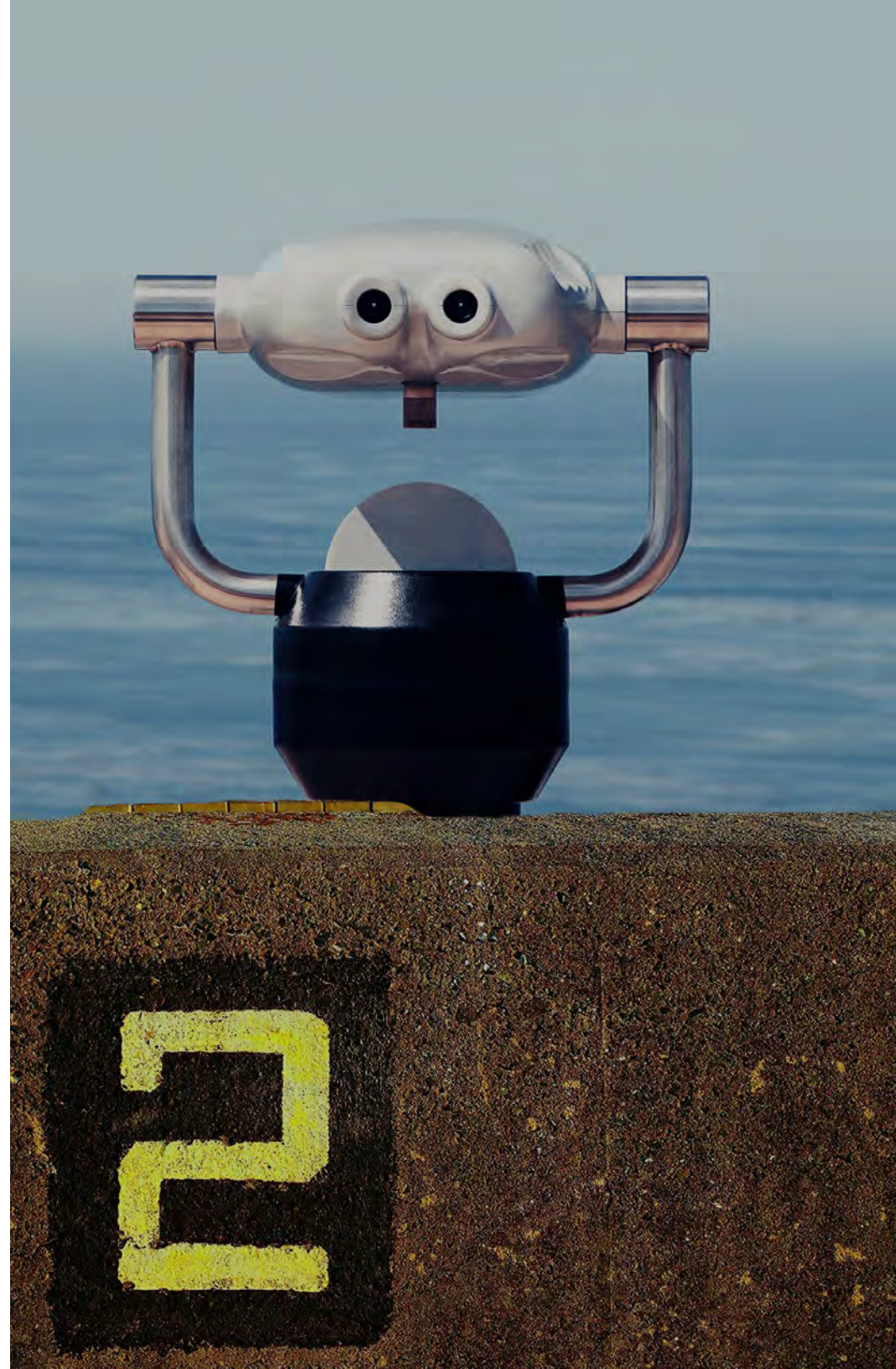
Source: Panko, Raymond R. "What We Don't Know About Spreadsheet Errors Today: The Facts, Why We Don't Believe Them, and What We Need to Do." 9 July 2015.



STEP 2.

Make sure you have a unified view.

Everyone in your organization should have the same complete view of the same data, in a format they can easily access and understand.



Is everyone in your organization on the same page?

NO

-  Your data can be accessed only in silos.
-  People use different calculations to determine the same metric.
(e.g., profit margin)
-  The same term means different things to different people.
(e.g., Is a “customer” the person who purchases the gift card or the person who redeems it?)

YES

-  All of your data can be accessed, regardless of location.
-  The use of metrics is consistent across your company.
-  Everyone agrees on a common set of definitions.

UN-FUN FACT:

44% OF business and organizational leaders surveyed said their main obstacle was having their data in silos.

Source: “Learning From the New Breed of Confident Decision-Makers.” Harvard Business Review, May 2014.



STEP 3.

Empower everyone on your team—while keeping data safe.

Governance isn't about enforcement; it's about enablement. The right kind of governance transforms IT from gatekeeper to shopkeeper, streamlining processes for everyone and introducing transparency across your entire team.



You've achieved balanced governance when:

BUSINESS USERS	 IT PROFESSIONALS
Have access to all data	Provide different users with the different data they need
Don't waste time tracking down data	Manage data consistency
Don't waste time debating data accuracy	Offer data access while protecting data integrity
Abide by a common set of definitions and parameters	Provide a central library of definitions and parameters that everyone can access
Spend more time discovering and innovating	Serve as a guide, not a gate

When your data is properly governed, everyone can trust it—so you can end debates about data accuracy and get down to business.

GOVERNANCE

CONFIDENCE

Our platform unifies all our data, allowing everyone to access it.



We have all the data.

Our data relies on agreed-upon definitions and parameters.



Our data is consistent.

Our data comes from sources we have approved and trust.



Our data is reliable.

Our findings are based on consistent, reliable data.



Our findings are accurate.

“Qlik allows us to move and progress from instinct decisions to data-driven decisions that are verifiable, more accurate, and more precise.”

Ken Baker, Vice President, Financial Planning and Analysis, Planet Hollywood International

That's the beauty of balanced governance.

Gain the freedom to do all the analysis you want, without the fear of “messing up” the data or breaking the system. You also know that the data you're working with hasn't been tainted by anyone else. And IT can comfortably protect your data without inhibiting innovation.

With Qlik®, you get the whole story within your data, empowering everyone in your organization to make informed decisions without sacrificing order or control.

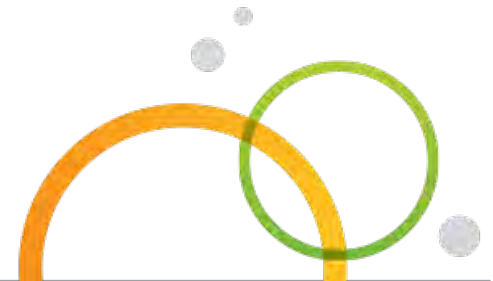


What does it look like when you can trust your data—and when you can't?

[Check out the story of two analysts in this video.](#)



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