

INFORMATION LIFECYCLE MANAGEMENT

EFFECT A DIGITAL TRANSFORMATION OF YOUR
DATA MANAGEMENT APPROACH

END-TO-END SOLUTIONS



DATA MANAGEMENT

Data quality, governance, and integration ensures information is ready for business



ADVANCED ANALYTICS

Data fuels analytics that predicts outcomes and beyond



ARTIFICIAL INTELLIGENCE

Realize greater efficiencies, extend automation, improve marketing, and more



PERFORMANCE MANAGEMENT

Keep the business running smoothly with trusted financial forecasting and planning

Data Fuels Your Business

Data moves throughout your business, creating an information lifecycle. The quality, accessibility, and reputability of data at all points in the lifecycle can make or break your business's success. However, over time, data naturally degrades as it is manipulated, passed between systems and divisions, and co-opted for use in a variety of ways. When that data is used to fuel business-critical reporting, analytics, and monetization, organizations can experience frustration with the unsuitability of their data for purpose.

Successful enterprises trend toward simplifying the management of their large, complex data environments while increasing performance and reducing cost. A variety of drivers fuel this trend:

- ▶ Ever-increasing data volumes.
- ▶ Rising data complexity.
- ▶ Data security and confidentiality issues.
- ▶ Tendencies for information to be held in inaccessible siloes across the business.
- ▶ Increasing regulations and government requirements.
- ▶ Marketing and customer relationship needs.
- ▶ Industry competition that is capitalizing on new, innovative technologies to excel.

In some cases, enterprises' information lifecycles rely on antiquated systems and technologies that may be decades old. These organizations have been patching together solutions to remain competitive, innovative, dynamic, and flexible in addressing data-related business requirements, but this creates bottlenecks when it comes to initiatives like master data management (MDM), data governance, and data security. They must adopt new infrastructure and migrate to new systems to take advantage of the latest technological advances that today's rapidly shifting industries demand.

A Digital Transformation For Data

Taking control of your information lifecycle management is, in essence, digital transformation for your data. New technologies and standards have emerged to modernize your data management infrastructure, including:

- ▶ Performance-focused data management.
- ▶ Data governance that builds reporting-friendly lineage.
- ▶ Data lakes and visualization technologies that power predictive analytics and artificial intelligence.
- ▶ Cost-minded master data management.
- ▶ More efficient data warehousing.
- ▶ Sensitive data protection.

With the right data management tools in place, organizations can renew their core systems' lease on life and put them ahead of the curve when it comes to innovation and competitiveness. They gain full visibility into the elements of data, how it is consumed, who in the organization is using it, how it is being changed, and much more.

Implementing these technologies, particularly when they require a substantial infrastructure overhaul, can be a highly complex, time-consuming, and expensive undertaking. Partnering with the right solutions provider can help mitigate the drawbacks involved, helping you to build a secure, compliant information lifecycle management environment that powers better business.

Prolifics, the Information Lifecycle Management Experts

When it comes to information lifecycle management, Prolifics helps enterprises envision the future. Our experts help you chart out a strategy to achieving your business objectives and realizing return on investment. Following this, we move to discovery services, where we profile the current state of your organization versus the desired state, creating a roadmap to get you to your goal. We then implement the architecture, technologies, and solutions necessary for success, along with knowledge transfer to equip your users for ongoing use and maintenance of the environment.

Prolifics' various data and analytics disciplines are designed to serve your business at every step of its information lifecycle management journey.

- ▶ **Data integration.** Helps business build systems for loading, extracting, transforming, and moving data to fuel functions throughout the organization.
- ▶ **Data quality.** Data degradation is cleaned up using automated processes, rendering it fit for use by other applications and businesses.
- ▶ **Data governance.** Puts you in control of your greatest assets with processes, tools, strategies and resources to create a robust data security structure.
- ▶ **Business intelligence.** Produces reports on events that are then consumed by the business to fuel decision-making.
- ▶ **Advanced analytics.** Uses business data to predict outcomes, assess offering viability, and much more.
- ▶ **Artificial intelligence.** Leverages next-generation technology to realize greater efficiencies, extend automation, improve marketing, and more.
- ▶ **Performance management.** Employs data to perform financial forecasting and planning that keeps the business running smoothly.

Our extensive umbrella of practices and capabilities enable us to assist companies with data management at every point in the information lifecycle. We put our deep, effective skillset to work to address all the challenges involved with managing, using, and consuming information throughout the business.

Contact us at solutions@prolifics.com to learn more about our information lifecycle management offerings.

ABOUT PROLIFICS

Prolifics creates a competitive advantage for organizations around the world by implementing customized, end-to-end IT solutions that achieve business success, leveraging leading technologies in a global delivery model. For more than 40 years, the company's technology expertise, industry-specific insights and certified technology accelerators have transformed organizations around the world by solving complex IT challenges. For more information, visit www.prolifics.com.