



INTRODUCING THE NEXT STEP IN THE EVOLUTION OF SELF-SERVICE DATA PREPARATION

THE SOCIALIZATION OF ENTERPRISE DATA

Social media and mobile applications have dramatically increased end user expectations on the availability and timeliness of useful information.

So what happens when you apply the fundamental concepts and core missions of these powerful social tools to self-service data prep - adding organization, governance and dissemination of enterprise data?

| PLATFORM | KEY CONCEPT / CORE MISSION | DATA SOCIALIZATION BENEFIT |
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| | FOLLOW | Access information instantly by following relevant users and available data sources. |
| | SHARE | Stay connected to specific users to discover and share new data sets and receive notifications on applicable content. |

MIT Technology Review indicates that even though digital data created by consumers is doubling every two years, almost all of it remains unused or unanalyzed *

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| | NETWORK | Connect with influencers around a common data topic thread to boost productivity. |
| | DISCOVER | Select data sets and information from an 'information marketplace' with recommendations based on prior use and searches. |
| | SEARCH | Organize all available information sources and make them universally/readily accessible through intuitive search capabilities of metadata and data. |

Increasingly, businesses are looking to "democratize" access to data for analytics **

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| | GUIDANCE | Combine IT governance and community forces to understand patterns of use and success. |
| | RATE | Connect analysts with available data sets and receive user ratings on data quality and relevance. |

Transform the way you think about – and interact with – your company data. Create a data community and data stewardship to achieve true enterprise collaboration and agility, and expedite analytics outcomes to drive better and faster business decisions with Datawatch.

* <http://analytics-magazine.org/democratization-of-analytics-new-frontier-of-data-economy/>

** <https://www.forbes.com/sites/bernardmarr/2017/02/28/is-data-socialization-the-next-big-thing-in-data-analytics/#1e38ff194a1d>