

**“WHAT’S YOUR DATA STRATEGY?”**

*“Ensuring smart data management is the responsibility of all C-suite executives, starting with the CEO”* Harvard Business Review, 2017

A 2017 Harvard Business Review article, *What’s Your Data Strategy?*, introduces the concept of balancing Offensive and Defensive analytics to optimize business performance and establish a data strategy. An effective data strategy can only be realized by “striking the best balance between defense and offense and between control and flexibility.” This does not translate into a 50-50 split, but rather encourages organizations to establish a data strategy that aligns with identified data management priorities.

**Defensive Analytics**

**Defensive Analytics** are “the plumbing aspects” of data management that must be captured to mitigate risk and establish a basic understanding of business performance


Examples: compliance on recurring reports, adherence to regulations, metrics on department performance.

**Offensive Analytics**

**Offensive Analytics** support overarching business objectives strategies and long-term goals. They build on defensive metrics to provide a comprehensive view of the business, which can then be used to make informed, forward-thinking decisions

Examples: strategies and models for predicting business growth, profitability and customer satisfaction.

Data strategies differ depending on industry and business goals. For example, healthcare organizations will be more Defensive (sensitive data), while hedge funds will be more Offensive (fast, forward-thinking decisions).

 **Fill in the grid below to visualize your data strategy. Identify the Defensive and Offensive analytics you measure today and determine if these analytics are used for operational reporting and efficiency, or actionable analytical insights.**



## Why Monarch Swarm is the Perfect Fit For Your Data Strategy

Monarch Swarm addresses the balance between the needs for Control vs Flexibility, and Offensive vs Defensive challenges by centralizing data on an enterprise-wide platform. Doing so eradicates self-service silos, inefficient duplications and versioning errors, and replaces them with clear user lineages, repeatability and integrity. The results are improved efficiency, effortless collaboration, and faster time to insight, so your business is fueled with the data intelligence it needs to evolve, transform, disrupt, invent and succeed.

### How Swarm Satisfies

#### Control and Flexibility:

Governance features, including credential settings and activity logs, provide administrators with control and visibility into all data-related activity. Every person, data set and workspace in Swarm has a 'digital fingerprint' allowing administrators to know who is accessing data, how they are changing it, how they are using it and where they are sending it.

The centralized data marketplace increases flexibility by tearing down walls between people, departments and offices to create new levels of collaboration and progress. Individuals and teams are free to utilize agile processes for collaborating on existing data sets, models and resources, making both people and information more valuable to organizations.

### How Swarm Enables

#### Fast, Accurate Offensive and Defensive Analytics:

With Monarch Swarm, repetitive processes associated with Defensive analytics are automated using workspaces, models and code-free transformations so that analysts can spend less time preparing their reports and more manipulating and analyzing them valuable insights.

Offensive analytics grow naturally as the burden on Defensive analytics is alleviated and collaboration is streamlined. Increasing data access, accelerating data preparation and centralizing foundational data sources, workspaces and resources across the enterprise means more insightful, powerful and advanced data intelligence for improved business performance.

#### CONTROL

- └ Credential settings
- └ Curation capabilities
- └ Change histories
- └ Data lineage
- └ Activity logs
- └ Digital Fingerprints

#### FLEXIBILITY

- └ Browser-based collaboration
- └ Centralized data marketplace
- └ Socialization

#### DEFENSIVE

- └ Pre-built connectors to your favorite sources
- └ Code-free data preparation
- └ Reusable models and workspaces
- └ Native exports
- └ Automation

#### OFFENSIVE

- └ Enterprise data intelligence
- └ Predictive modeling
- └ Code-free data joins
- └ Machine-learning

