

How to Build Your Federal Data Strategy

The Federal Agency Impetus for a Data Strategy



By the year 2020, about **1.7 megabytes** of new information will be created **every second** for **every human being on the planet.**¹



The **Federal Data Strategy** strives to help agencies create **a coordinated approach** to federal data use and management.²



"100 percent of agencies classify their data as **high-value assets.**"
- Federal CIO, Suzette Kent³

How to Build a Data Strategy

1

Establish where you are today. Know the current state of your agency's data, surrounding processes and understand how data is being used, managed, and analyzed.

3

Map the best route to get there. Focus on high-value data assets and opportunities and take a phased approach to get to your desired end state. Consider your approach to data integration, catalog, governance, master data management and data privacy and protection.



2

Decide where you want to go. You need to agree on a clear end state – the mission outcomes you want to achieve.

4

Communicate the strategy to key stakeholders. These include senior executives, CFOs, data analysts, IT teams and even members from other agencies.

5

Keep checking in. Continue to assess, monitor and communicate progress at regular intervals. Let stakeholders and teams know how things are going, outline any pivots you've had to make and keep everyone's eyes on the mission outcomes.



Fostering an Agency's Data-Driven Culture

Build stakeholder confidence by starting small with pilot projects that garner quick wins. This will help others realize the value of data strategy.

Communicate a clear vision of the end goal and get your stakeholders and teams onboard with your long-term roadmap.

How Informatica Can Help

Informatica has helped federal agencies for over 20 years.⁴
We work to help you unleash the power of data to positively impact mission outcomes.

10,000+
customers

25+
years

82
countries

Processing **5 trillion** cloud transactions per month across all ecosystems

FedRAMP: SaaS in process

Informatica works to help civilian and defense agencies alike put trusted, relevant and actionable data into the hands of more personnel to enhance decision making and to deliver data-driven outcomes.

Learn more at

www.informatica.com/federalplaybook

¹ <https://www.forbes.com/sites/bernardmarr/2015/09/30/big-data-20-mind-boggling-facts-everyone-must-read>

² <https://strategy.data.gov>

³ <https://www.nextgov.com/analytics-data/2018/08/federal-cio-100-percent-agencies-classify-data-asset/150416>

⁴ <https://www.informatica.com/content/dam/informatica-com/global/amer/us/collateral/other/informatica-corporate-fact-sheet.pdf>