

4 Steps for Implementing a Modern Data Platform

Eliminate silos by centralizing your data and developing a process for collecting, analyzing and managing complex data sets.

To take advantage of the latest technologies like generative AI, you need to avoid the potential challenges of legacy programs. A modern data platform can help your organization maximize results while elevating the customer experience.

With a modern data platform, you can collect data from multiple sources, keep that data secure and develop an open architecture to share data safely between different business units and partners. **The result: improved business decision-making based on key analytics.**



31%
OF DIGITAL LEADERS

said AI and machine learning tools would be the most impactful technologies in the next 12 to 24 months*.

To create the most value from your data, develop a comprehensive strategy for establishing and implementing a modern data platform.

4 Steps for Implementing a Modern Data Platform

1. Discover and Assess

Start by developing a data strategy that works to meet your organization and customer needs. Determine your goals and objectives for your data and assess how your business uses and stores data currently. Once you know your data needs and pain points, you can outline your solution for data collection, analysis and management.

2. Design

An effective modern data platform depends on building the right custom solution architecture for your organization based on how you ingest data. Make sure to consider any possible issues or risks associated with your chosen architecture and then create a detailed plan for execution. Take advantage of the latest automation tools to blend the potential of both technology and human workers to create the most efficient solution.

3. Implement and Validate

When implementing a modern data platform, as with any new technology architecture, it's critical to consider and plan for data security, privacy and retention. Consider how your organization will automate processes and monitor the management and analysis of data, and test out all processes to ensure they work as desired. Once everything is in place, it's time to go live with your platform.

4. Optimize and Manage

Whether transitioning from a legacy platform or starting from scratch with your data architecture, it's important to monitor and optimize your system. That means performing all the necessary activities to ensure a successful implementation, documenting runbooks and performing knowledge transfer. A modern data platform is not a solution you simply turn on and leave; instead, you should look for ways to continually improve the system to make it as effective and efficient as possible.

With a modern data platform, your organization can build a firm foundation to allow partners and business units access to advanced analytics and improve business decision-making. Use the tools and resources available to you to establish a solution architecture that elevates the customer experience.

Once you have a methodology for integrating data from multiple sources, you can then act on that data with the assistance of technologies like AI. With the right strategy and architecture, your business can simplify its data management and interpretation to yield the best results.

Act on your organization's data strategy to form a modern data platform.

Editor's Note: Content curated from the "Generate Insights With a Modern Data Platform" webinar.

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Sources:

*Research from State of Digital Transformation 2023