

THE STRATEGIC AND EVOLVING ROLE OF DATA GOVERNANCE

For organizations on a digital transformation journey, sound data governance practices must play a strategic role. As the amount of data and value of that data to the business continue to increase, so too does the importance of managing its availability, usability, integrity, and security. TechTarget's Enterprise Strategy Group recently surveyed IT and business decision makers responsible for the governance technologies, processes, and programs used to manage their organizations' data to gain insights into these trends.

Notable findings from this study include:



52%

of organizations cite improving their data security posture as one of the **most significant business drivers underlying their data governance program.**



77%

of organizations with data governance programs in place currently leverage data classification tools or processes.



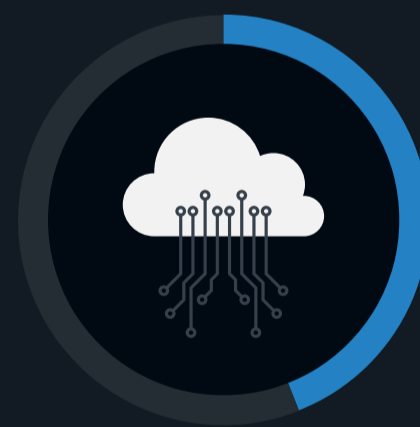
79%

of organizations use at least 6 tools to support their data governance efforts.



56%

of organizations experienced a cybersecurity incident that impacted their ability to meet/adhere to data governance requirements in the last 12 months.



44%

of organizations believe the use of public cloud services has made managing data governance more difficult.



50%

of organizations say their legal or compliance departments have become **increasingly involved in data governance initiatives over the last two years.**

For more from this Enterprise Strategy Group study, read the full research report, *The Strategic and Evolving Role of Data Governance.*

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