# Conclusion

Implementing a successful data strategy and achieving effective data governance can be challenging, and traditional approaches often fail to deliver the desired value and return on investment. Recognizing the changing landscape and increasing complexity of business expectations, it is crucial to adopt a different, more pragmatic approach.

Our proposed approach is based on our collective experience and aims to address these challenges effectively. Instead of extracting and analyzing thousands of attributes, we emphasise understanding the data you have and identifying your critical data assets. By focusing on the relevant data assets for specific use cases, you can avoid unnecessary complexity and narrow down your efforts.

Our solution leverages advanced software capabilities to automatically map and analyze your data based on its behaviour, eliminating the need for subjective opinions or past knowledge. The data-driven approach ensures that the outcome is driven by the actual content of the data, not just metadata or descriptions.

To build confidence and trust in your data, the system automatically alerts you whenever critical data assets change or new ones are received. This eliminates the reliance on manual processes or reconciliations that are designed to handle only known unknowns, not managing the unknown unknowns. By enabling people at all levels of the organisation to access and interpret the data as it flows, visualised through a Digital dataSenseMap, we foster a new level of data literacy. This sets the foundation for a data culture to evolve and supports the development of your data strategy.

With this approach, we believe your organisation will gain a deeper understanding of its data, increase confidence and trust in its quality, and ultimately unlock the true value of your data assets.