Data Management Maturity Curve

The Vertify data management maturity curve represents the different stages of an organization's data management capabilities and practices as it progresses towards becoming a data-driven and mature organization.

Unified Ad Hoc Awakening Advanced The highest level of maturity, organizations at this stage fully embrace data and automation as a strategic asset. They have In this stage, data management practices a comprehensive and integrated data become well-established management framework in and ingrained within the At this stage, organization's culture. place. Data governance is Data governance ingrained in all aspects of organizations start the organization's implementing formalized processes are actively operations. Advanced data management managed, and data analytics, machine quality is monitored and processes and standards. learning, and artificial In this stage, organizations There is a clear measured. Data understanding of data automation tools and intelligence are leveraged recognize the importance of to derive valuable insights technologies are governance principles, data and start to understand At this stage, data implemented to and drive innovation. its potential value. They and roles and management practices are streamline processes and Data-driven become aware of the need responsibilities are informal, fragmented, and improve efficiency. assigned. Data quality decision-making is for improved data reactive. Data is often Organizations actively pervasive at all levels, initiatives begin, and data management practices and stored in disparate leverage data to support enabling the organization management practices begin to establish a data systems, and there is little decision-making and gain to achieve transformative become more consistent management strategy and coordination or insights. governance framework. outcomes. across the organization. standardization. VIRTUALLY ALIGNED **MATURING NOT AWARE AWARE TRANSFORMATIVE**