



THE INSIDER

Join us for our upcoming webcast:

The (updated!) 7 Elements of a Successful Data Strategy

Thursday, October 13 at 11am CST

[Save Your Spot](#)

Register to learn:

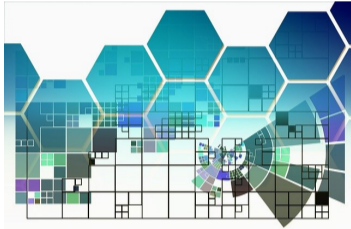
- Key components of a successful data strategy
- How your people affect your data strategy
- How to prioritize your data initiatives
- Immediate ways to improve your analytical maturity



How to Develop a Data Strategy Roadmap to Modernize Your Data and Analytics

According to a McKinsey study, the creation of a data strategy is the leading reason for (and challenge to) companies' success with data and analytics—it allows you to be scalable, agile, and future-ready. Learn how to [develop a data strategy roadmap](#) to overcome challenges and turn your data into your company's strongest asset.

[Read Blog](#)



What is Data Integration & How Does It Help to Realize Your Data's Full Value?

Ensuring your organization's data is accessible and actionable requires a deeper understanding around data integration. Learn about the [different approaches to data integration](#), the tools and techniques that enable success, and best practices to implement a data integration solution.

[Read Blog](#)



Why a Data Integration Strategy is Key to Successful Mergers & Acquisitions

Integrating data after an M&A transaction not only allows you to address some of the critical data challenges that arise after a transaction, but it also enables you to gain more value from the deal. A strategy around data integration is critical. Learn how to [develop a plan to integrate and centralize data](#) after the M&A activity finalizes.

[Read Blog](#)



The News Is Out: Analytics8 Acquires Mashey

Analytics8 takes another leap in their continued growth by [acquiring Denver-based Mashey](#). This acquisition supports company goals and will bring new and expanded capabilities to clients, offer more professional opportunities to their growing workforce, and enhance partnerships with industry-leading vendors.

[Read the article](#)



"Making that breakthrough- aligning the data strategy with the business strategy - is the first step to long-term success with data"

Christina Salmi, Managing Director - Data Strategy

[in](#) [Check out Christina's full post](#)



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