



No more silos in the age of AI

Why effective data sharing with unified governance is crucial to your organization

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Data sharing shouldn't be this hard

But fragmented governance is killing your ability to share data. It sits trapped in departmental silos. Scattered across clouds. Buried in legacy systems. Every team that can't share data is a missed opportunity. Every isolated dataset is potential value locked away. Worst of all, your business colleagues remain disconnected from the insights they need to drive innovation.

You're not the only one. 75% of CDOs cite improving data culture and legacy as their top priority—because they recognize traditional governance can't keep up.

They realize fostering a data culture by breaking down silos, enhancing collaboration and democratizing data is essential for driving better business outcomes. The key to success is empowering data citizens in your organization to find, understand, access and share trusted, high-quality data.

Now—with AI fueling an era-defining shift in the stakes and the risks, the answer isn't another point solution. It's unified governance.

The organizations that can unify governance across every data source, use case and user will be ready to move on the best AI opportunities first, while controlling AI risks before it's too late. When you untether governance from systems and sources, you create true unified governance. You get visibility, context and control throughout the full data cycle. And your people can trust, comply and consume data confidently.

That's not just better data sharing and better governance—that's Data Confidence.



75% of CDOs cite improving data culture and data literacy across the organization as one of their **top areas of focus over the next 12 months.**

Source: [Deloitte](#)¹



Data Confidence | Explained

Accelerating all your data and AI use cases, safely and with well-understood data

Data Confidence is the way you and your colleagues feel when your organization can accelerate every data and AI use case — without compromising on safety or quality.

It happens when governance becomes an enabler rather than a bottleneck. Your people can find, understand and use trusted data across every system. Business context flows alongside technical metadata. And policies apply consistently everywhere data lives.

Bottom line: When your people can trust, comply and consume data confidently, innovation accelerates. That's Data Confidence.

Share or stagnate: Why data sharing drives market leadership

Data sharing is a differentiator. But it remains locked behind fragmented governance—a maze of disconnected policies, systems and controls that stifle innovation and growth. When you unify governance across your ecosystem, you eliminate these barriers. You create a culture where data flows freely but safely to the teams that need it. This fundamental shift unlocks a new wave of strategic advantages that separate market leaders from followers in an increasingly AI-driven economy.

Effective data sharing promotes collaboration, creates a more holistic view of the enterprise data landscape and prevents duplication of effort.

Data sharing also:

- **Fuels innovation:** Diverse perspectives applied to shared data can spark new ideas, products, and optimizations
- **Increases agility:** Readily accessible data fuels faster, more informed decision-making, allowing organizations to adapt rapidly to changing market conditions
- **Enhances customer experience:** By sharing customer insights across teams like sales, marketing, and support, organizations can deliver more personalized and responsive experiences
- **Drives operational efficiency:** Shared data on processes and workflows can reveal bottlenecks, streamline operations and reduce costs

What's holding your data's potential back?

The promise of data sharing is undeniable – it can catalyze innovation, supercharge agility and create lasting competitive edge. But most organizations are trapped by fragmented governance. Turning data sharing into a complex maze of barriers and risks.

There is a way forward—and you'll see them in the following pages. Before we explore the breakthrough solution, let's examine the obstacles that keep your data from fostering a data culture and driving better business outcomes.

Do any of these challenges sound familiar?

- **Data silos:** With data scattered across departments and systems, finding what you need becomes a treasure hunt and makes understanding the overall picture nearly impossible. And this makes it hard to share valuable information effectively
- **Limited understanding/low data literacy:** Without a comprehensive understanding of the data being shared, individuals may not realize its significance, relevance or potential applications, hindering their ability to utilize the data effectively
- **Data protection and compliance concerns:** Naturally, you want to make sure data is protected and used appropriately. Complying with constantly evolving and expanding regulations like GDPR adds another layer. It's critical, but getting it right can feel overwhelming
- **Poor data quality:** You wouldn't want to base important decisions on data if it's inconsistent, incomplete or just plain wrong. Low-quality data erodes trust, making your colleagues and stakeholders reluctant to share it in the first place
- **Lack of data ownership:** When no one knows who's really responsible for data, confusion sets in. Who ensures it's accurate, up-to-date and compliant? This ambiguity about ownership creates a major roadblock to sharing
- **Cultural resistance:** Even with the best tools, sharing won't work if people don't see the value. Trying to introduce a new way to operate if teams are comfortable with their old, familiar (even if inefficient) methods can be challenging

Overcoming these barriers requires a well-formed strategy, technical solutions and a shift in organizational mindset. But the rewards are well worth the effort. Next, let's explore four key steps to building a successful data sharing culture within your organization.



Four steps to data sharing success

Creating a data sharing culture doesn't happen overnight. But success is achievable with a well-defined roadmap. Let's dig into the key actions you'll leverage to guide your organization to effective data collaboration.

Step 1: Define your “why”

Step 2: Build a strong foundation for organizational success

Step 3: Enable self-service access to reliable data

Step 4: Monitor KPIs and feedback for continuous improvement

Step 1: Define your “why”

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Step 1

Define your “why”

Before embarking on any data sharing initiative, understanding the goals of the initiative is vital. Why is data sharing essential to your business goals? What are you hoping to achieve?

You articulate the compelling business reasons for a data sharing culture by framing it in terms of:

- **Competitive advantage:** How will increased data collaboration create new opportunities?
- **Operational efficiency savings:** Will streamlining processes and reducing redundancies save time and resources?
- **Customer satisfaction:** How will shared customer data improve experiences?

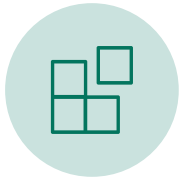
Having a clear “why” will inform your strategy, help garner support from stakeholders and drive the cultural shift toward a data sharing mindset.

Step 1: Define your “why”

Step 2: Build a strong foundation

Step 3: Enable self-service access

Step 4: Monitor KPIs and feedback



Step 2

Build a strong foundation for organizational success

A successful data sharing culture rests upon having strong alignment across the organization and clear rules defined. Establishing these foundational elements is necessary to ensure long-term success:

- **Leadership buy-in:** Secure support from senior executives who play a crucial role in driving cultural change and allocating resources for data sharing initiatives
- **Data ownership and accountability:** Define clear roles and responsibilities for data producers, owners, stewards and users to ensure accountability and maintain data trustworthiness and usability
- **Policies and processes:** Provide the necessary structure and guidance to help ensure that data is shared in a transparent and responsible manner

These key components set the stage for effective data sharing and pave the way to foster a data-driven culture throughout your organization.



“**Getting the maximum value out of data** means putting it in the hands of the people who need it, when they need it, in the way they need it. That entails ‘**democratizing**’ access to high-quality data products, while efficiently balancing ethical, security and regulatory requirements – and avoiding data bottlenecks.”

Source: [Accenture](#)

Step 1: Define your “why”

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Step 3

Enable self-service access to reliable data

A critical aspect of a data sharing culture lies in democratizing data and empowering users to locate and utilize trustworthy data independently. This can be achieved through various capabilities that simplify data discovery, understanding and access:

- **Centralized data catalog:** Provide an inventory of data assets from various sources across the organization, complete with relevant metadata (such as classifications) offering useful context
- **Business glossary:** Define and manage business terms to facilitate a common understanding of key data concepts. Improve data literacy and facilitate effective communication among data stakeholders
- **Automated data lineage tracking:** View where data originates, how it has been transformed and where it is being used across various systems and processes. Having visibility into data’s journey — from source to consumption — is key to understanding your data
- **Data quality assessment and monitoring:** Determine data quality rules and metrics, and automatically evaluate data against those standards to gain insights into data quality issues and areas for improvement
- **Data policy management:** Create policies related to the collection, access and usage of data to help ensure that it is utilized and shared appropriately and in compliance with internal standards and external regulations

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Step 3 (continued)

- **Data sharing agreements and contracts:** Establish clear agreements outlining acceptable use cases and terms for data sharing
- **Data marketplace:** Allow users to easily shop for curated data products, reducing reliance on IT or data specialists. Through a user-friendly interface, data consumers can find data assets, understand their meaning and context and request access to them
- **Data access request management:** Where appropriate, automate data access request mechanisms to streamline access and minimize delays while complying with relevant policies at scale
- **Collaboration:** Enable users to share knowledge, certify data assets and discuss data-related issues. Provide tools for workflow management to help stakeholders collaborate on tasks and simplify processes including documenting data assets

By facilitating self-service access to trustworthy data, you break down data silos, streamline decision-making and cultivate an environment where data drives innovation across the organization.

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Step 4

Monitor KPIs and feedback for continuous improvement

To ensure the ongoing effectiveness of your data sharing program, it's essential to measure progress and gather insights from stakeholders. Establishing key performance indicators (KPIs) and a feedback process enable continuous improvement.

- **Define KPIs:** Establish KPIs that align with your organization's data sharing goals (e.g., the volume of data shared, time to access data, user satisfaction, the number of participants trained, etc.)
- **Gather feedback:** Implement mechanisms to collect metrics from tools and regular feedback from stakeholders, focusing on their experiences, challenges and suggestions for improvement
- **Celebrate wins:** Communicate success stories to motivate stakeholders, demonstrate value, build trust, facilitate cultural change and inspire further participation
- **Refine iteratively:** Monitor and analyze KPI results and user feedback to identify areas where your data sharing practices can be enhanced and optimized

A data sharing culture will constantly evolve. Regular evaluation and refinement, based on measured results and user feedback, drive success and help ensure your data sharing initiatives align with the changing needs of your business.



Data sharing: Your competitive edge starts here

The distance between market leaders and laggards increasingly comes down to one factor: the ability to share data safely and strategically across the enterprise. When you unify governance and eliminate fragmentation, you create an environment where innovation accelerates, customer experiences deepen and operational excellence becomes systematic rather than sporadic.

The path forward is clear. Organizations that excel at data sharing don't just perform better—they fundamentally transform how value is created and captured in an AI-driven economy. The only question is whether you'll lead this transformation or watch competitors pass you by.

Ready to turn data sharing from aspiration to advantage?

Check out our [data sharing workbook](#) for a step-by-step guide.

Get started with data sharing



Want to take the next step on your data sharing journey?

[Read our workbook.](#)