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# THE FUTURE OF DATA MANAGEMENT

Discover three essential trends driving the future of data management, as IT professionals take a leading role.

## TREND 1: It's all about relationships

The future value of data management is all about automated discovery of relationships in diverse data, transforming data into knowledge for a rapidly growing data consumer landscape.



By 2023, 30% of organizations

will use data contextualization technologies to facilitate rapid knowledge extraction for better decision making.

30%

The importance of data relationship discovery applies to:

- KNOWLEDGE GRAPHS
- DATA FABRICS
- NATURAL LANGUAGE PROCESSING (NLP)
- EXPLAINABLE AI
- 'X ANALYTICS' — for a range of structured/unstructured types of content
- RICHER CONTEXT for machine learning (ML) and AI

AI and ML augmentation in data contextualization leads to:



## TREND 2: Augmented data management is on the rise

Data augmentation capabilities are fast becoming crucial components of all future-ready data and digital platforms.



By 2023, 20% more

IT specialist time will be freed up to spend on high-value data management tasks, thanks to greater augmentation.

20%

- time on repetitive, low-impact activity
- time on collaboration, training, strategy

By 2023, 5x more

cloud-based AI will be used, as AI becomes one of the biggest cloud workload categories.

5x

By 2022, 45% fewer

IT data management tasks will be required, thanks to more:

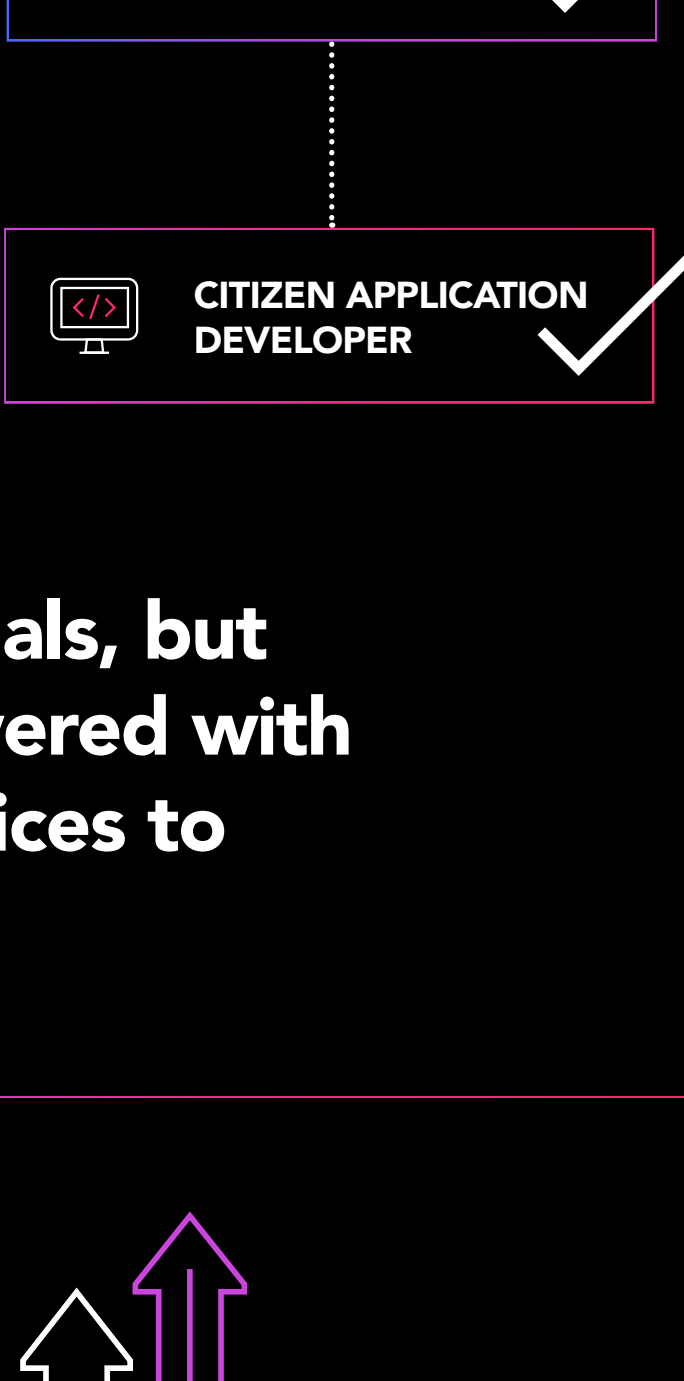
- ML/AI performed by augmented data management tools
- Democratization of select data governance tasks to use case owners

45%

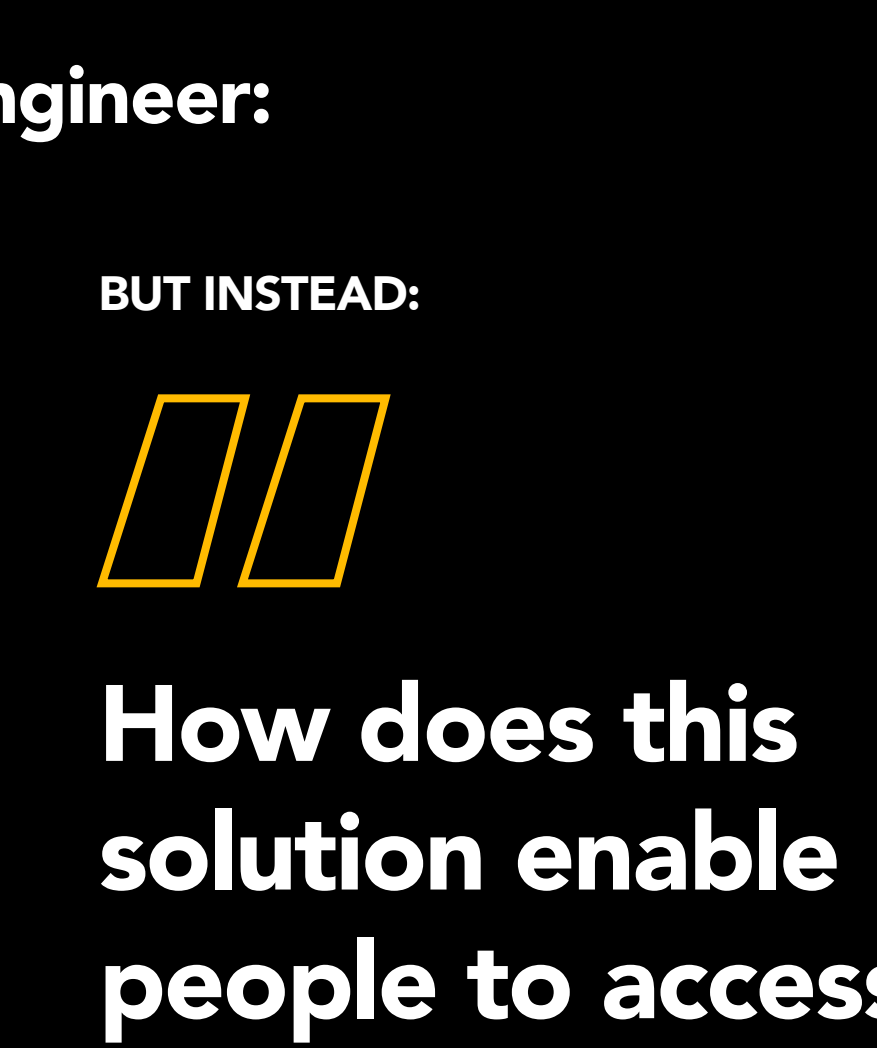
Augmented data management is ushering in a new phase of collaboration between humans and machines — made possible by data contextualization engines.

## TREND 3: New technology is empowering the smart engineer

Organizations must nurture the 'citizen data scientist'. And the 'citizen data integrator' and 'citizen application developer'.



Not traditional data professionals, but subject matter experts empowered with the right capabilities and practices to harness data effectively:



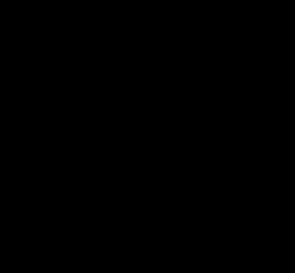
In the age of the smart engineer:

ASK NOT:



How does this solution retain and control data?"

BUT INSTEAD:



How does this solution enable people to access and use data?"

This is the key to selecting the right data contextualization solution for the future.



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Statistics and insights: Gartner

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