



Case Study

# Leveraging the Public Cloud: Governance and Stewardship for Managing the Data Lifecycle

## Helping organizations maximize the value of their digital assets

In today's digital world, data is the lifeblood of every organization. In order to extract the maximum value from their data, companies must be able to fully understand their digital assets and the relationships between data elements. They must also ensure that they abide by the rules related to data storage, use, and destruction — everything from Sarbanes-Oxley to the Health Insurance Portability and Accountability Act (HIPAA). This requires a proven methodology and tools.

Data governance, especially on public cloud platforms, is a critical business function that determines how well an organization can leverage and protect its digital assets. It involves processes that affect how data is created and manipulated, as well as its availability, usability, integrity, and security.

## A variety of governance-related guidance and services

Datalink provides guidance in a number of governance and operations areas that enable organizations to more effectively manage their data, including:

- + Security and IdAM
- + Monitoring runbooks and tools
- + Script development
- + Managed services

In the course of an engagement, companies learn the critical success factors for data governance and stewardship:

- Recognize data as a vital asset
- Establish an active cross-functional governance body
- Data stewards must work together
- Create, maintain, and apply a business data model
- Ensure data stewards understand their role and believe in its importance

## Real-world success stories



Multinational conglomerate in manufacturing, engineering services, and aerospace systems improves governance as part of public cloud strategy.

- IT viewed as a roadblock to public cloud adoption even though IT “sanctioned” public cloud
- Provided education and guidance on governance
- Assisted in implementing cost tracking, chargeback and security role-based access controls (RBAC), and network best practices around public cloud



American multinational computer software technology company implements a unique approach to governance.

- Reinforced VP of IT’s view that IT should be a public cloud governance organization
- Developed best practices around role-based access controls (RBAC)
- Assisted in consolidating subscriptions



International jewelry manufacturer and retailer implements governance framework while consolidating multiple resources and subscriptions.

- Assessed current deployment and desired end-state
- Developed governance strategy
- Reviewed best practices around personally identifiable information (PII) data



Leading website for petcare information takes a fresh look at governance strategy in moving to new public cloud tenant after acquisition.

- Assessed current application and resources in public cloud tenant
- Reviewed governance practices and recommended enhancements
- Designed new cloud services and coordinated export of data from old database

## Making IT happen

Datalink helps organizations transform technology, operations, and service delivery to meet business challenges. We provide expert guidance on IT investment, working with clients to deliver comprehensive transformations that enhance service levels, support growth, increase operational efficiency, and reduce risk.

Learn more at:  
[datalink.com](https://datalink.com)