5 Digital transformation projects to help you achieve your goals

1 Content clean up

A good first step in any digital transformation project is to take an inventory of what you have. You can then devise and apply retention rules that designate what you should keep and what you should securely destroy.
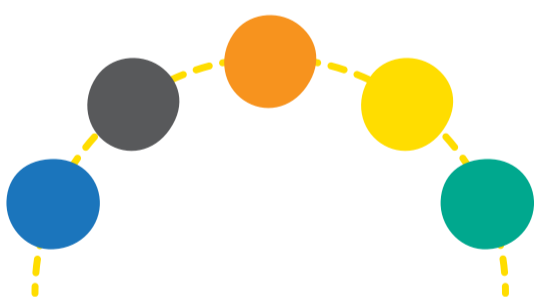
2 Value-based digitization

Not all data in your organization is equally valuable. And efforts to digitize everything can create work for teams without moving you any closer to meeting your business goals.

3 Content enrichment

With enriched data, you'll have a much better understanding of your customers. You'll be able to conduct analytics that help you better market your products, increase customer satisfaction, and ultimately meet your goals.

4 Information governance

Information governance can help organizations reduce risk, decrease costs, better protect sensitive data, and extract more value from the data they have. When implemented well, it can also improve efficiency and give management more insight.

5 Data monetization

When you have gone through the processes of cleaning, digitizing, enriching, and governing your data, you have the solid foundation you need to better serve your customers and to monetize your data.

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