

2023

# Data Governance Trends & Predictions

Here are six data predictions for 2023



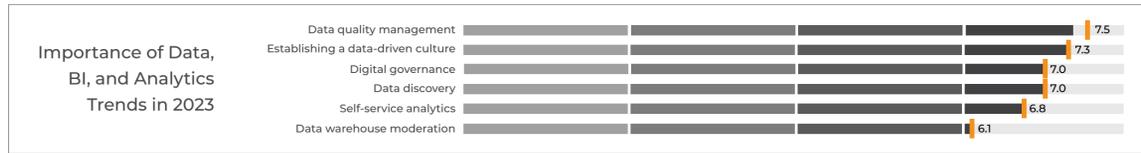
ONE

## Top Business Intelligence Trends Seem Familiar

The usual suspects were the most important trends to BI practitioners in BARC's 2023 Survey:

- Data quality management
- Data-driven culture
- Data governance

Companies are still battling poor data quality even as they desire to go beyond mere data collection to actually applying that data to make decisions.



While exciting advancements in AI, the metaverse, and data observability seem to suck up a lot of attention, many organizations are still trying to get their arms around the data they do have and the basics of securing and managing that data. And that's ok! There are plenty of tools to help you do that.

**Protect & Govern:**

- Your data is precious to your business, so you should protect its integrity
- More data democratization means data governance becomes even more important
- Don't worry about the hype, shift to more advanced methods when it makes sense for your company

TWO

## Everyone Wants More Privacy

DO NOT DISTURB

The Interactive Advertising Bureau believes that privacy is something that both sides of a polarized political environment can agree on. As a populist issue, new privacy laws are on their way along with heavier enforcement. There are at least five new state laws ready to be enacted in 2023, and big fines continue to make headlines. California's CCPA is getting a little stricter with "Do Not Share" requirements.

Marketing becomes more complicated and the risks of penalties higher with more regional privacy laws, which means privacy compliance and data governance further rise in importance in organizations.

**Remember To:**

- Enact transparent policies and notices
- Test and confirm that your privacy software is behaving correctly
- Know where data is being collected, processed, and sent

THREE

## Tracking Solutions Will Improve

According to AdAge's "5 Business Transformation Predictions that will Impact Marketers," even with more privacy laws in the wings, tracking solutions and workarounds will improve via things like:

- First-party data integrations within platforms via APIs
- AI and machine learning-based media mix modeling
- Better predictive modeling from the platforms

As third-party cookies face deprecation, marketers and advertisers should adjust to new ways and technologies to keep consumer trust while delivering targeted experiences. Focusing on the first conversion of consent will remain important.

FOUR

## Governance Teams Will Grow

In Forrester's "Predictions 2023" blog post, an analyst predicts that governance teams will continue to grow in 2023 as they were taking root within organizations that understand that "governance is the bedrock upon which data, advanced analytics, and artificial intelligence all sit."

There's more information about best practices for governance, technology has evolved, and data continues to inundate us, making governance a necessity rather than a nice-to-have.

Companies that take growth in governance seriously will be able to connect intelligence throughout their cloud and monetize their valuable data.

FIVE

## More Trust Needed All Around

Trust has been a big issue through the pandemic and during economic upheaval.

- Employees want employers to trust them to work remotely
- Marketers want to trust their AI
- Consumers want to trust that companies will treat their information carefully

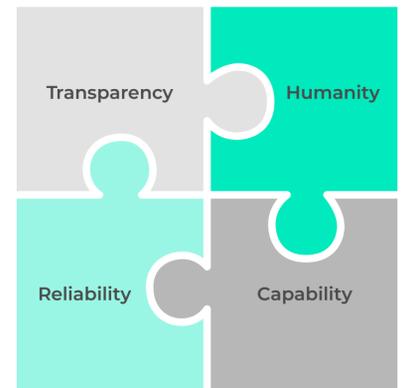
"50% of companies will battle their employees on hybrid work policies and suffer a loss of productivity." *Forrester "Predictions 2023"*

"Post-pandemic, reduced tech dependency will combine with trust and privacy issues to progressively erode consumers' trust... by the end of 2023, consumer's trust in tech companies will shrink 15%." *Forrester "Predictions 2023"*

"By 2026, organizations that operationalize AI transparency, trust and security will see their AI models achieve a 50% improvement in terms of adoptions, business goals and user acceptance." *Gartner "Top Strategic Technology Trends 2023"*

Trust needs to be a priority internally, externally, and technologically for companies to thrive.

**Basis of Trust**



SIX

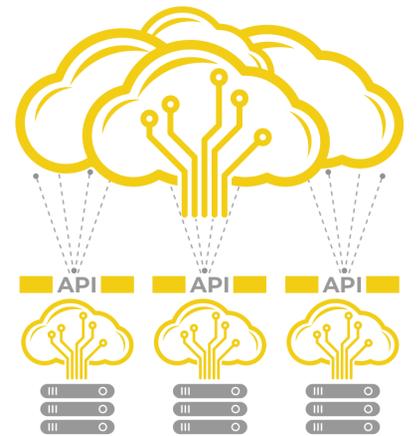
## Multi-Cloud Chaos

Cloud management has become very complicated as organizations adopt more cloud-native platforms and struggle with how to take full advantage of all the new data as well as manage issues around interconnectedness, redundancy, and security.

"To simplify multicloud management, enterprises are beginning to turn to a layer of abstraction and automation (the metacloud) that offers a single pane of control." *Deloitte Tech Trends 2023*

But the metacloud is a complicated way to simplify things and currently, it's something organizations would have to build themselves. It might remain an interim solution reserved for the biggest players until something simpler and more nimble comes along.

Taking this concept down to the microcosm of a company's website, multiple cloud-based technologies that help businesses get the data and functionality they need from their site must also be governed to leverage their full potential.



As a cloud-native platform, ObservePoint's web governance solutions can audit your first- and third-party data collection and help you validate BI, AI, analytics, and other database technologies—without requiring any installation on your side.

[Find out more](#) about automated web governance.

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