

Data Governance Service for Mid-Markets Features Updated Online Workspace

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While mid-market companies have the same data challenges as larger organizations, 95% of them can't afford expensive consulting. For the first time, an inexpensive option is available that combines the world's most trusted framework with an online workspace designed to guide users through data governance activities, communications, and record-keeping. Called Stakeholder Care Online (www.StakeholderCare.com), the workspace contains processes, instructions, and guidance from the Data Governance Institute's Framework and Methodology.

"In the US, only about 5,000 companies can afford long-term, onsite consulting" says Data Governance Institute (DGI) Founder Gwen Thomas. "They're known as the Fortune 5000 for a reason! But studies have shown that over 90% of mid-market companies - about 150,000 in the US alone - state they also need data governance. They need a proven methodology, a workspace, and guidance. As a mission-based company, we were determined to find help for them. An online service seemed the obvious answer."

Stakeholder Care Online founder Max Gano agrees. "Not every organization needs expensive consulting. But they all need an organized, integrated workspace that guides them through planning, launching, and running their programs. They need real-life examples and templates. DGI provided hundreds of these plus conceptual and task-level guidance, which we embedded into the workspace so it will be available exactly when users need it."

A condition of licensing the DGI Methodology to this service, says Thomas, was that subscriptions had to be affordable to any organization. (A monthly subscription is \$685 US.) And a subscription to the DGI guidance, in keeping with DGI's mission, had to be free to anyone who tested the workspace.

Within a few months of its debut, Stakeholder Care Online had subscribers from over a hundred organizations on five continents. The Q4 update was released last week, and offers an expanded library of templates and examples. For more information, visit www.StakeholderCare.com.

The Stakeholder Care company is a subsidiary of OONDada, Inc., an online service provider located near Seattle. The Data Governance Institute (DGI) is a mission-based, vendor-neutral authority on essential practices for data strategy and governance. It provides guidance for data stakeholders in the form of mentoring, consulting, training, and a variety of online resources, including www.DataGovernance.com.

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