The Key Principles of DataOps
DataOps is the practice of enhancing the speed and accuracy of data within an organization and building teams around it. The idea is to break down silos between departments and operations. This is possible using quick-to-deploy software that centralizes data so your teams can collaborate more efficiently.

It also demands collaboration between DataOps directors, analysts, and managers, who will be responsible for implementing a CDP, rolling out policies and procedures, and governing data (with the help of IT, of course). This data is then made accessible to sales, marketing, and customer service departments to use for achieving goals within their operations.

DataOps is a mix of technology, teamwork, and best practices that ensure data is available, fresh, and valuable to those who need it.

**The 10 Key Principles of DataOps**

Technology is a main ingredient in DataOps, but there are other steps to the recipe to make it a real treat.

Here’s a look at what it takes to create a successful DataOps approach in your organization:

1. **Insightful analytics:** Data alone won’t help your teams to achieve their goals. Make sure they have access to analytics that help turn data into meaningful insights.

2. **Welcome change.** Maintaining agility is critical, especially as the needs of your customers change. Combine internal data and information gathered from communications with your accounts to get a 360-degree view of how to improve your efficiency.

3. **Put the Team in Teamwork:** Silos will get your DataOps nowhere; it’s a team effort. This includes DataOps (directors, analysts, etc.), Sales Ops, Marketing Ops, and IT.

4. **Work together daily:** Regular interactions among teams, departments, and customers are vital to ensuring the data you gather and use is efficient and effective.

5. **Self-organizing teams:** Analytics teams should self-organize to provide the best analytic insights, architectures, and algorithms to use within the organization. Every company has its own unique needs.
6. Regularly implement feedback: Receiving feedback from customers, team members, and operational stats can help analytic teams to fine-tune their operational performance.

7. Orchestrate data. There are various tools, people, and processes at play in every organization. This requires orchestrating to ensure everyone (and everything) is synchronized and functional.

8. Reproducible results: Keep track of code, configurations, algorithms, and data to ensure successes can be duplicated.

9. Simple processes: Simplicity comes from good technical design and automation, which can streamline your operations.

10. Data quality management: This requires regular monitoring of data performance to find abnormalities, security issues, and configuration problems that can downgrade the quality of data. Ongoing monitoring will enable DataOps teams to quickly identify problems and fix them early on.

**Take Your DataOps to the Next Level with a CDP**

More and more organizations are dedicating headcount, budget, energy, and time to a DataOps practice. If you’re interested in creating the best DataOps for your organization, you need the right tools. We recommend using a customer data platform.

Leadspace’s CDP is an innovative solution that helps businesses to organize, clean, enrich, and activate their data so it’s accessible and useful to the teams that need it.

To learn more, we invite you to download the Ultimate Guide to Driving Revenue with a B2B Customer Data Platform today.