

Pragmatic Works Empowers Businesses with Data Lifecycle Optimization

JACKSONVILLE, Fla. August 1, 2015 – Data industry leaders Pragmatic Works has released Data Lifecycle Optimization (DLO), a proven and predictable framework developed from years of cultivated and collective experience to help customers realize their data's full potential. Through data optimization, Pragmatic Works enables their customers to make more-informed business decisions and define a clear strategy that ensures repeatable and measurable success. Data Lifecycle Optimization is the focus the latest free white paper available on the Pragmatic Works website.

Within DLO, Pragmatic Works identifies six stages of data lifecycle maturity organizations can use to pinpoint objectives and prioritize initiatives:

- Architecture and Configuration
- Availability and Continuity
- Performance and Optimization
- Business Intelligence
- Big Data Architecture and Deployment
- Business and Predictive Analytics

Many companies are not aware of how their Microsoft Data Platform is performing and as a result, they're left struggling to make decisions based on potentially unreliable data. For a limited time, Pragmatic Works is offering free data lifecycle assessments to organizations interested in understanding their data lifecycle.

"Pragmatic Works offers this assessment to help customers not only gauge where they are in their data lifecycle, but pinpoint exactly where they could make improvements," says Adam Jorgensen, President of Consulting for Pragmatic Works. "Our goal is to get customers out of the infrastructure business and in to the value creation business."

To download the Data Optimization Lifecycle white paper or request a free Data Lifecycle Assessment, please visit pragmaticworks.com.

About Pragmatic Works

Pragmatic Works is a software, consulting and training company that focuses on helping customers optimize their data lifecycle. We are experts on data management and performance, business intelligence, big data and cloud technologies. Pragmatic Works has served more than 7,200 customers globally, across multiple industries including banking, insurance, financial services, automotive, education and more.

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