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### **New Company Focuses on Merging IT with Business**

INDIANAPOLIS, Ind. – Founder of *Business TechNet* James Jordan, has launched a new data consulting firm; Strategic Data Management. Jordan, a former CIO, and his employees provide an array of IT services to manage electronic data including storage, security, database performance, e-discovery, content management and business intelligence.

In addition to custom solutions, Strategic Data Management offers best of breed tools and technologies. Their efforts are supported by relationships with industry leaders and vendors which have been built through years of experience in the field.

Using a unique information gathering process, which includes interviews with key business and IT users, and evaluation of current company processes and behaviors, Strategic Data Management provides clients a well focused assessment and comprehensive recommendations regarding their data handling needs. The result is a custom solution tailored to fit the client's business objectives and organizational goals.

“Too often, IT and business operations are completely separate inside an organization, they often have different perspectives and goals,” said Strategic Data Management founder, James Jordan. “Our goal is to ‘unite their IT department with their business division’, improving both the access to information and the usability of their data. Once organizations start strategically managing their information, they will understand the value of their information and how managing it enables their business vision and improves their bottom line.”

The new business is located at 3815 River Crossing Parkway in Indianapolis. For more information about Strategic Data Management go to: [www.sdmindy.com](http://www.sdmindy.com).

**About Strategic Data Management, LLC:** Founded in 2007, Strategic Data Management provides expertise in managing organizational data needs. We take a holistic view of the electronic information scattered across an organization and provide customized solutions to ensure the right data is available to the right people at the right time. Strategic Data Management leverages relationships with partners and integrates the best of breed products to provide customized solutions, consulting, and support to manage and protect your data.