



Using Data to Drive Results

“The price of the light is less than the cost of the darkness.”

A. Nielson



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1. Talk about what we see in the market
2. Talk about our goals for every data management project
3. Discuss the approach we use on such projects

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What We See - Good Things

Growing interest in data analytics

Increased desire for more operational insight and data transparency

Less tolerance for shadow IT and siloed data

Awareness of PowerBI, Tableau and other platforms

Leading firms truly investing in data management

Desire to use all sources of data to drive profit / operations

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What We See - Not So Good Things

Belief that the “right system” will solve all problems

Reluctance to do the dirty work around refining processes and procedures

Time savers and shortcuts that corrupt data integrity

View IT spend as a cost not a strategic investment

IT Vendors are managed individually to reduce spend

Lack of truly strategic thinking

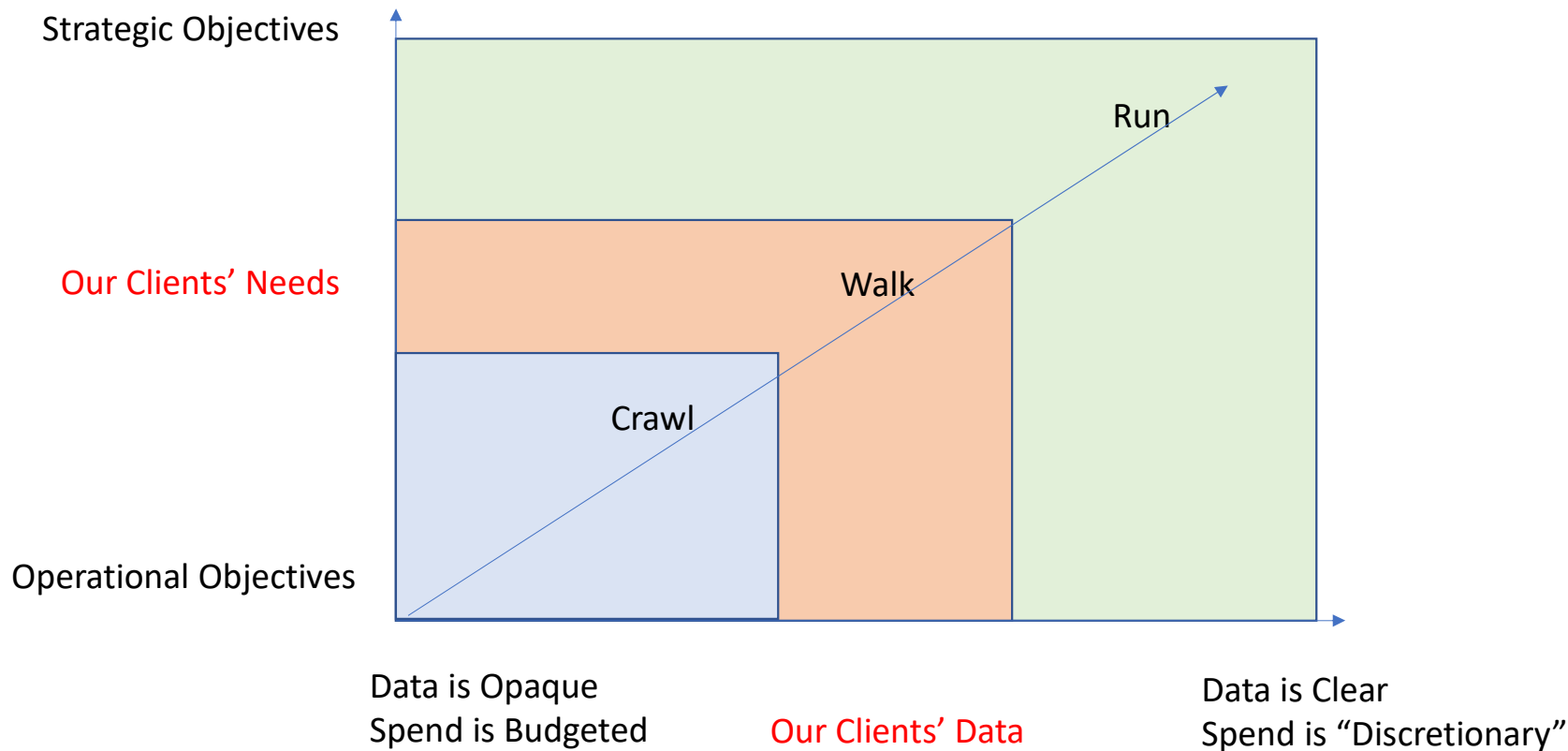


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Our Project Goals:

1. Transform IT investments into business outcomes
2. Transform data into information
3. Architect a data infrastructure that is fit-for-purpose

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Project Stage	Practical Concerns	Strategic Concerns	Objectives / Stage Wins
Crawl	<ul style="list-style-type: none"> • Can't find the data • Can't access the data • IT systems are too old • Too time consuming 	<ul style="list-style-type: none"> • Replicate basic KPIs • Measure basic processes • What we think is important • Focus on operations 	<ul style="list-style-type: none"> • Time savings for executives • Consistency around KPIs • Data is exposed • Hidden issues uncovered
Walk	<ul style="list-style-type: none"> • Need a data framework • Integrate disparate systems • Need mgmt. dashboards • Adoption among key users 	<ul style="list-style-type: none"> • Identify business drivers • Key customer / vendor / SKUs • Relational / detailed KPIs 	<ul style="list-style-type: none"> • Seeing data through one lens • Relational KPIs measured • Strategic feedback loop
Run	<ul style="list-style-type: none"> • Real-time analytics platform • Data mgmt. infrastructure • Organization wide adoption 	<ul style="list-style-type: none"> • Strategic hypothesis defined • Data driven approach to strategy • Iterate the strategic process 	<ul style="list-style-type: none"> • Org. has a clear strategy • Key business processes known • Process activity is measured



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“Information is data endowed with relevance and purpose.” Peter Drucker

Data scientists work with **data** but the C-suite works with **information**

Data translators bridge the gap between data and information

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Data translators – what we do:

- Help business leaders identify and **prioritize initiatives**
- Help **identify the data** needed to produce insights
- Make sure the problem is solved in a manner that **can be interpreted**
- Transform complex analytics-driven insights into **actionable recommendations**
- Help drive **solution adoption** among business users

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A data transformation initiative can be very disruptive to a business. Based upon our experience, some companies are better positioned for such a project than others:

- Need to grow revenue or improve operating margins (at scale)
- Desire to develop an iterative strategic process
- Understand that data problems must be solved with a non-linear approach
- Recognize their current data infrastructure is not fit-for-purpose
- Desire to identify interrelatedness of data
- Compete in a very competitive landscape