

How CIOs Turn Vision into Data Strategy

Data Strategy Playbook

Extensively quoting CIOs from multiple industries, this new guide dives deep into

- How to formulate a data strategy
- How to sell it to business leaders—and keep them onboard
- How to create a roadmap that takes you from vision to reality

“This is a decision-first mindset. ... Then we define the data, processes, and technologies that support those decisions.”

—Keith Sturgill, CIO,
Eastman Chemical

Uncover Insights and Achieve Key Business Goals

Throughout 2017, Informatica held CIO events in which we asked, “Do you understand the business value of a data strategy?” and every hand in the audience went up. We then asked, “Who here has figured out how to put a data strategy into action?” About 90 percent of the hands went down.

Every CIO knows the importance of data strategy. In this era of digital upheaval and disruptive change, data is the new currency, often outshining traditional assets. But moving from vision to enterprise-wide alignment to concrete action is daunting.

That’s why Informatica has sponsored a new guide to creating, and implementing, a data strategy. Written by John Gallant, formerly chief content officer of IDG US Media, parent company of CIO.com, with Informatica Vice President of Professional Services Kevin Fleet, the Data Strategy Playbook incorporates insights from the CIOs of Monsanto, Levi Strauss & Co., Informatica, and others, as well as analysts, experts, and data leaders. The result, we think, is a CIO’s bible for leading the data strategy discussion and deployment.

From these discussions, we draw practical advice for the transformational CIO operating at the intersection of business and technology. The topics covered in the Data Strategy Playbook include

- **How to define your data strategy:** Explore how data strategy drives digital transformation and how to start the strategic conversation. “It’s important to engage each stakeholder in the process,” says Monsanto CIO Jim Swanson. “Help them to think beyond their silo and to look horizontally as well.”
- **How to scope out your first initiatives and build your plan:** Explore the best ways to get started in bringing your data strategy to life. “Take advantage of a strategic initiative within the company to set the stage for the investment required in data and analytics,” says Chris Clark, CIO of Levi Strauss & Co. “Tie it to a big corporate goal.”
- **How to ensure—and measure—success:** “You need alignment across all business functions in terms of how you measure the business,” says Venkatesh Anandaram, Levi Strauss’ senior director of business intelligence, analytics, and big data. “So we spent a lot of time upfront getting the KPIs defined and agreed upon across functions.”

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

- **How to be bold when necessary:** Most CIOs try to draw value from data without disrupting the structure of the company, says Informatica CIO Graeme Thompson. "They want to avoid the political or structural challenges that come with breaking down silos, sharing data, and thinking about processes end to end. But that disruption is critical to extracting maximum value from data."

A sound data strategy defines how your company uses data to achieve key business goals—and uncovers insights into new market opportunities, deeper customer engagement, and better products and services. With insights from experts, authors, and CIOs currently leading transformational initiatives, this in-depth guide will help you turn a high-level business vision into a successful data strategy.

Download the [Data Strategy Playbook](#).



Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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