Business Adoption Workshop

Outcomes
- Understand key business drivers, associated initiatives and other related info
- Identify and prioritize business use cases for use as a pilot implementation project
- Align software purchase considerations with business priorities
- Obtain a deeper understanding of software capabilities and how they address specific business challenges
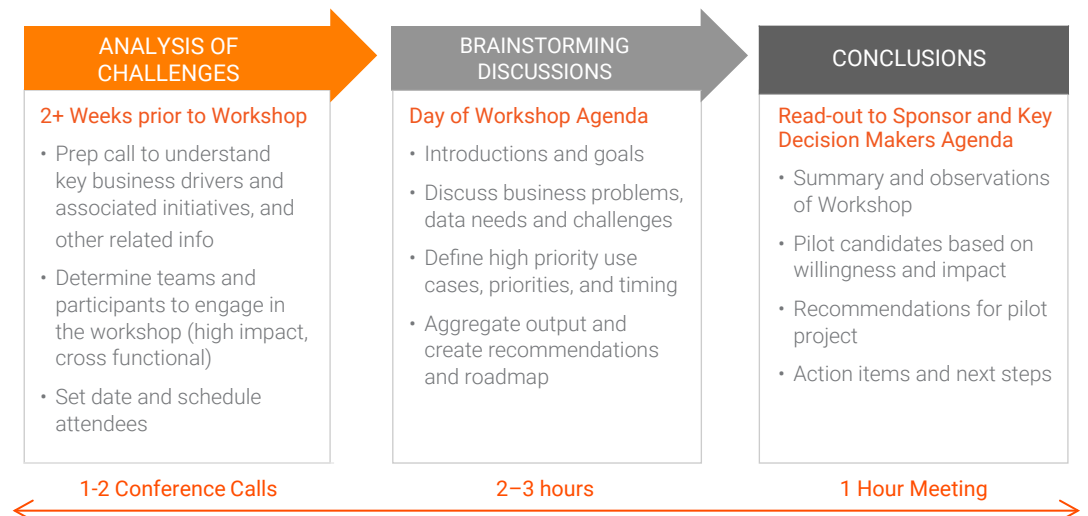
Typical duration
- 4 hours

A Business Focused Approach to Kick-start Your Planning

Overview

A half-day workshop to explore your organization's business drivers, data needs, and cultural challenges to uncover a set of high-impact use cases to drive your pilot software implementation. The focus is on identifying business use cases that will deliver short term value. Designed to facilitate collaborative discussion and accelerate time-to-value.

Business adoption of Axon, Enterprise Data Catalog, Data Quality, and other business-facing solutions is critical for the success of your Data Governance or Analytics program. With business facing applications, it is not sufficient to install software and expect application users to know what to do next. Users need to understand how using the new system will deliver real business value, and how it will have a positive impact on the desired business outcomes.

With this short workshop offering, Informatica Advisory Services Consultants will quickly review your business drivers, data needs, and cultural challenges to uncover a few high impact use cases to drive your pilot implementation. Because the demonstration of features and functionality do not typically lead to business use of these applications, this workshop focuses instead on identifying use cases that connect to business value. Our experienced consultants will review your business drivers and use cases and align on a specific scope to comprise an initial pilot project, and you will come away with a plan to deliver on that pilot.

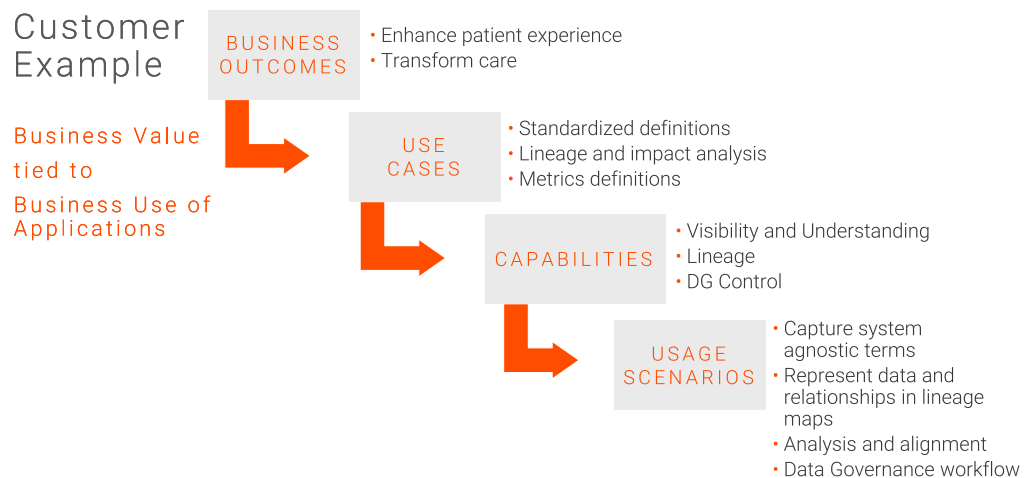| ANALYSIS OF CHALLENGES	BRAINSTORMING DISCUSSIONS	CONCLUSIONS
2+ Weeks prior to Workshop	**Day of Workshop Agenda**	**Read-out to Sponsor and Key Decision Makers Agenda**
• Prep call to understand key business drivers and associated initiatives, and other related info	• Introductions and goals	• Summary and observations of Workshop
• Determine teams and participants to engage in the workshop (high impact, cross functional)	• Discuss business problems, data needs and challenges	• Pilot candidates based on willingness and impact
• Set date and schedule attendees	• Define high priority use cases, priorities, and timing	• Recommendations for pilot project
	• Aggregate output and create recommendations and roadmap	• Action items and next steps
1-2 Conference Calls	2–3 hours	1 Hour Meeting

Advantages of a Business Focused Workshop

A Business Adoption Workshop is designed to facilitate collaborative discussion and capture use cases from data intensive teams influencing and impacted by your data management initiatives.

Expected outcomes:

- High level evaluation of organizational readiness, with perspectives incorporated from participating team members.
- Visibility of enterprise-wide pain points and expectations aligned to business drivers.
- Documented set of use cases with recommendations.
- Scope definition for initial pilot implementation, providing a starting point with a high impact set of use cases and the corresponding business participants.

Customer Example

Business Value tied to Business Use of Applications

BUSINESS OUTCOMES
- Enhance patient experience
- Transform care

USE CASES
- Standardized definitions
- Lineage and impact analysis
- Metrics definitions

CAPABILITIES
- Visibility and Understanding
- Lineage
- DG Control

USAGE SCENARIOS
- Capture system agnostic terms
- Represent data and relationships in lineage maps
- Analysis and alignment
- Data Governance workflow

The Business Adoption Workshop approach is customizable for a number of different data management initiatives including:

Data Strategy
Focuses on the capabilities, technologies, and milestones necessary for a customer to achieve their digital transformation.

Data Governance
Focuses on business drivers and organizational challenges, as well as best practices to create a plan to implement an effective Data Governance Program.

Data Protection and Compliance
Determines maturity and readiness, applies best practices, and develops an implementation roadmap.

Informatica