

Data Strategy Workshop

Outcomes

- Identify key business drivers and associated data enablers that can drive improved business outcomes
- Align roadmap considerations with strategic priorities for a clear plan of action to accelerate your program
- Obtain a deeper understanding of technology and organizational capabilities and how they address specific challenges

Typical duration

- 4 hours

Data-driven transformation is the new imperative for every CDO & CIO, but very few people know what a data strategy is, much less how to develop one. Most enterprises have struggled simply to keep up with the explosion of corporate information and are only beginning to explore how mining this asset can change their businesses and deliver great outcomes.

- **There's never been so much data to work with.**

And the volume, variety, and velocity just keep increasing.

- **There have never been more users and consumers of data.**

In every department, managers and decision-makers are hungry for trusted, actionable data.

- **There have never been more examples of data-driven disruption.**

Virtually every market has been shaken to its roots by new players who deploy and harness data in new ways.

Clearly, the ability to unleash the power of data is a strategic success factor for every enterprise today. And that begs the question...

If data is so strategic, why do so few enterprises have a data strategy?

Utilizing our Informatica **Data Strategy Framework** we will quickly review your business drivers, data needs, program governance, and change management challenges to recommend an initial roadmap and pilot project to get started on your journey.

About Informatica

Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead the way and provide you with the foresight to become more agile, realize new growth opportunities or even create new inventions. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

LEARN MORE

Do It Right the First Time

Contact Informatica
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Workshop Approach



This workshop is geared towards CIOs, CDOs and senior business leaders charged with making better use of data to drive their organization's business strategies. It will provide value to those who:

- Need to develop a data strategy
- Want to align their data and analytics program with business outcomes
- Have been technology focused and need to align technical capabilities with business capabilities
- Lack a 'data value' communication plan

You will leave this session with an understanding of all the considerations necessary to define a data strategy with a practical approach to move forward.



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