

# Data Management Engagement

## Outcomes

### Assess

- Clarity of the business initiative scope and goals
- Understanding of the current business and data management capabilities needed to deliver the scope and approach to closing gaps
- Definition of high-level requirements and the roadmap to desired business outcomes

### Design

- Clarity of the people, process, and technology requirements, the design, and the plan to deliver
- Understanding of the approach to project management, resourcing, and the ongoing support plan
- Clarity to change impacts and plan to address

### Implement

- Executed change management plan for the solution, encompassing program management, training, process change, and organization readiness
- Realization of the success measurement plan
- Roadmap to scale the program in the future

## Typical Duration

- 4 - 16 Weeks

Our expert practitioners will guide you through your organization's strategic data initiatives, utilizing best practices and field-proven approaches to ensure successful business outcomes are achieved.

Corporations are amassing volumes of data from customers, products, transactions, markets and social media. The ability to unleash the power of that data is a strategic success factor for every enterprise today.

- **You've got your strategy. Now how are you organizing to deliver it?**

A goal without a plan is just a dream.

- **There have never been more users and consumers of data. What is your data initiative's impact to them and how are you addressing the change?**

In every department, skills and processes must be assessed to get the most from your investment.

- **There are new data management capabilities that can drive value and reduce costs. But are you getting the most out of your investments?**

Never before have such powerful data capabilities been available, yet it takes a thoughtful approach to ensure they are implemented in a way that maximizes the value they deliver to your organization.

## Moving from Data Strategy to Implementing Data Management Capabilities?

Informatica's Data Management Advisory Service provides strategic consulting to assess, design, and provide implementation guidance for your strategic data initiatives. The initial assessment phase focuses on identifying the goals and assessing the data requirements of your initiative to create a roadmap for achieving your desired business outcomes. The next phase designs the overall program, operating model and processes required to support the data management capability. In the final phase we will provide guidance on implementation of the roadmap and the associated data management capability development, ensuring a clear connection to the desired business outcomes.

## ABOUT INFORMATICA

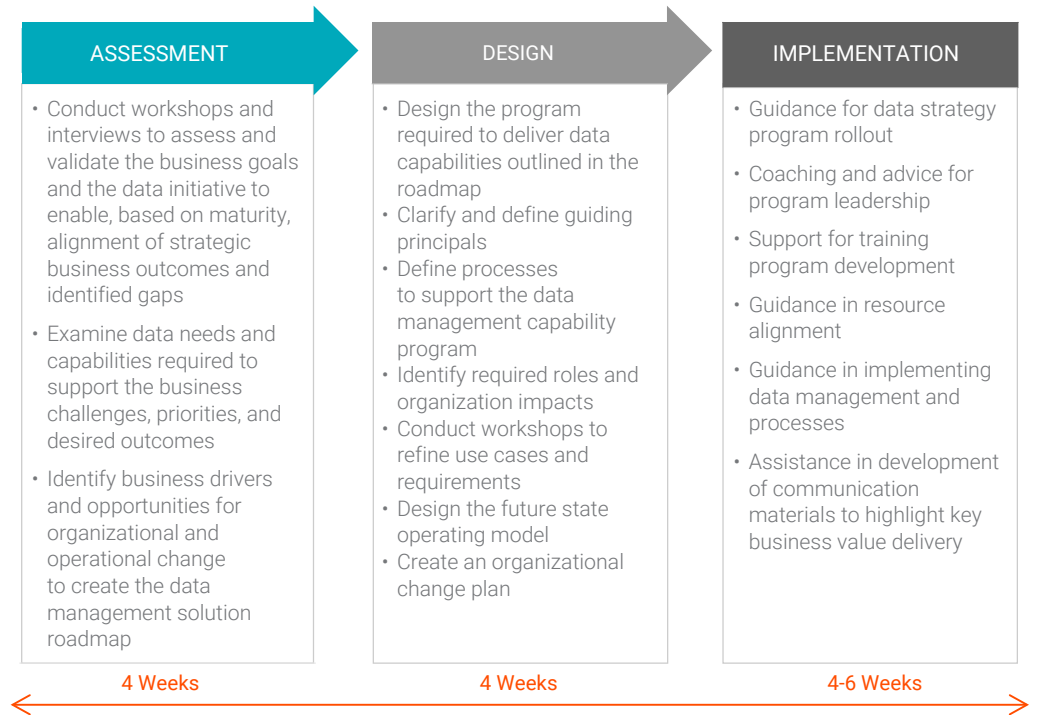
Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that 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 Professional Services at [ips@informatica.com](mailto:ips@informatica.com)

## Engagement Approach



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

- Need to develop and operationalize specific data capabilities and initiatives
- Want to expand their data and analytics program in new directions
- Have been technology focused and need to align technical capabilities with business outcomes
- Lack a 'data value' communication plan

Our Assess, Design, and Implementation Guidance methodology will help you deliver these goals and result in a well-defined plan for ongoing success.

