Data Strategy Engagement

Outcomes

Assess
- Clarity of organization's current state and rationale for a data strategy to support business objectives
- An understanding of how the data strategy aligns business goals with data capabilities and a roadmap towards implementation
- A clear call to action for leadership

Design
- Alignment of detailed business objectives to data capabilities with steps to address gaps
- Management alignment and prioritization for implementation of the data strategy and supporting operating model
- Alignment on how success will be defined and measured, including plan for ongoing governance of the data strategy

Implement
- Well executed program plan for the data strategy, encompassing project initiation, resource allocation, and change readiness for roadmap priorities
- Realization of the success measurement plan
- Initial implementation of ongoing data strategy governance model

Typical Duration
- 4 - 14 Weeks

Data-driven transformation is the new imperative for every CIO & CDO, but very few people know what a data strategy is, much less how to develop and implement one.

- **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 Informatica's Data Strategy Framework our Advisory Consultants will assess your organization's strategic initiatives, business objectives and data capabilities to create a detailed data strategy and implementation plan. After the initial plan is established, we will design the comprehensive data strategy that maps business outcomes to data capabilities, with consideration for program and change management needs. Finally, we will provide implementation guidance on the roadmap and initial pilot projects to initiate delivery of your data strategy priorities.

Engagement Approach
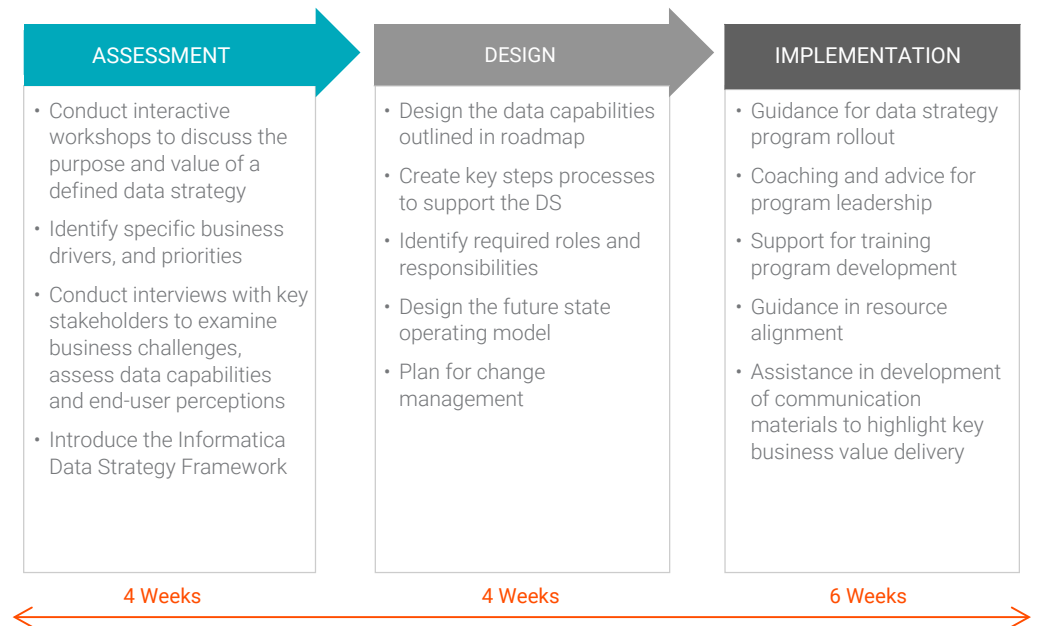
ASSESSMENT	DESIGN	IMPLEMENTATION
• Conduct interactive workshops to discuss the purpose and value of a defined data strategy • Identify specific business drivers, and priorities • Conduct interviews with key stakeholders to examine business challenges, assess data capabilities and end-user perceptions • Introduce the Informatica Data Strategy Framework	• Design the data capabilities outlined in roadmap • Create key steps processes to support the DS • Identify required roles and responsibilities • Design the future state operating model • Plan for change management	• Guidance for data strategy program rollout • Coaching and advice for program leadership • Support for training program development • Guidance in resource alignment • Assistance in development of communication materials to highlight key business value delivery
4 Weeks	4 Weeks	6 Weeks

This engagement is geared towards CDO's, CIO's, 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 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

At the end of engagement assessment phase, you will have a plan for moving forward with a data strategy that aligns with the business strategic drivers of your organization. After the design phase you will have the requirements for each data capability that supports the business objective. And after the implementation you will have a data strategy in place with a roadmap for continued delivery of data value in the future.

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