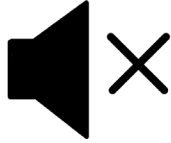June 29, 2021

Driving Cloud Business Transformation through Data Strategy

Arslanian, Radu

Sr. Principal Advisory Services Consultant, Data Strategy/Data Governance
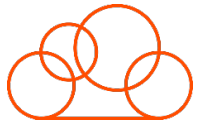
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Housekeeping Tips

- ➢ Today's Webinar is scheduled for 1 hour

- ➢ The session will include a webcast and then your questions will be answered live at the end of the presentation

- ➢ All dial-in participants will be muted to enable the speakers to present without interruption

- ➢ Questions can be submitted to "All Panelists" via the Q&A option and we will respond at the end of the presentation

- ➢ The webinar is being recorded and will be available on our INFASupport YouTube channel and Success Portal - where you can download the slide deck for the presentation. The link to the recording will be emailed as well.

- ➢ Please take time to complete the post-webinar survey and provide your feedback and suggestions for upcoming topics.

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Enriched Customer Onboarding experience

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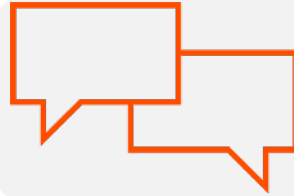
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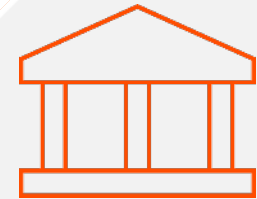
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Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

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Advisory Services
Cloud Business Transformation –
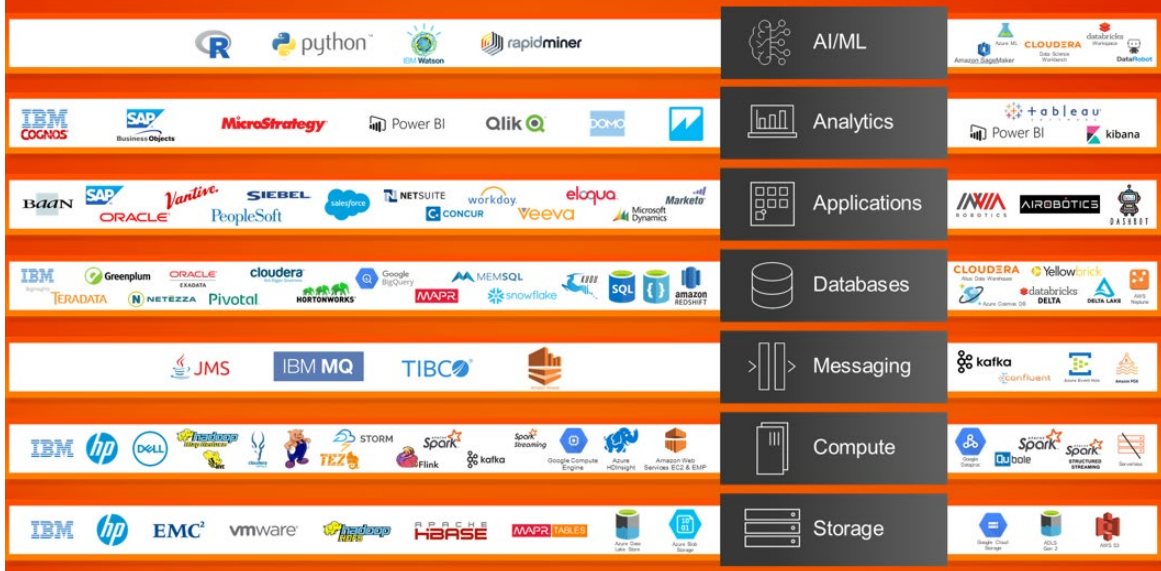*Strategy and Planning*

June 2021

Deliver bold ambitions through cloud enabled data solutions

Cloud Business Transformation: *Generating scalable and transformational business value by moving data driven digital capabilities to the Cloud.*

Gartner Market Perspective

50%
By 2022 new systems will be based on a cloud solutions

75%
By 2023 all on-premises databases will be on a cloud platform

60%
Re-Platforming projects will fail, go over budget or run late

Source: Gartner : Cloud Data Warehouse: Are you Shifting your Problems to the Cloud or Solving them?

Technology Shift

AI/ML
Analytics
Applications
Databases
Messaging
Compute
Storage

Cloud Data Warehouses and Data Lakes to Enable Analytics, AI and Data Science in the Cloud
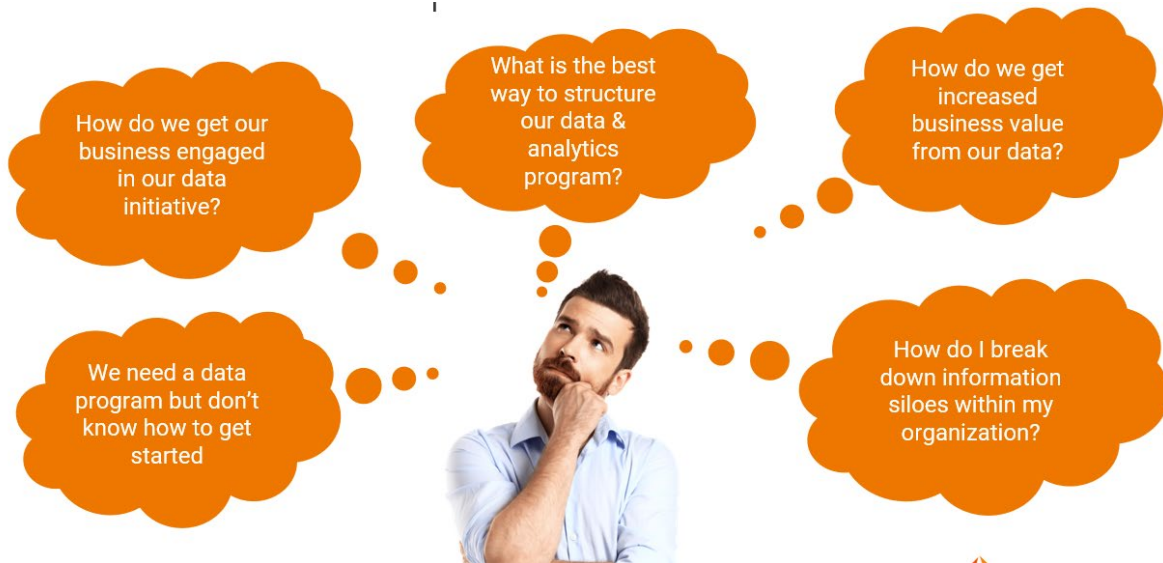
Data Warehouse

Data Lake

Data Lakehouse

Informatica Advisory Services

Helps organizations design and execute on a robust data driven transformation – strategy, governance and adoption

- Align to business strategy
- Build the Program
- Drive value for your CLOUD investment
- Accelerate the transformation journey

How do we get our business engaged in our data initiative?

What is the best way to structure our data & analytics program?

How do we get increased business value from our data?

We need a data program but don't know how to get started

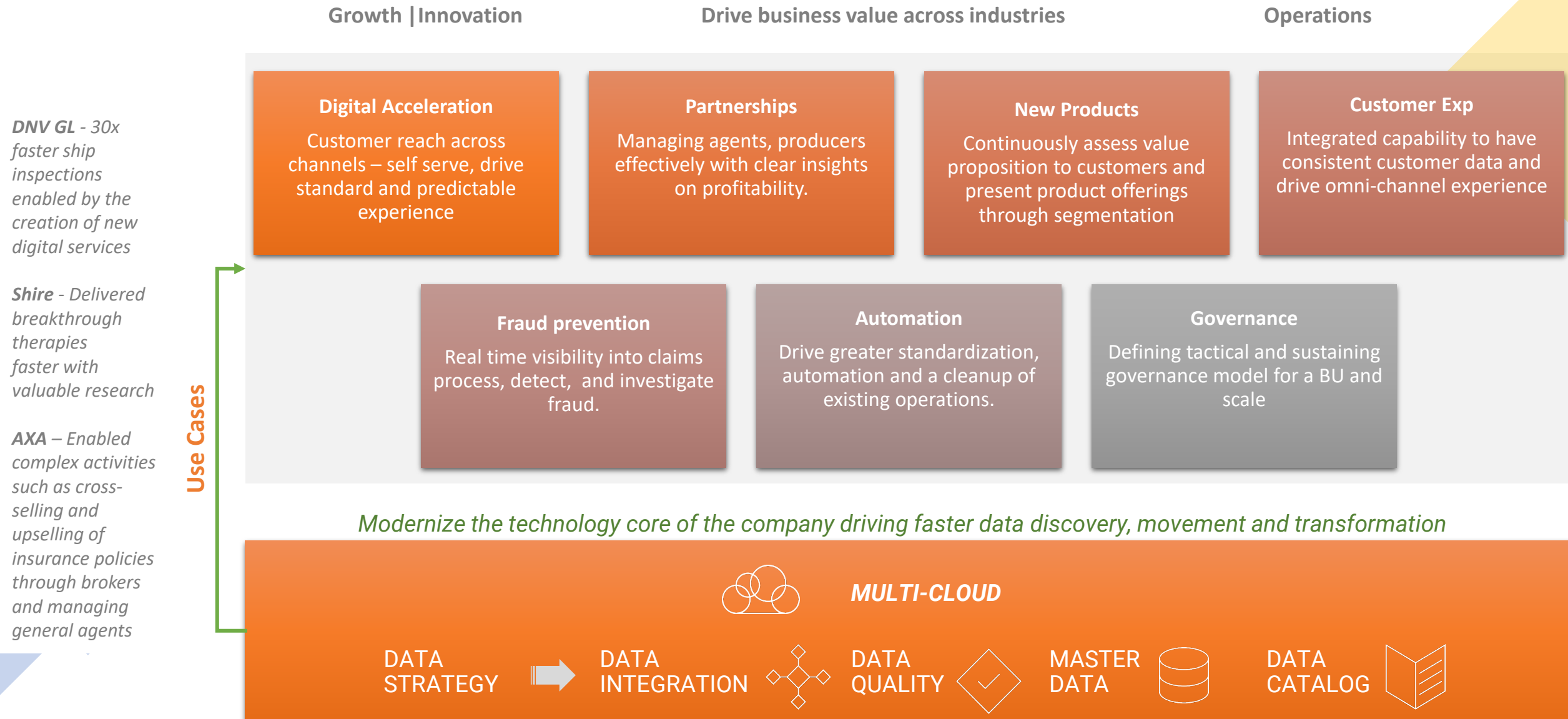How do I break down information siloes within my organization?

A team of senior business and management focused consultants who specialize in industry and domain thought leadership aligned to business value and strategic outcomes. Brings a wealth of knowledge and collateral including frameworks, methods, standards and templates aligned to recognized data management and governance bodies

✓ Consultation on data strategy, formation, alignment and maturity

✓ Expertise on data governance initiatives, building programs, driving outcomes and identifying business value

✓ Business adoption initiatives to drive adoption and realize value from technology investments and harden synergies between business and IT

✓ Acts as a trusted advisor on data management topics

Data Strategy
Data Governance
Program Design
IPS Advisory Services
Maturity Assessment
Implementation Guidance
Roadmap Planning

Advisory focus - Drive Cloud Business Transformation Strategy

Growth |Innovation **Drive business value across industries** **Operations**

DNV GL - 30x faster ship inspections enabled by the creation of new digital services

Digital Acceleration

Customer reach across channels – self serve, drive standard and predictable experience

Partnerships

Managing agents, producers effectively with clear insights on profitability.

New Products

Continuously assess value proposition to customers and present product offerings through segmentation

Customer Exp

Integrated capability to have consistent customer data and drive omni-channel experience

Shire - Delivered breakthrough therapies faster with valuable research

Fraud prevention

Real time visibility into claims process, detect, and investigate fraud.

Automation

Drive greater standardization, automation and a cleanup of existing operations.

Governance

Defining tactical and sustaining governance model for a BU and scale

AXA – Enabled complex activities such as cross-selling and upselling of insurance policies through brokers and managing general agents

Use Cases

Modernize the technology core of the company driving faster data discovery, movement and transformation

MULTI-CLOUD

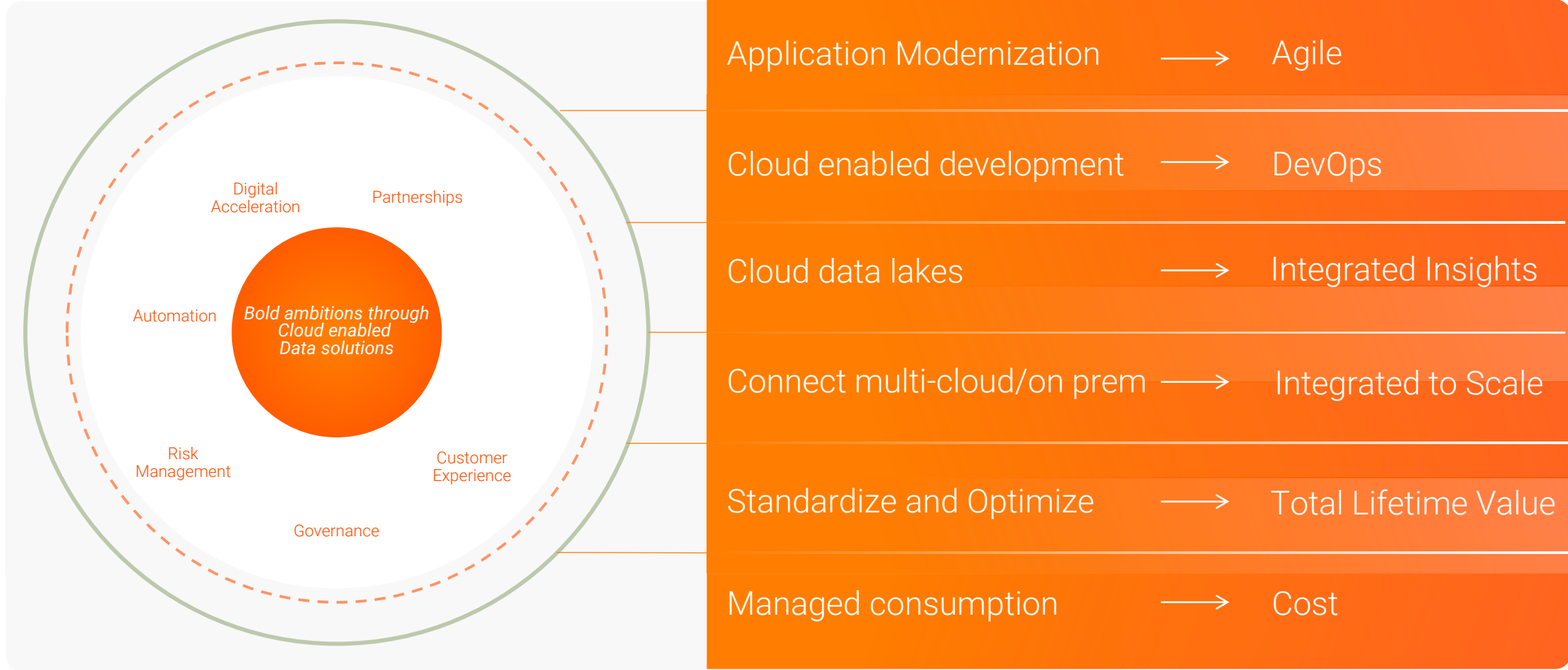DATA STRATEGY → DATA INTEGRATION DATA QUALITY MASTER DATA DATA CATALOG

Cloud Business Transformation Value Measures

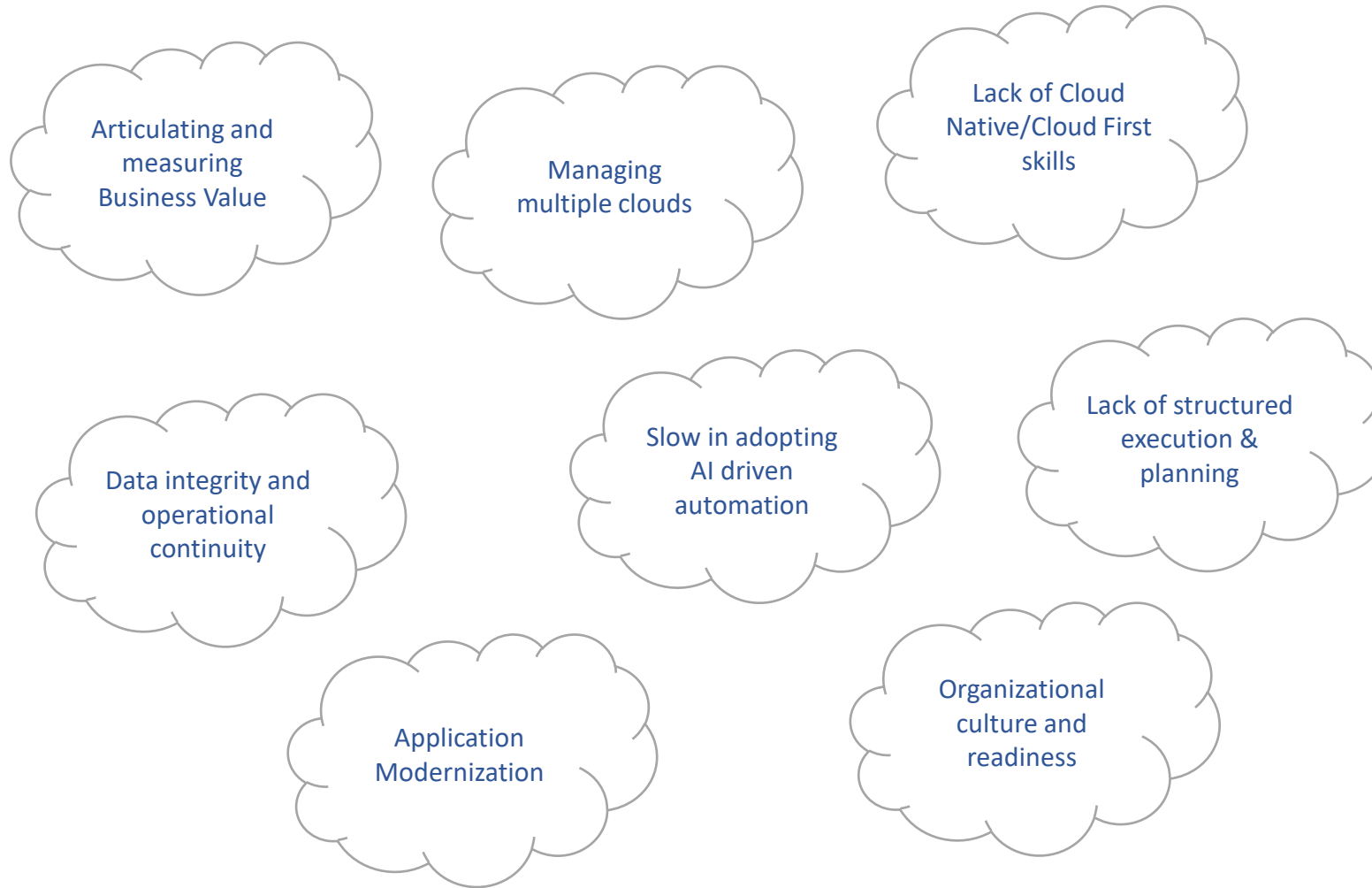| Value Creator	Qualitative Measure	Quantitative Measure	Challenges	Accelerators	Data Capabilities
Digital Acceleration: Customer reach across channels – self serve, drive standard and predictable experience	▪ Improved customer advocacy and loyalty ▪ Customer Lifetime Value	▪ % Cross channel conversion rate ▪ % improvement in customer advocacy, loyalty and retention	Need for improved thought leadership in driving digital transformation	Early in the journey conduct a cloud transformation discovery, plan for a holistic data strategy and business adoption	Cloud Data Strategy and Planning
Partnerships: Managing agents, producers effectively with clear insights on profitability.	▪ Digital notifications of loss ▪ Agent advisory council feedback ▪ Processing turnaround time ▪ Portal access, traffic and duration of visit	▪ % increased revenue from existing products and services ▪ % pipeline created and win rate	Technology readiness of agents/producers and partners	Develop and execute a technology roadmap which is based on a foundation of multi-cloud, AI/ML driven architecture to integrate disparate systems	AI/ML/API driven Data Integration, Data Discovery
New Products: Continuously assess value proposition to customers and present product offerings through segmentation	▪ External and internal surveys ▪ Demos requested or trials started ▪ Content views, including product page views and video views	▪ % increased revenues from new products and services	Timely decision making on sunsetting, consolidating existing and legacy products	A common view of customers and products driving a business 360 view – get on the MDM journey	Master Data Management
Customer Exp: Integrated capability to have consistent customer data	▪ Brand Loyalty ▪ Social media mentions	▪ Customer effort Score ▪ Net Promotor Score ▪ Churn rate	"Dark Data" access and lack of advanced analytics to develop actionable insights	Cross functional team comes together to plan for data discovery with supporting technology	Holistic Data Governance with supporting discovery and quality
Fraud prevention: Real time visibility into claims process, detect, and investigate fraud.	▪ Brand protection ▪ Compliance with regulations for turnaround	▪ % increased Revenue from decrease in fraud leakage ▪ Increase speed and accuracy	Algorithms and predictive models for AI claims fraud detection require volumes of structured and unstructured data and processing at significant speed and capacity.	Develop and execute a technology roadmap which is based on a foundation of multi-cloud, AI/ML driven architecture	AI/ML driven Data Integration Data Discovery Data Governance
Automation: Drive greater standardization, automation and a cleanup of existing operations.	▪ Employee satisfaction surveys ▪ Compliance deficiencies due to data errors ▪ Improvement in requests for process automation	▪ % improvement in productivity ▪ % improvement in cost reduction ▪ % average enterprise IT downtime	Skills and resources – business and IT; lack of investment in technology which truly drives AI automation	Engage with technology provider resources for jump start and transition to a sustaining model with SI's while ramping skills in-house. Develop and execute a multi-cloud/AI driven tech roadmap.	Maximize Software vendor's success pack/jump start engagements to drive first-value, scale and grow
Governance: Defining tactical and sustaining governance model for a BU and scale	▪ Improved decision-making, reduction in reporting errors.	▪ Impacts due to financial restatements ▪ Penalties, loss of business due to poor data quality	Organizational readiness; Siloed and resistant culture	Launch an organization readiness assessment and develop an operating model to scale	Data governance strategy and planning

Cloud Business Transformation Value Measures

Value Creator	Qualitative Measure	Quantitative Measure	Challenges	Accelerators	Data Capabilities	Informatica Offering
Digital Acceleration: Customer reach across channels – self serve, drive standard and predictable experience	▪ Improved customer advocacy and loyalty ▪ Customer Lifetime Value	▪ % Cross channel conversion rate ▪ % improvement in customer advocacy, loyalty and retention	Need for improved thought leadership in driving digital transformation	Early in the journey conduct a cloud transformation discovery, plan for a holistic data strategy and business adoption	Cloud Data Strategy and Planning	Advisory workshop on Cloud Data Strategy and Planning Data Integration, Axon/EDC, CDQ suite
Partnerships: Managing agents, producers effectively with clear insights on profitability.	▪ Digital notifications of loss ▪ Agent advisory council feedback ▪ Processing turnaround time ▪ Portal access, traffic and duration of visit	▪ % increased revenue from existing products and services ▪ % pipeline created and win rate	Technology readiness of agents/producers and partners	Develop and execute a technology roadmap which is based on a foundation of multi-cloud, AI/ML driven architecture to integrate disparate systems	AI/ML/API driven Data Integration, Data Discovery	IICS/EDC suite
New Products: Continuously assess value proposition to customers and present product offerings through segmentation	▪ External and internal surveys ▪ Demos requested or trials started ▪ Content views, including product page views and video views	▪ % increased revenues from new products and services	Timely decision making on sunsetting, consolidating existing and legacy products	A common view of customers and products driving a business 360 view – get on the MDM journey	Master Data Management	Customer 360, Product 360
Customer Exp: Integrated capability to have consistent customer data	▪ Brand Loyalty ▪ Social media mentions	▪ Customer effort Score ▪ Net Promotor Score ▪ Churn rate	"Dark Data" access and lack of advanced analytics to develop actionable insights	Cross functional team comes together to plan for data discovery with supporting technology	Holistic Data Governance with supporting discovery and quality	Axon Data Governance EDC
Fraud prevention: Real time visibility into claims process, detect, and investigate fraud.	▪ Brand protection ▪ Compliance with regulations for turnaround	▪ % increased Revenue from decrease in fraud leakage ▪ Increase speed and accuracy	Algorithms and predictive models for AI claims fraud detection require volumes of structured and unstructured data and processing at significant speed and capacity.	Develop and execute a technology roadmap which is based on a foundation of multi-cloud, AI/ML driven architecture	AI/ML driven Data Integration Data Discovery Data Governance	Data Integration
Automation: Drive greater standardization, automation and a cleanup of existing operations.	▪ Employee satisfaction surveys ▪ Compliance deficiencies due to data errors ▪ Improvement in requests for process automation	▪ % improvement in productivity ▪ % improvement in cost reduction ▪ % average enterprise IT downtime	Skills and resources – business and IT; lack of investment in technology which truly drives AI automation	Engage with technology provider resources for jump start and transition to a sustaining model with SI's while ramping skills in-house. Develop and execute a multi-cloud/AI driven tech roadmap.	Maximize Software vendor's success pack/jump start engagements to drive first-value, scale and grow	IPS Jump start offering
Governance: Defining tactical and sustaining governance model for a BU and scale	▪ Improved decision-making, reduction in reporting errors	▪ Impacts due to financial restatements ▪ Penalties, loss of business due to poor data quality	Organizational readiness; Siloed and resistant culture	Launch an organization readiness assessment and develop an operating model to scale	Data governance strategy and planning	Advisory workshop on DG/DS

Informatica Cloud Value Proposition

Digital Acceleration

Partnerships

Automation

Bold ambitions through Cloud enabled Data solutions

Risk Management

Customer Experience

Governance

Application Modernization → Agile

Cloud enabled development → DevOps

Cloud data lakes → Integrated Insights

Connect multi-cloud/on prem → Integrated to Scale

Standardize and Optimize → Total Lifetime Value

Managed consumption → Cost

Cloud Business Transformation Challenges

Articulating and measuring Business Value

Managing multiple clouds

Lack of Cloud Native/Cloud First skills

What other challenges have you noticed?

Data integrity and operational continuity

Slow in adopting AI driven automation

Lack of structured execution & planning

Application Modernization

Organizational culture and readiness

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Workshop Offerings

Outcomes

I need help defining a cloud data strategy across my enterprise

→ Cloud Business Transformation Strategy and Planning Workshop

This presentation

- Business Alignment on short term and long-term cloud business transformation strategy
- Understanding of gaps with mitigation factors to achieve business outcomes
- Visibility of cross-functional issues
- High level directional Roadmap

I have an initial plan around cloud, migration, how can you help me make it actionable?

→ Cloud Business Transformation Design and Approach Workshop (WIP)

- Understanding of functional integration capabilities to achieve business outcomes
- Complexity factors impacting migration to cloud
- Conceptual technical architecture and approach
- High level directional Roadmap

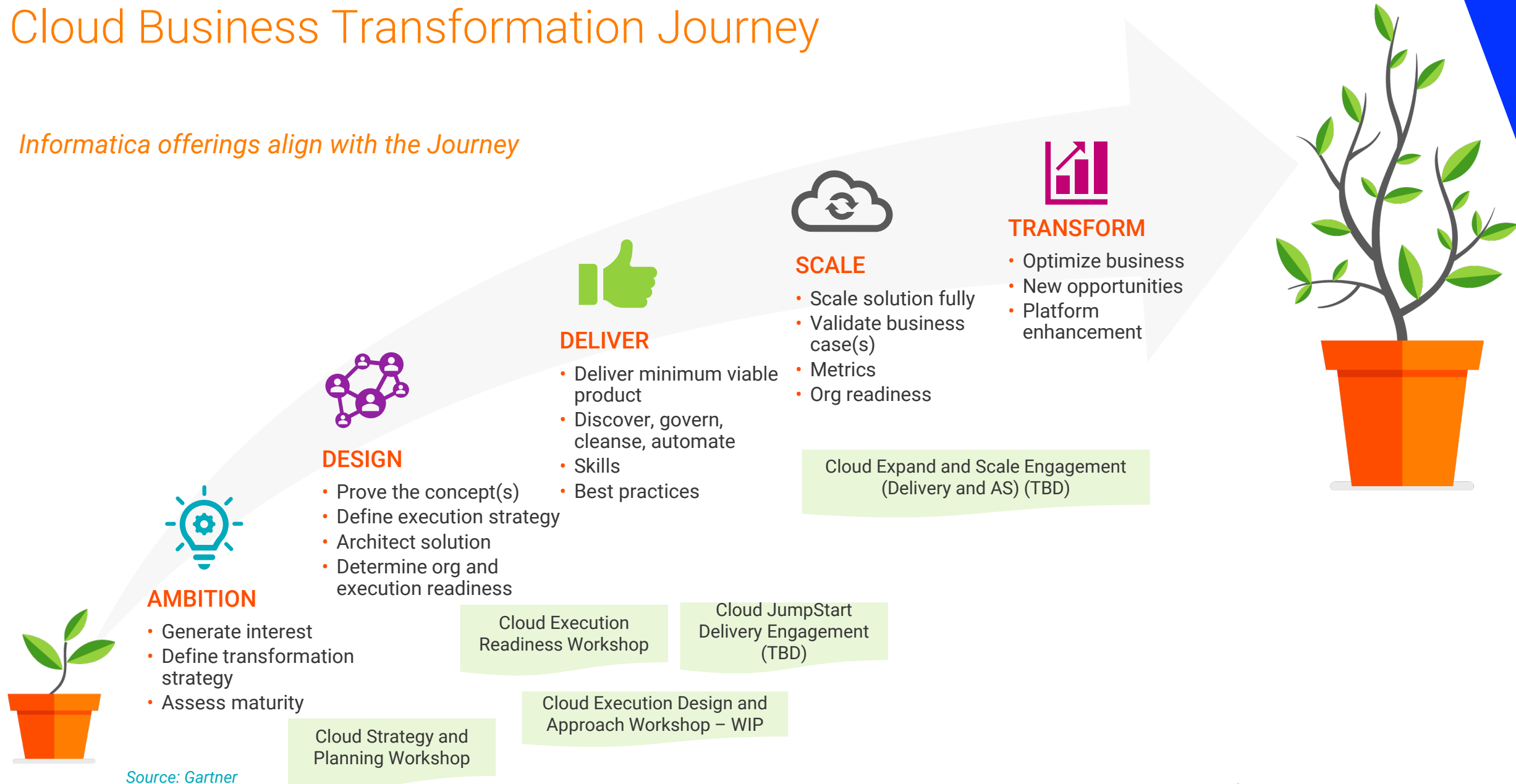I have made an investment in your product, help me get to first value quickly

→ Cloud Business Transformation Readiness Workshop

- Business and technical readiness
- Data management roles, skills and gaps
- Operating model considerations
- High level directional roadmap to implement, scale and transform

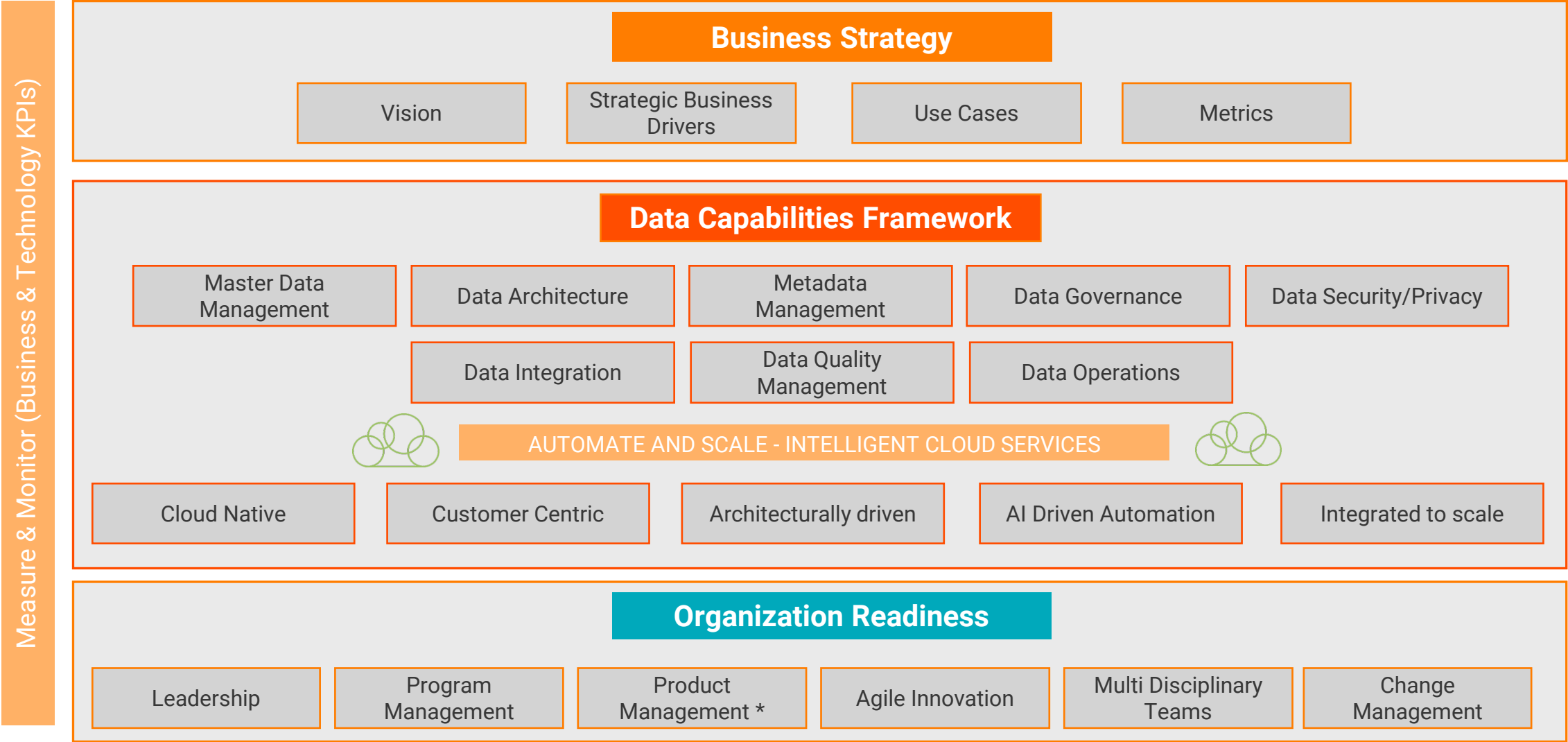Informatica

Cloud Business Transformation Journey

Informatica offerings align with the Journey

TRANSFORM
- Optimize business
- New opportunities
- Platform enhancement

SCALE
- Scale solution fully
- Validate business case(s)
- Metrics
- Org readiness

DELIVER
- Deliver minimum viable product
- Discover, govern, cleanse, automate
- Skills
- Best practices

DESIGN
- Prove the concept(s)
- Define execution strategy
- Architect solution
- Determine org and execution readiness

AMBITION
- Generate interest
- Define transformation strategy
- Assess maturity

Cloud Expand and Scale Engagement (Delivery and AS) (TBD)

Cloud Execution Readiness Workshop

Cloud JumpStart Delivery Engagement (TBD)

Cloud Execution Design and Approach Workshop – WIP

Cloud Strategy and Planning Workshop

Source: Gartner

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Cloud Transformation Approach & Methodology

	Ambition	Design	Deliver	Scale	Transform

Technical Operationalization

Ambition	Design	Deliver	Scale	Transform
	• Platform architecture • Execution strategy	• Deliver minimum viable product • Operational playbook • Technical enablement	• Scale solution fully • Discover, govern, cleanse, automate • Best practices enablement	• Platform enhancement • Periodic check points

Business Engagement

Ambition	Design	Deliver	Scale	Transform
• Business objectives • Assess maturity • Strategy alignment	• Address readiness gaps • Use cases and roadmap	• Business and technical readiness • Roadmap to scale and grow	• Validate business case(s) • Metrics • Org readiness • Operating model	• Program expansion • New opportunities

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Cloud Data Strategy Framework: Building Blocks

Measure & Monitor (Business & Technology KPIs)

Business Strategy

| Vision | Strategic Business Drivers | Use Cases | Metrics |

Data Capabilities Framework

| Master Data Management | Data Architecture | Metadata Management | Data Governance | Data Security/Privacy |

| Data Integration | Data Quality Management | Data Operations |

AUTOMATE AND SCALE - INTELLIGENT CLOUD SERVICES

| Cloud Native | Customer Centric | Architecturally driven | AI Driven Automation | Integrated to scale |

Organization Readiness

| Leadership | Program Management | Product Management * | Agile Innovation | Multi Disciplinary Teams | Change Management |

Many organizations are moving to a product delivery model and transitioning from projects to products. Our strategy recognizes the shift

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Cloud Journey Stakeholders

Persona	Business Need	Challenge	Value
IT directors, Managers	• Enhance collaboration across enterprise to ensure compliance and support • Increase productivity across vendors and SI's • Faster and easy onboarding and adoption of new applications	• Data resides in silos • Difficult to get adoption of new solutions • Scaling with growing data is costly • Too many diverse solutions and vendors	• Improve confidence and trust in data • Scalability • Lower costs of maintenance
Business analysts, architects	• Efficient and strategic planning and delivery of analytics and DM projects • Provision governed, self-service analytics to business users on all devices • Design and deliver modern, cost effective, faster time to value analytics	• Latency and scale • Manual coding and customized integration projects • Maintaining architecture compliance • Lack of integrated analytics • Duplication of effort and analytics • Secure test and prod environments	• Trusted analytics • Accelerated implementation and lower cost • Increase agility with governance
LOB owners, CIO	• Provide an outstanding customer experience • Optimize operations costs • Grow top line revenue • Identify and grow customer relationships • Develop new markets and channels • Successful digital transformation across LOBs • Drive demand and increase brand value	• Lack of customer insights, fragmented view across channels • Soaring operational costs due to inaccurate supplier/inventory/product data • Concern with building silo's in the cloud that don't integrate with other systems/data	• Integrated solutions to deliver trusted information • Accelerated data delivery timelines

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Cloud Business Transformation Strategy and Planning Discovery Workshop

Cloud Business Transformation - Strategy and Planning workshop

A half-day workshop to explore your strategic initiatives, short- and long-term business objectives, organizational readiness and challenges to deliver *bold ambitions through cloud enabled data solutions*

Activities

- Using Informatica Cloud Data Strategy Framework review strategic business drivers and current capabilities

- Examine data needs, technical and business challenges, business priorities, end-user perceptions

- Discuss the organization's readiness for change

- Facilitated discussion with a cross-functional group to level set on priorities

Deliverables

- Readiness and Organizational maturity for the transformational cloud journey

- Technology capabilities, gaps and alignment to cloud strategy

- High level recommendations with next steps and timelines

- Summary of workshop discussion and observations

Outcomes

- Business Alignment on short term and long-term cloud business transformation strategy

- Understanding of gaps with mitigation factors to achieve business outcomes

- Visibility of cross-functional issues

- High level directional Roadmap

Audience: Functional Leaders - Business and IT, Enterprise Architects

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Cloud Business Transformation Discovery Workshop - Agenda

Workshop Agenda	

~30 min.	Introductions, Goals and Format of the workshop
	• Overview: Introductions of attendees
	• Confirm desired outcomes for the workshop
	    • Discuss current state, priorities
	    • Drivers – why this is important

~60 – 90 min.	Introduction to Cloud Business Transformation Data Strategy • Perspectives • Data Strategy Framework Overview • Whiteboard - Strategic Drivers, Business Objectives/Challenges, Data Capabilities, Org readiness • Review Data Strategy Maturity Assessment results (John Haddad assessment, if completed)
~60 min.	Alignment of Business and Data Capabilities • Whiteboard: Opportunity Analysis
~30 min.	Develop directional roadmap - priorities and phasing
~20 min.	Open Discussion, Next Steps, Q&A

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Cloud Business Transformation - Strategy and Planning workshop approach

- **Pre-work:**
  - Inquire/Prep calls with customer

- **Prelim update** of strategy component page (by Advisory Services)

- **In the workshop:**
  - Top down Vision and Goals
  - Detailing Goals, Objectives, Why important, Current initiatives etc.
    - Listening for organizational readiness, perspectives, views
  - Review strategy framework
  - For Data Capabilities components – facilitate and fill out the detail sheet
    - While facilitating listen for organizational readiness, perspectives, views (even though we would not cover org readiness in detail in this workshop)
  - Review impacts to cloud transformation and strategic objectives
  - Fill out templates linking Goals, Objectives to Impacts to cloud transformation and top opportunities
  - Narrow down on top opportunities

- **Follow Up after the workshop:**
  - Data Strategy Readiness Map
  - Summary, Grid Templates
  - Directional roadmap based on top opportunities
  - Any other considerations/observations

- **Report-Out and Plan for Value alignment session with CIO/CDO**

- **Informatica Team for workshop:** Advisory services (2), Customer success, Resident Architect, Solution Architect, Product Manager (on call)

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Cloud Data Strategy – Component details

Business Strategy

| Vision | Strategic Business Drivers | Use Cases | Metrics |

Acceleration of digitalization

Increased shift towards online, direct to consumer business

Transact seamlessly and have complete data visibility across channels

Customer Cost to Serve
Customer satisfaction
Campaign effectiveness

- Increase revenue from online business compared to on-prem
- Improved customer satisfaction metrics
- Reduction in SG&A operational costs
....
....

- We can segment our customer population by various dimensions region, age, customer behavior and analyze outcomes
....
....
....

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Cloud Data Strategy – Component details

Data Capabilities

- Master Data Management → Customer and Product lifecycle Management; consistent hierarchies
- Data Architecture → Standards on how data is organized and integrated
- Data Integration → Stream processing Codeless Integration Integrated connectivity across systems
- Metadata Management → Data discovery and end to end lineage
- Data Quality Management → Quality standards and measures throughout Defined issue resolution process
- Data Governance → Established DG practice Enabling technology with business context
- Data Operations → Systematic maintenance of data processes and policies
- Data Security/Privacy → Data Risk and Classification Comprehensive Impact Assessment

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Cloud Data Strategy – Component details

Organization Readiness

| Leadership | Program Management | Product Management | Agile Innovation | Multi Disciplinary Teams | Change Management |

Inspiring, visionary, influential and committed Executive

Structured organization to drive effective project and product mgmt.

Skilled resources knowledgeable with product delivery model

Fail fast and Scale fast culture

Joint structure & roles defined with Business & IT

Culture of engagement Action oriented Outcome vs. Output Business process changes

- New process for documenting customer interactions
- Culture change training to educate and enable customer service expectations – "everyone is a part of the process"
- Systems skills addressed through training for new business processes

……..

……..

<Customer> Vision and Goals

Capture the vision and key goals. Use this space to elaborate on the goals, success measures, org readiness against those goals. We will use a Top-Down approach for the workshop starting with these goals.

Vision	Business Goals	Relevant to Cloud Transformation? (either internal use for reference or final report out)

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<Customer> Objectives, Initiatives

Capture objectives linked to goals and current initiatives. Why is the objective important? To what strategy component does it connect to? How does this relate to cloud transformation?

Business Goal	Objectives to support goal	Why Important?	Current Initiatives	Function/BU/Stakeholder	Challenges	Value Measures

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<Customer> Top Opportunities

Opportunity		Objective	Goal	Strategy Component	Strategic Imp (RAG) *	Timeline(Quarter)	Comments
Centralize Customer Management							

Develop directional roadmap based on Top opportunities

Strategic Imp indicator for each opportunity
(Linkage to business driver decides the color)

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Data <Capability> Details

Strategy component readiness indicator (Ability to Execute decides the color)

Contextual definition of the strategy component, what it means to the organization and how it is perceived.

Aflac is a financial services company on a transformation agenda which includes a combination of "greenfield" movement to cloud and mid to long term plans to move data workloads from on-prem to the cloud. They have PowerCenter as their existing integration platform, along with point solutions (like Infoworks) which are deployed for new cloud implementations.

Desired State

What does the customer like to achieve for this component? Facilitate by leaning towards what it would mean for a cloud journey

- In short term enable direct integration to new cloud data lakes
- For the mid-long term migrate on-prem integrations to IICS
- Center of Excellence around integration
- Move from foundational to app modernization capabilities
- Migrate all their EDW to Snowflake and deliver an executional roadmap
- Drive cost optimization

Challenges

Articulate what roadblocks the customer is facing or will face in achieving the desired state? As much as possible capture the challenge in measurable terms.

- Multiple integration instances (Power Center) with varying standards
- Balancing short term needs (speed) with structural data transformation which may take longer
- Performance issues around data loading at year-end in B2B environments
- Enhancing alignment and creating a prioritized roadmap

Metrics

What are current or planned KPI's? How is value being measured. Look for qualitative and quantitative aspects. Refer to Business Value framework for insights.

- System dependencies matrix created to assess life cycle of solutions
- Further discussions and evaluation to occur to identify business value, KPI's, quality standards

Org Considerations

What organizational dynamics are in play? Does the operating model support get to desired state?

- Siloed models to evolve into an integrated enterprise
- Define operating model for rationalization of integration competency to include architecture and governance

Tech Considerations

Layout the key tech capabilities; identify solutions/platforms; are they mature to achieve the desired state? What are the gaps

- Multiple data solutions like Collibra, Infoworks in play
- Move from Teradata to Snowflake and migrate from DEI to IICS
- Consolidating Power Center instances – plan to be created
- Support different types of workloads – standard ETL, Data Management, Security set-up, B2B, dedicated MQ, etc.,
- Multiple integration platforms in the environment
- Consolidation plans to a common platform not in scope at this point

Impacts

How does this strategy component and its current state impact cloud transformation, how does having/not having this component impact the strategic objectives of the customer

- Cost and Footprint impact – consolidate and migrate Power Center licenses to IICS
- Optimize the environment for across Enterprise by standardizing and consolidating
- Address B2B performance issues
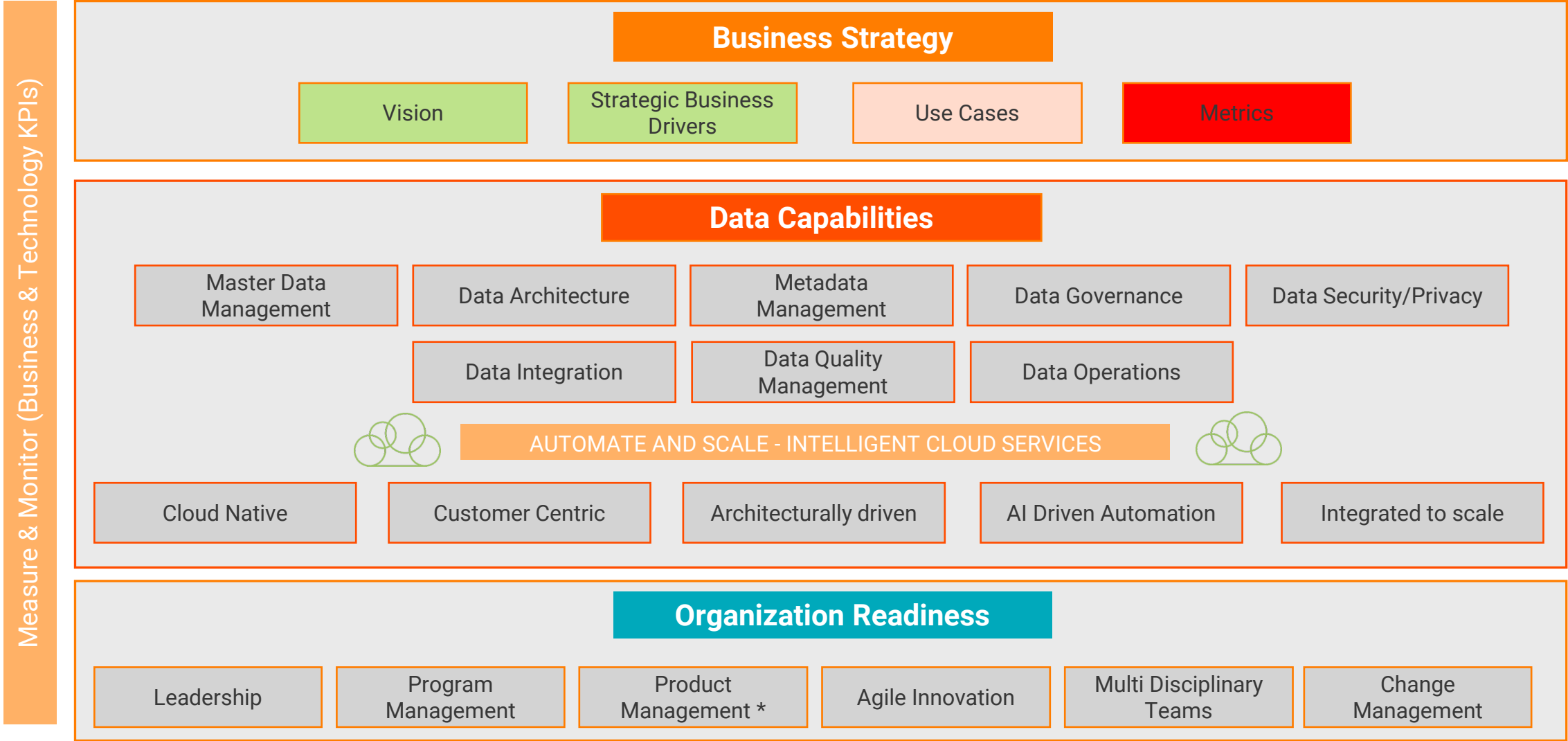- Address any tactical security concerns

Top Opportunities

Every challenge can be turned into an opportunity. What are the big opportunities for the customer? Look at it from desired state and in the background assessing what it would mean to Informatica.

- Accelerate the "greenfield" cloud set up and integrate it to on-prem
- Enhance customer experience by addressing performance issues

- Creating conceptual technical architecture incorporating Informatica solutions and value
- High value prioritized roadmap aligned with CIO's transformation agenda

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Arrive at this CAPABILITY READINESS MAP (like heat map)

This could be a rough draft during the workshop but can be a follow up activity to the workshop

Measure & Monitor (Business & Technology KPIs)

Business Strategy

Vision	Strategic Business Drivers	Use Cases	Metrics

Data Capabilities

Master Data Management	Data Architecture	Metadata Management	Data Governance	Data Security/Privacy

Data Integration	Data Quality Management	Data Operations

AUTOMATE AND SCALE - INTELLIGENT CLOUD SERVICES

Cloud Native	Customer Centric	Architecturally driven	AI Driven Automation	Integrated to scale

Organization Readiness

Leadership	Program Management	Product Management *	Agile Innovation	Multi Disciplinary Teams	Change Management

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* Many organizations are moving to a product delivery model and transitioning from projects to products. Our strategy recognizes the shift

Coming out of the Strategy and Planning session, prepare read-out/executive presentation for the value alignment session

Deck to include:

- 1 slide on executive background, recommendations

- 1 slide on workshop approach, areas covered
- 1 slide - Data strategy framework
- 1 slide - Directional capability map of the data strategy framework (make this is a conversational starter to discuss leadership view, priorities)
- 1 slide - Review where the gaps are
- 1-2 slides -Review high value opportunities
- 1 slide Review draft of the directional roadmap (again conversation starter to be tweaked during the value alignment session – next slide)
- 1 slide on alignment to Informatica products/cloud solutions

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Cloud Business Transformation – Value Alignment Session

A two-hour session with the CIO/CDO and Senior Leadership to discuss report-out from the strategy and planning workshop and explore high business value opportunities aligned with technology investments and strategic objectives.

Activities	Outcomes
• Validate high priority business and technology goals • Review report-out of the discovery and planning workshop: 　• Impacts to cloud transformation and strategic objectives 　• Technology and org considerations, challenges 　• High value opportunities • Discussion facilitated by advisory in collaboration with key stakeholders	• Leadership alignment on: 　• Business and technical readiness for short term and long-term planning 　• Gaps and impacts 　• Operating model considerations 　• Directional roadmap and phasing of opportunities

Strategy and Planning outputs should be an input and lead into the Value Alignment Session

Audience: CIO/CDO and Functional Leaders

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Q & A

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Thank You