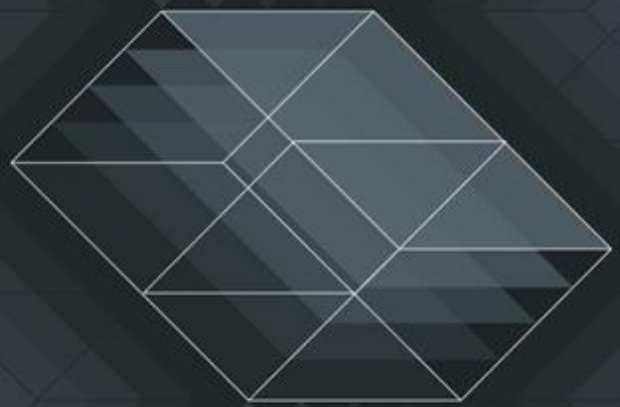




Data Strategy Assessment



Benefits

- **Enhanced Decision-Making:** Provides actionable insights to make informed decisions.
- **Cost Efficiency:** Optimizes data management processes, reducing operational costs.
- **Competitive Advantage:** Leverage data to gain insights into trends and customer behavior.
- **Scalability:** Develops a scalable data infrastructure to support business growth.
- **Risk Mitigation:** Identifies potential data risks and mitigation strategies.
- **Innovation:** Encourages the use of analytics and AI to drive innovation.

Motivation

A data strategy assessment helps companies utilize their data effectively, supporting informed decision-making and providing a competitive advantage. It promotes strong data governance and compliance, reducing risks associated with data breaches and regulatory penalties. By optimizing data management processes, companies can improve operational efficiency, lower costs, and boost productivity.

Additionally, a well-defined data strategy encourages innovation by facilitating the development of new data-driven products and services. It also prepares for future AI projects by ensuring the availability of high-quality, well-organized data necessary for scalable AI applications.

What we bring

20 years of experience with data architecture for many of the world's largest enterprises has generated the expertise needed for PRODYNA to help you design and develop a strategy for extracting the most possible value from your data. With this offering we will assist you with:

- Alignment of the data strategy with organizational objectives.
- Data governance
- Data architecture and management
- Data analysis and interpretation
- Data platform and infrastructure implementation
- Communication and collaboration
- Project management

What you need

A data strategy assessment requires management attention and support. To support a efficient and successful data strategy assessment, you will need to provide the following:

- **Business Objectives:** Align data strategy with business goals.
- **Stakeholder Information:** Provide key stakeholder contact details.
- **Security and Compliance:** Outline security protocols and regulations.
- **Documentation:** Share existing data architecture and governance docs.
- **Access to Data:** Ensure access to relevant data sources.
- **IT Infrastructure Details:** Provide information on current IT setup.



Quick facts

- **Duration:** 4-14 weeks depending on scope.
- **Provides a basis for** management decision making.



What you get

Our data strategy assessment has three main phases. First, we identify and prioritize business drivers, set goals for data-driven decisions, and review the current data strategy and architecture. Next, we assess the data estate, including sources, quality, reporting, analytics, and governance. Finally, we provide recommendations and next steps, covering data and technology needs, an implementation plan, and an impact analysis on business, technical, and organizational aspects.

We will tailor the assessment to your organization's specific needs to minimize time and cost.

PRODYNA will guide you and your employees through the following phases:

PHASE	ACTIONS
1. Discovery & Goals (generally 2-10 days)	• Identify and prioritize business drivers. Business drivers are the key factors that drive the business's operations and decisions. They could be things like increasing revenue, improving customer satisfaction, or reducing costs. Identifying these drivers helps to align the data strategy with the business goals. • Discussion of goals for data-driven decision making and strategy. This involves defining the objectives for using data in decision making and strategic planning. The goals could include improving the accuracy of decisions, speeding up decision-making processes, or enabling new insights from data. • Review of current strategy to inventory architecture. This involves evaluating the existing data strategy and the current state of the data architecture. It includes assessing the data sources, data quality, data governance, and existing technology infrastructure. The goal is to understand the strengths and weaknesses of the current strategy and architecture and identify areas for improvement.
2.Data Estate Assessment (generally 2-8 weeks)	• Review of current data estate. This involves a comprehensive review of the organization's existing data assets, often referred to as the "data estate". It includes all the data that the organization owns, manages, and stores. ◦ Audit of Processes: An examination of the processes involved in data management within the organization. It includes data collection, storage, processing, and analysis. The goal is to identify any inefficiencies, redundancies, or gaps in these processes. ◦ Data Sources: Identification and evaluation all the sources from which the organization collects data. These could be internal sources like operational databases, or external sources like social media or third-party data providers. The reliability and relevance of these data sources are also assessed. ◦ Confidence in Data Quality: This refers to the level of trust that the organization has in the accuracy, completeness, and consistency of its data. It involves assessing the data quality management practices of the organization, and identifying any issues that might be affecting data quality. • Review of reporting, analytics, data sources like APIs, & other consumption points ◦ Review of Reporting: An evaluation of the current reporting practices within the organization. It includes assessing the types of reports generated, the frequency of reporting, the stakeholders who receive the reports, and the effectiveness of these reports in supporting decision-making. ◦ Analytics: This refers to the methods and tools used by the organization to analyze its data and derive insights. The review would assess the analytical capabilities of the organization, including the use of statistical analysis, predictive modeling, machine learning, and other advanced analytics techniques. ◦ APIs: The review would identify and evaluate the APIs that the organization uses to source data. ◦ Other Consumption Points: These are the various ways in which the data is consumed within the organization. It could be through dashboards, data visualization tools, business intelligence platforms, etc. The review would assess these consumption points to understand how data is being used and the value it is providing to the organization.

PHASE	ACTIONS
2. Data Estate Assessment (generally 2–8 weeks)	• Acknowledge Governance Roles: involves recognizing and defining the responsibilities of various roles in the data governance framework such as: ◦ Data Owners: These are typically senior executives who have overall responsibility for the data. They make decisions about the data's use and ensure it supports the organization's goals. ◦ Data Stewards: They are responsible for the quality and use of the data. They define data standards, ensure data quality, and handle data issues. ◦ Data Custodians: They handle the technical aspects of data storage, security, and access. They ensure that data is stored securely and is accessible to those who need it. ◦ Data Users: They are the end users who use the data for various purposes like reporting, analysis, decision making etc. They must understand their responsibilities in using the data ethically and correctly. ◦ Data Governance Committee: This is a group of people, often made up of data owners, stewards, and other stakeholders, who oversee the data governance program. They set the policies and procedures and ensure they are followed. • Assess technical landscape of current Data Estate: ◦ Data Storage and Management: Review the systems used for data storage and management. This could include databases, data warehouses, data lakes, and cloud storage solutions. ◦ Data Processing: Evaluate the tools and technologies used for data processing. This could involve ETL (Extract, Transform, Load) tools, data cleaning tools, and more. ◦ Data Analysis and Reporting: Assess the solutions used for data analysis and reporting. This could include Business Intelligence (BI) tools, data visualization tools, and statistical analysis software. ◦ Data Security and Privacy: Review the measures in place for data security and privacy. This includes access controls, encryption, anonymization techniques, and compliance with data protection regulations. ◦ Data Integration: Evaluate the methods used for data integration. This involves assessing how data from different sources is combined and made consistent. ◦ Data Governance: Review the technologies supporting data governance. This includes tools for data cataloging, metadata management, data quality management, and more.
3.Recommendations & Next Steps (generally 1–4 weeks)	• Assessed current state and discussed future state • Requirements to move forward: ◦ Data Requirements: A description of the data needed to support the business objectives. This includes a description of the type of data (structured, unstructured), the source of the data (internal, external), and the timeliness of data (real-time, batch). ◦ Technological Requirements: A description and proposed architecture of the infrastructure needed to support the data strategy. This includes data storage, data integration, data analysis, and reporting tools. ◦ Skills and Capabilities: A summary of the skills and capabilities needed within the organization to implement and manage the data strategy. ◦ Implementation Plan: Develop a roadmap for implementing the data strategy. This includes a definition of the projects, timelines, resources, and milestones.

PHASE	ACTIONS
3. Recommendations & Next Steps (generally 1–4 weeks)	• Impact analysis for proposed data strategy to move forward: ◦ Business Impact: Assessment of how the new data strategy will affect business operations and outcomes. This could include improvements in decision-making, increased efficiency, cost savings, etc. ◦ Technical Impact: A description of the changes required in the technical infrastructure. This could involve new data storage systems, data processing tools, analytics software, etc. ◦ Organizational Impact: A description of how the new strategy will affect the people in the organization. This could involve changes in roles and responsibilities, need for training, changes in workflows, etc. ◦ Risk Assessment: An indication of the potential risks associated with the new strategy. This could include data security risks, compliance risks, implementation risks, etc. ◦ Cost-Benefit Analysis: An evaluation of the costs of implementation (including technology costs, training costs, etc.) versus the expected benefits (such as improved efficiency, better decision-making, etc.)

Note: This is our standard methodology. We are happy to modify and adapt to the specific needs of your organization.

Get started

To learn about pricing and how to get started, please contact info@prodyna.com.

About PRODYNA

PRODYNA is an innovative IT consultancy specializing in the creation of custom cloud and software solutions and serving the needs of corporates and enterprises across the European continent. Please visit www.prodyna.com for more information.