

How Marlabs enablement services led a market-leading electric organization to data self-sufficiency

Client

A member-based, not-for-profit electric organization

Company Size

1,000+ employees

Location

US and Canada

Featured Partners



Marlabs partnered with a large, market-leading electric organization to guide them toward long-term data self-sufficiency. Despite years of data work, the client lacked a cohesive strategy. They were experiencing growing inefficiencies and struggling with internal adoption. Our enablement services provided a structured, personalized approach that empowered the client's team to take ownership of their data ecosystem.

Through collaborative coaching and a tailored roadmap, Marlabs helped the client identify gaps, improve governance, and build internal capabilities. This engagement results in an energized data culture and increased user adoption. We also partnered with the client to develop sustainable practices that positioned them for continued growth and innovation.



Enablement Services



Data Governance



Data Strategy & Roadmap



Change Management

The Challenge: Lack of clarity and ownership led to an underutilized investments in data initiatives



Objective: Empower internal teams to manage their data ecosystem independently.



Existing Issues: Years of investment had produced only limited adoption, which yielded inconsistent practices and unclear governance.



Solution Needed: A structured enablement plan focused on education, process, and cultural alignment.



Outcome: A self-sufficient data culture with improved governance and sustainable adoption.



The client, a major electric organization, had invested in data initiatives for years but had yet to realize the full potential of its data ecosystem. Fragmented governance, uneven adoption, and lack of strategic cohesion hindered progress. Marlabs was brought in to equip internal teams with the knowledge, structure, and support to operate independently and effectively.

The Solution: Building a sustainable enablement strategy

Marlabs implemented a multi-phase enablement approach designed to create internal alignment, build confidence, and drive sustainable adoption. By focusing on co-creation, education, and iterative improvement, the engagement provided immediate impact and lasting change. The team worked closely with client leaders and practitioners to foster a culture of trust and ownership around data.

Discovery & Alignment

Our team assessed the client's maturity, identified gaps, and partnered with the client to define the vision for success.

Workstreams:

- Capability mapping
- Stakeholder engagement
- Current-state analysis
- Vision articulation

Coaching & Co-Creation

Next, we worked side-by-side with client teams to build skills, frameworks, and governance processes.

Workstreams:

- Framework development
- Role definition
- Communication planning
- Documentation standards

Execution & Empowerment

In this phase, we supported implementation while shifting leadership to internal champions.

Workstreams:

- Process rollout
- Enablement workshops
- Change adoption tracking
- Feedback incorporation

Evaluation & Sustainability

Our team assessed results, refined practices, and ensured long-term readiness, including preparation for a move from Tableau to Microsoft Power BI.

Workstreams:

- Performance review
- Sustainability planning
- Metrics evaluation
- Transition support

Services and Technologies Used:

Services:

- Enablement Services
- Data Governance
- Data Strategy & Roadmap Creation
- Change Management

Technologies:

- Tableau
- Microsoft Power BI

The Results: Impact on the client organization

The client achieved true data self-sufficiency through a well-structured enablement strategy. Our team's collaborative approach helped internal teams gain clarity, confidence, and control over their data systems. This transformation empowered the organization to scale their data practices and sustain success beyond the engagement. Key lessons learned included the value of personalization in change management, the need for co-creation, and the importance of aligned leadership.



Increased Internal Adoption: Teams across the organization actively engaged with data tools and governance practices.



Reduced External Dependency: The organization minimized reliance on outside vendors by developing internal capability.



Improved Data Governance: Standardized policies and ownership roles enhanced data trust and usability.



Streamlined Communication: Centralized documentation and workflows facilitated better alignment across teams.



Empowered Data Stewards: Internal champions took ownership of maintaining and evolving data practices.



Sustainable Culture Shift: The organization embraced a long-term mindset focused on enablement and accountability.