



E-Paper

Data-driven Excellence

The key to digital success

Terms such as ‘data-driven enterprise’ and ‘data-driven leadership’ are currently dominating business meetings and are synonymous with digital transformation and a future-proof digital business. However, the path to achieving this is often unclear.

Many companies start by setting up centralised Data and Analytics (D&A) units in the hope of creating a comprehensive view of their data and thereby enabling better decision-making at all levels. However, experience shows that such goals require a different approach. In this document, we show how you can use D&A to lay the right foundations for a truly data-driven organisation.

What defines a data-driven organisation?

When people talk about data-driven organisations, many assume that it is simply a matter of using centralised corporate data to optimise strategic decision-making processes. However, this view falls short. A truly data-driven organisation does not simply embed D&A within a central unit that reports to management. Rather, D&A units must be implemented across all departments – whether in production, logistics, procurement, customer service, sales or marketing – so that data can make a valuable

contribution to optimising processes, workflows and decisions wherever it is used.

Nor is this always about groundbreaking decisions or innovative business ideas. The first step is rather to ensure that every employee understands what results they achieve through their daily activities and how they can improve these in a targeted manner. Only on this basis should the focus shift to linking departments and consolidating data.





„The ‘data-driven enterprise’ is the new vision for companies across all sectors. However, very few people know exactly what this means or what it takes to be data-driven. A data-driven organisation is characterised not only by its data and analytics activities, but also by a holistic approach to data and by placing a high priority on data and analytics across all areas of the business.“



Alberto Rivas

Lead Architect Advellence

The 5 biggest obstacles to a successful transformation

1 Fragmented data landscapes

Customer data, product data, user data, etc. are stored in isolation in systems such as CRM, PIM, ERP or even in Excel spreadsheets, and are not available in a consolidated form.

2 Poor data quality

Incomplete, incorrect or inconsistent data records and duplicates cause errors and inefficiencies, both in day-to-day operations and in analyses.

3 Insufficient data literacy

Employees often lack the necessary skills to handle data – the knowledge required for digital business must first be developed and trained.

4 Lack of a data culture

The right mindset, data governance and a clear allocation of responsibilities are key to successfully implementing a digital vision.

5 Isolated D&A activities

If the data foundation and the organisational and technical set-up are not right, D&A activities lead to distorted insights or valuable D&A results remain unused.

What does the right setup look like?

In addition to organisational aspects such as defining responsibilities, processes and data governance guidelines, the aim is to create a technological foundation that optimally supports the digital value chain and can therefore also underpin a data-driven organisation. All data levels must be taken into account – from data acquisition through to enrichment, refinement and distribution.

Particular attention must be paid to the acquisition level, where company data is created, managed and maintained. Systems such as PIM, MDM, DAM, ERP and CRM form the basis here for data quality and, ultimately, the usability of the data for D&A. Furthermore, the better these systems are integrated into the organisation (i.e. the better they can map company-specific requirements and processes), the more accurate the insights that can be gained from them using D&A will be.

Close integration of all systems also ensures a smooth flow of data along the entire digital value chain.

The Role of the Integrator

In view of the increasing complexity of business processes and system landscapes, as well as the growing volumes of data, the importance and role of integrators have changed significantly. In addition to pure system implementation, their expertise in the integration of technologies, processes and data is now particularly evident.

As long-term digitalisation partners, they also provide organisations with advisory support, helping them to make systemic decisions in a holistic manner – that is, with a view to the entire digital value chain and in line with the business line – and to put in place appropriate change management, including data quality and data literacy initiatives.

Conclusion

A truly data-driven organisation is characterised by the fact that it embeds D&A in a decentralised manner across all core areas of the business and consolidates all insights as effectively as possible, before presenting them in a way that is tailored to the target audience. D&A units often build on master data management structures. The rule here is: the more relevant data domains are taken into account, the more valuable the insights that can be generated from the data.

On this basis, you can continuously optimise your business processes, minimise risks and develop future-proof digital business models. It is important that you always take a holistic approach to digital transformation and closely integrate business and IT. Integrators with experience in your sector and with companies of your size are a great help here.

About Advellence

As an experienced digital transformation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategies – building on their existing IT landscape and process structures. With extensive technical and domain expertise, Advellence provides both strategic consulting and hands-on support in the implementation and integration of systems, data, and processes.

With our strong and continuously growing network of technology partnerships, we identify the ideal solution for any starting point – from data and information management to modern work solutions and advanced data and analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical precision is our craft; project execution is our passion.

Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source – with the Advantage of Excellence.

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