



E-Paper

Data Culture

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Today, almost every company has large amounts of data at its disposal. However, the decisive difference lies not in the data itself, but in how consistently this information is used for decisions, processes and innovation. Modern technologies create the conditions for providing and analysing data faster – but they only deliver their real added value once the people in the company understand, accept and use them in their day-to-day work. This is exactly where data culture comes in. A lived data culture brings technology, processes and employees together in a shared understanding of how data is created, used and developed further. It builds trust in the data foundation, promotes well-founded decisions and lays the groundwork for sustainable digitalisation. With the growing importance of artificial intelligence, this cultural aspect becomes even more important: AI can only be as good as the data and the people who interpret its results and use them responsibly. A successful data culture is therefore not an end in itself, but an essential prerequisite for a company's future viability.

Data culture as the foundation of data-driven companies

Data culture describes the way companies handle information and the value that data holds in their daily activities. In organisations with a strong data culture, decisions are not based solely on experience or intuition, but are consistently supported by reliable information. Data is understood as a shared resource that is used, maintained and continuously improved across departments.

This requires a data foundation that everyone involved can trust. Only when information is complete, consistent and traceable can processes be automated, developments be assessed reliably and well-founded decisions be made. Data quality thus becomes a shared responsibility of the entire organisation and not solely a task for IT.

This shared understanding is created through clear data governance. It defines binding rules for handling company data, assigns responsibilities and ensures that data is maintained and used according to uniform standards across the organisation.

At the same time, it creates transparency about data flows and processes, laying the foundation for the sustainable development of the entire data landscape.

However, a lived data culture is not reflected in guidelines or processes alone. It emerges where data flows naturally into daily workflows, is used across departments and supports decisions in a traceable way. This not only gives companies more transparency and efficiency, but also creates the conditions for successfully adopting new technologies and digital business models.

With the increasing spread of AI, this aspect is becoming even more important. Automated analyses and intelligent assistance systems increase the need for high-quality data and clearly defined responsibilities. At the same time, people remain the decisive authority: they evaluate results, put them into the right context and make the decisions derived from them. A strong data culture therefore combines technological possibilities with professional expertise and creates the conditions for companies to exploit the potential of their data in the long term.

Developing people and organisation together

A sustainable data culture develops where managers, business units and employees create a shared understanding of the value of data and consistently carry it over into their daily work. That is why the transformation into a data-driven organisation does not begin with the introduction of new systems, but with a clear strategic direction.

Company management plays a central role in this. It not only defines the goals of the data strategy, but also creates the organisational conditions for implementing it. These include clear responsibilities, binding rules for handling company data and a corporate culture that actively encourages data-based decisions. Only when these topics are visibly supported by management do they become an integral part of everyday collaboration.

Equally important is building the corresponding skills within the organisation. Employees must be able to understand, interpret and confidently apply data. This ability is summarised under the term data literacy and is increasingly becoming a key skill in modern companies. It covers far more than the use of analysis tools. What matters is the ability to question data critically, recognise relationships and translate insights into well-founded decisions.

With the increasing spread of artificial intelligence, data literacy is becoming even more important. AI can analyse information faster and make relationships visible, but it replaces neither professional know-how nor entrepreneurial responsibility. Employees must evaluate results, check plausibility and critically question recommendations for action. The more companies integrate AI into their processes, the more important data literacy and a shared understanding of the responsible use of data become.

For this to succeed, the right organisational structures are also needed. Depending on their size, business model and organisational form, companies choose different approaches – from central data organisations to decentralised responsibilities within individual business units. Which model is chosen matters less than a common data foundation and uniform standards. Master data management provides the necessary basis for this by consolidating key company data and making it available consistently across the organisation. Modern data architectures such as data fabric or data mesh further support this approach by enabling secure and efficient access to data across system and departmental boundaries.

Regardless of the organisational model chosen, the goal always remains the same: data should be available where it is needed and usable by the people who make better decisions with it. Only when technology, organisation and data literacy work hand in hand does a data strategy turn into a lived data culture.



Successfully establishing a data culture

Developing a data culture is not a one-off project, but a continuous process of change. Business models evolve, new regulatory requirements emerge and technologies change the way companies work with data. A successful data culture must therefore grow with the company and continuously adapt to new conditions.

The first step is to take a holistic view of the existing data landscape. Which data is critical for business processes? Where is it created? Which systems use it and how does it flow through the organisation? This transparency provides the basis for improving data quality in a targeted way, defining responsibilities and identifying potential for optimisation.

Equally important is the continuous development of the information supply chain. Every new application, every system introduction and every organisational change creates new data flows and dependencies. To keep information consistently available across the organisation, integrations, processes and governance structures must be reviewed regularly and adapted to changing requirements.

With the increasing spread of artificial intelligence, this task is becoming even more important. AI applications access data from a wide variety of sources and generate new insights and recommendations for action within a short time. For these results to be reliable, companies must ensure that the underlying data is up to date, consistent and trustworthy. At the same time, clear responsibilities are needed, as well as employees who can professionally interpret AI results and use them responsibly.

An experienced digitalisation partner helps companies shape this transformation sustainably. It not only supports the selection and implementation of suitable technologies, but also brings the market knowledge and project experience needed to develop data strategies, governance structures and system landscapes holistically. At the same time, it ensures that new solutions are seamlessly integrated into existing processes and that the digital value chain remains efficient in the long term.



Conclusion: Data culture connects people, data and technology

Data only unfolds its value once it is understood, used and translated into well-founded decisions. A lived data culture creates the conditions for this by anchoring data quality, clear responsibilities and the necessary skills throughout the organisation.

With increasing digitalisation and the use of artificial intelligence, this connection becomes even more important. Companies need not only powerful technologies, but above all a corporate culture in which data is understood as a shared resource and used responsibly.

Those who consistently develop their data culture lay the foundation for better decisions, more efficient processes and an organisation that can take up change more quickly and make sustainable use of new potential. Data culture thus becomes a decisive success factor for the digital future of companies.

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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