



University of  
South Australia

## What is a Big Data Strategy?

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### What is data?

- Information that can be **captured**, **quantified** and **analysed**



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## Data as an asset

Harvey Nash / KPMG CIO Survey 2019

Only **17%** of organisations say they are *very/extremely effective* at maximising the value from the data they hold

Only **18%** of organisations say they are *very/extremely effective* at maintaining an enterprise-wide data management strategy

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## Organisations in the dark about data

TRUE Global Intelligence Survey (Oct 2018 – Jan 2019)

**60%** Half or more of our data is dark

**90%** Organisations will need to extract value from data to be successful in the future

**56%** *Data driven* is just a slogan in my organisation

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## Data skills matter

TRUE Global Intelligence Survey (Oct 2018 – Jan 2019)

**98%** Data skills are important to the jobs of tomorrow

**72%** Data jobs are future-proof

**83%** Workers who continue to rely on others to explain what data means will fall behind in their careers

## Using data to make better business decisions



Digitise dark data



Determine data value in decision-making



Aggregate different data types



Remove data silos



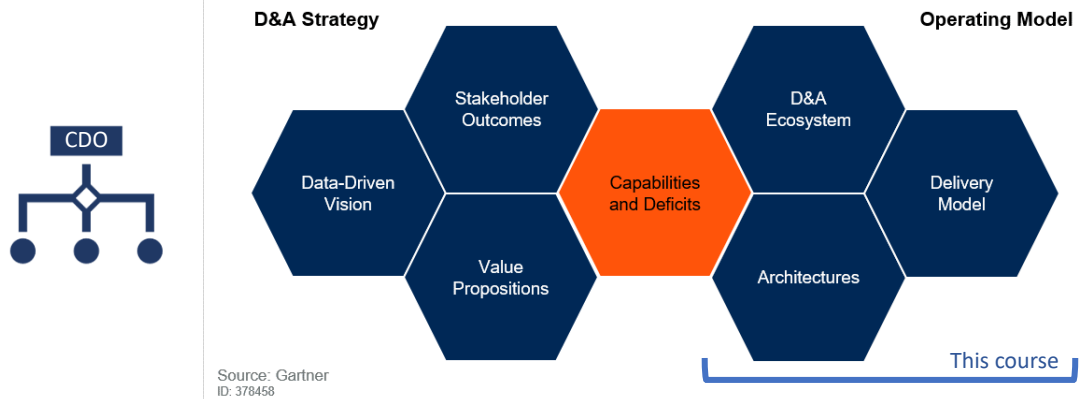
Focus on infrastructure and standards



Exploit data safely and securely

# Gartner's data and analytics strategy model

## The DASOM Links D&A Strategy to Digital Business Outcomes



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