

Data culture maturity roadmap:

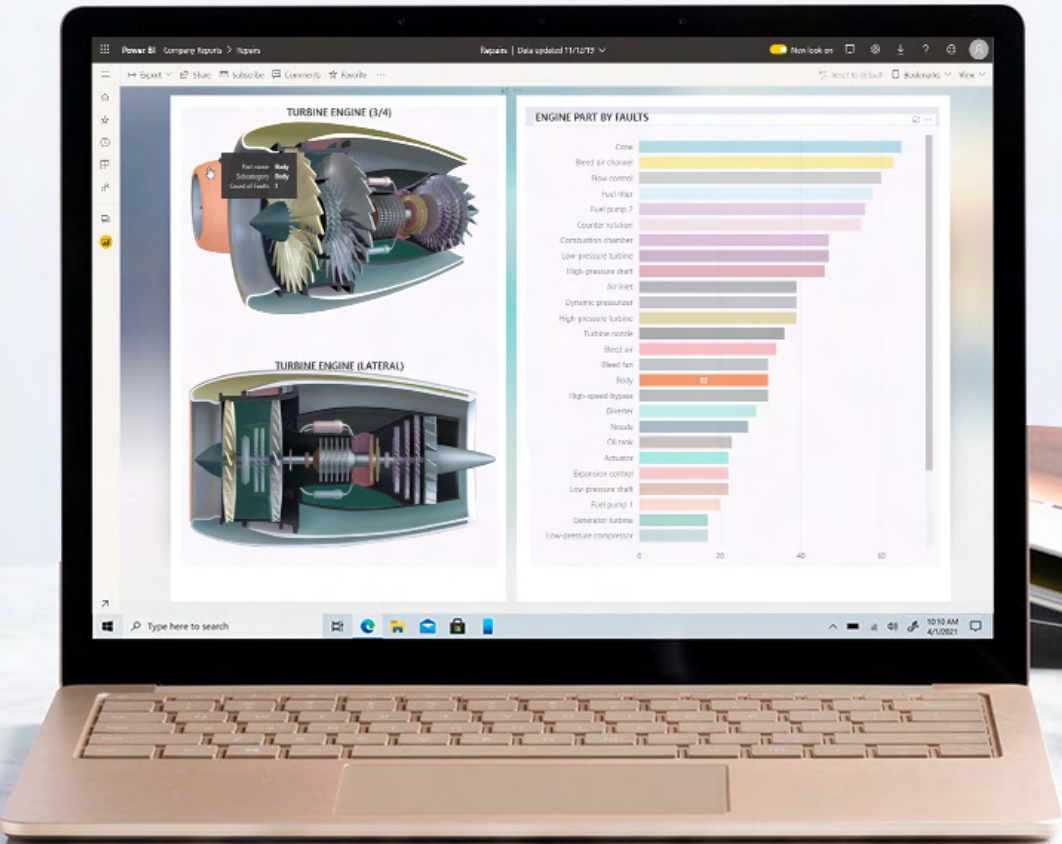
Five steps to build a data culture



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Defining a data culture

Shifting your organisation's culture sounds like a big undertaking. On top of that, **specifically adopting a data culture** for your organisation may sound even more daunting, considering the complexity that many organisations already face when dealing with their data infrastructure. However, adopting a data culture for your organisation is empowering, not intimidating.



Adopting a true data culture becomes less formidable when it's broken into its two core components: technology and people.

→ Technology

Data solutions are what extract the meaning and insights from your data, superseding the time-intensive manual processes traditionally associated with data analysis and visualisation. Your data technology is what allows you to make sense of all the noise your large volume of data creates to unearth the true meaning of your data and deliver powerful insights.

→ People

Technology alone can't create a true data culture for your organisation. What raises the stakes are the team members empowered to innovate because of technology. Creating a data-focused cultural shift involves a concentrated effort from your organisation to help your team members – regardless of their role or function – feel like they can access the data insights they need to keep them moving forward and achieving more.

Microsoft Power BI is your unified, scalable platform for self-service analytics, allowing all your users to feel equipped and confident to tackle data analysis independently and collaborate easily.



Data culture for all



Regardless of your industry or overall organisational goals, every level of your organisation can find value from a fully developed data culture.

→ Every individual

Team members access numerous apps and devices to find the data they need to **do their jobs effectively** and make more informed decisions. However, gaining access to the crucial data within these applications is often challenging. Employees may be met with permission restrictions that block them from gaining access to the data they need.

A true data culture allows individuals secure access to data and insights with just a single click. No matter where they are or what device they're accessing their data from – whether it's their desktop, tablet or mobile device – employees should experience seamless, secure access. With a data culture, your **employees can feel empowered** to strategically do more with their data.

→ Every team

Collaboration is a cornerstone of team success. And yet, many teams are operating within their own data silos, making data inaccessible across teams and halting collaboration. This data disconnect between teams limits the scope of individual teams and means that each team is less aware of the data that other teams have already collected. This can make an organisation's customer journey feel disjointed.

Unifying data access and making data accessible across teams ensures that data is no longer sitting in isolation. By enabling your teams to easily access and work across the same data sets, each team can go beyond traditional thinking and cross over into innovation.

→ Every organisation

Organisations have become increasingly hybrid, as team members access data from both on-premises and remote locations. This means that an organisation's data is more spread out than ever.

Organisations need to know that **their data is secure** no matter where users and their devices are. Data culture is not only about user empowerment and collaboration but also setting up the proper data solutions and infrastructure to support data being accessed from anywhere.



Developing a data-driven organisation

The increase of hybrid and remote work has also forced many organisations to rethink how they operate, keeping them competitive and up-to-date with the latest thinking and processes.

Many organisations recognise the need for more data-driven insights to keep pace with growing consumer expectations. This need for key insights has accelerated data culture adoption and created the progression that's known as the data culture maturity model.

Data culture maturity model

All organisations must start somewhere on their journey to adopting a true data culture. Through a series of steps, an organisation can go from not using data analytics to a solid data culture.

There are five progressive steps to data culture maturity:



Level 1

Fiddlers

At this level, individuals within the organisation are just scratching the surface of data analytics and visualisation. They are starting to discover solutions like Power BI and exploring how data visualisation tools can help them better understand their data.



Level 2

Sharers

This is when the data culture starts to move beyond the individual. Team members have experienced the benefits of Power BI and want to share their reports and findings with other team members who have yet to experience Power BI. This starts to expand the data experience to other facets of the organisation.



Level 3

Collaborators

At this stage, entire teams are utilising Power BI and have incorporated self-serve data reporting into their standard operations as a team. They are becoming a stronger, more informed team because of improved data insights.



Level 4

Organisers

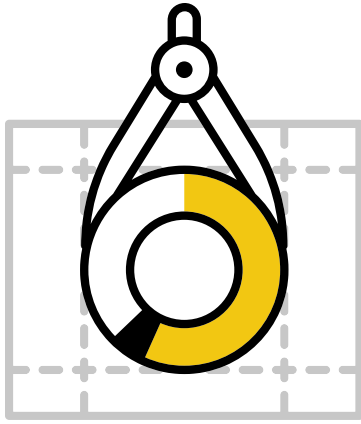
Now, data analysis and reporting have become such a standard practice that multiple teams are using these tools, requiring data sharing and collaboration to become more organised. Structure and processes need to be applied to how the data solution is utilised to make it a functional and efficient part of business operations.



Level 5

Data culture adopters

This is the end state of the data culture maturity model and goal for any organisation. With individuals and teams imploring data-driven decision-making using reporting and analysis, including standardised data processes, the organisation has successfully adopted a data-driven culture.



Customer journeys to a data culture

Let's see how several organisations, including Microsoft, have used Power BI to make a data-driven culture their reality.

Microsoft Corporation

As the designer of these products and solutions, Microsoft wants to ensure that all its employees are taking full advantage of its technology, **including Power BI**. To help Microsoft teams feel empowered by Power BI, the Enterprise 360 Data Intelligence team created training that would help their Microsoft partner teams understand how to confidently utilise Power BI for better data-driven decision-making.

Rather than potentially waiting several weeks for reporting and findings from the Data Intelligence team, in which case data and business needs may have shifted during this time, the training provided Microsoft employees with the ability to self-serve. The training offered guidance on how team members could proactively create their own reports and visualise their data needs.

Microsoft team members found themselves empowered on an individual level to derive insights from their data with Power BI, increasing their investment in the work they're doing.

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Using Microsoft Power BI's easily adaptable features, business users can quickly self-serve the datasets they need and build their own reports... They feel in complete control because they own and invest in it.

Senior Software Engineer, Microsoft

[Read how Microsoft empowered its employees with Power BI.](#)

Cerner Corporation

A supplier of health information technology services, devices and hardware, Cerner Corporation regularly deals with a large volume of data. This information needs to be transformed from raw data into valuable insights so that their clients can make informed decisions for the operation of their facilities and clinicians can make data-driven decisions that support intelligent patient care.

Specifically, Cerner had about **40 terabytes of data** they wanted to turn into actionable knowledge. Manually reviewing data in Excel and then attempting to create data visualisations in Excel or Tableau did not provide them with the quick and accurate insights they needed for their clients. They wanted to go beyond these manual processes and employ a data visualisation solution that could help them with their internal data efforts as an organisation as well as optimise the data reporting they offer their clients.

They first employed Power BI for their internal data needs. Cerner developed their Stratum Data Platform as a central source for all their employees to unlock the potential of their data. They employed Power BI as the data extension of this platform so that they could efficiently report on their internal financial and operational data. Cerner then applied what they developed with their own internal data processes to their client solutions. The creation of the Ambulatory Assessment Dashboard for their clients allowed Cerner to automate assessment reporting, reducing both the effort and time spent on reporting.



“With Power BI, we automate 90-95% of our reporting. I see better and better presentations and faster turnaround time as we push reporting capabilities down to the business units. Everyone can work more effectively with on-demand information, slicing and dicing their data to make better decisions, faster.”

Chief Information Officer,
Cerner Corporation

Learn more about Cerner’s implementation of Power BI as a new standard.

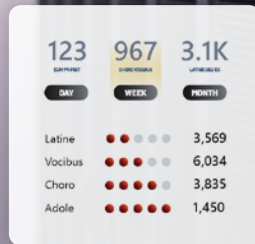
Avnet, Inc.

Avnet, a distributor of electronic components headquartered in Phoenix, Arizona, has created a worldwide presence since its founding in 1921. With 125 locations globally, Avnet has an expansive and growing number of employees, with approximately 15,000 employees spread out between these locations.

Before adopting Power BI, Avnet struggled with a limited global view of reporting because all daily reporting was done on a regional level. Different teams would use numerous spreadsheets in different formats and store these in various locations, making them less accessible and limiting the amount of collaboration between teams. Visualising this data with their legacy tools was also a roadblock, spending up to three months just gathering the data and another three months creating the dashboard to visualise the data.

Avnet **modernised their data processes** by migrating from its previous legacy tools to Power BI. This provided a platform to create a global view of their daily key metrics, as well as replace disparate spreadsheets with visual dashboards that could be created in just days or hours, instead of months. Employees are now empowered to self-serve and build their own reports, decreasing the time previously spent by IT to support the team's reporting needs and increasing employee speed to insight. Their use of the Power BI app in Microsoft Teams also provides deeper collaboration between employees and teams. All of this helps Avnet get closer to its goal of becoming a true self-service BI culture.

Learn more about how Avnet used Power BI to create a data-driven culture.



Jumpstart your data culture with **Power BI**

Power BI empowers your employees, your teams and ultimately **your entire organisation** to make data-driven decisions effectively and efficiently. With Power BI's built-in AI capabilities, your organisation can access hundreds of intuitive data visualisations that allow you to get to insights quickly. Advanced AI capabilities allow Power BI users to both save time when building reports and create more complex solutions.

Use Power BI to help your employees get to valuable data insights faster and get one step closer to data culture maturity.

Learn more about Power BI

Contact us with questions or to see Power BI in action

