Virtual Case Experience Digital Intelligence

Model Work Task 3

pwc

Data Analytics Strategy

Agenda

New by Lisa
Option 1

01 What we are doing

02 What we want to achieve

03 Next step questions

04 Wrap up

To ramp up your strategy

- Our questions to you
- Definitions we need to make
- Considerations

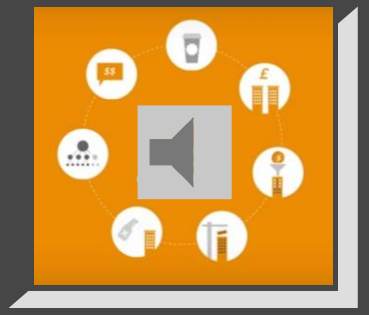
What we are doing

It is hardly arguable, that we live in the age of exponential growth. Besides many other things, the growth of the data volume generated by us is rocketed too (e.g. according to **researches of IDC** mankind doubles the data generated in every 24 months), thereby the business value potential hidden in this data is also continuously growing. If you want to manage and utilise your corporate data assets, you should design a comprehensive, enterprise-level data strategy, and you should continuously implement and update it.

What is the enterprise data strategy?

There are many different definitions of the enterprise data strategy, but all agree that the basic goal of data strategy is to create and maintain an enterprise-wide strategy that ensures the **adequate protection, quality, value, and utilisation of corporate data assets** available through harnessing data-related and data-dependent capabilities. An effective data strategy (similarly to other corporate strategies) has the following properties:

- **Actionable**
- **Relevant** (contextual to the organisation, not generic)
- **Evolutionary** (needs continuous revisiting and update)
- **Integrated / connected**



What we want to achieve…

Corporate data assets can generate value for your company in many different areas:

Improving Business Decisions

In order to make good business decisions, we need to know better our customers, products, services, competitors and markets, monitor better financial and other internal processes, and effectively leverage human resources. Enterprise data assets can help to achieve these objectives.

Improving Your Operations

Proper utilisation of data assets can also provide you the opportunity of optimising your company's processes, products and services. This could include developing or improving a more competitive product/service, but data can also help to optimise the process of product manufacturing. Some examples of utilisation in different areas:

Manufacturing: monitoring equipment and machines for early identification of wear and tear, for intelligent planning and reduction of downtime (predictive maintenance), for reduction of defective products or for improvement of product quality

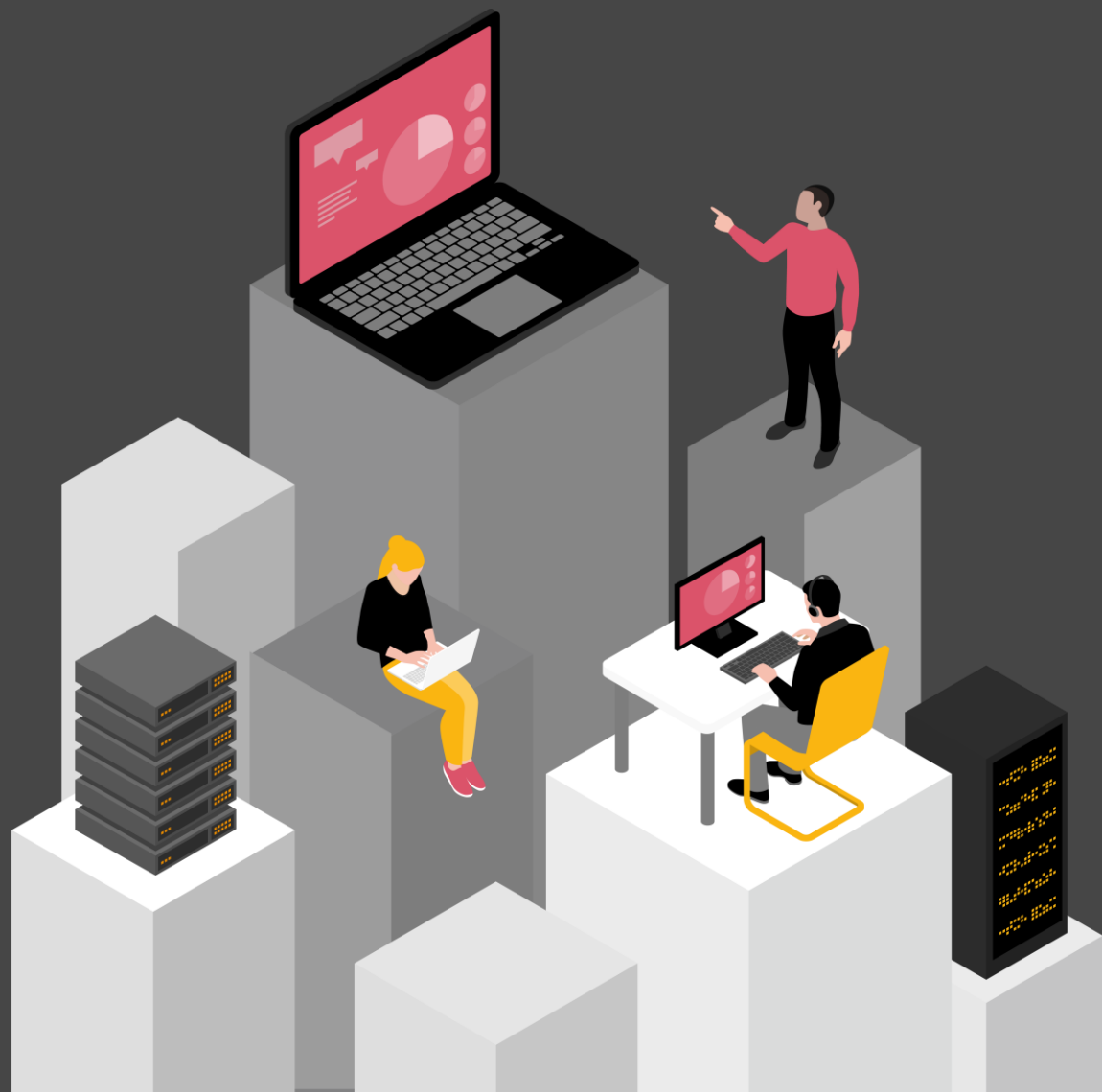
Warehousing and Distribution: automated warehouse; intelligent supply chain management; delivery route optimisation

Business Process Improvement: fraud detection, data-driven risk estimation, automatic content generation with artificial intelligence

Sales and Marketing: churn / fading / attrition prediction, personalised offers and product recommendation systems, dynamic pricing, customer satisfaction prediction, channel optimisation

Data Monetisation

Well-maintained data assets with appropriate quality can directly increase your company's market value, but it is also possible to sell data assets to individuals and other companies.



...and how we will help you

1

Discover
What value exists in your data?

We can help you set your data and data analytics priorities by:

- evaluating the quality and potential business value of the data you current use
- supporting you with data collection, preparation and cleansing
- assessing the potential of your data for example around profiling, segmentation and benchmarking

2

Trust
Can you trust your data?

We can help you improve trust and confidence in your data, systems and processes through:

- reviewing your data sources, data management, security and privacy practices
- reviewing your business systems to ensure the right controls and monitoring practices are in place
- re-performing your business processes to check the accuracy of information being reported

3

Describe
What happened and why?

We can help you discover hidden insight within your data through:

- designing and delivering business information output with user-friendly interfaces to show what is happening in your business
- combining data sets to reveal trends, patterns, triggers and causal relationships to begin to explain the important 'why' questions

4

Predict
What might happen next?

We can help you anticipate opportunities and risks more effectively through:

- combining past data patterns with industry and company knowledge, to more accurately anticipate the future
- building an automated and embedded solution that updates as new data comes in and so constantly improves predictive outcomes
- identifying and predicting very specific hidden activities—such as fraud and market manipulation—if these are considered potential risks

5

Optimise
What's the right answer for your business?

We can help you discover the best solutions to your business challenges by:

- evaluating insights and completing incremental analysis
- reviewing aspects of your strategy or operations, the balance of risk and cost efficiency, or tactics at an individual customer level
- identifying every opportunity to monetise and make the most of data as a strategic asset through innovative new business models

6

Empower
Is insight being delivered to the right people at the right time?

We can help you empower the right people at the right time by:

- understanding who needs access to data and insight
- developing relevant visual outputs to help different users quickly interpret and take action on the insights they receive

7

Embed
How do you embed data analytics into your organisation?

We can help you embed data analytics into your organisation by:

- designing the integrated set of capabilities you'll need to use data and data analytics effectively
- advising on how best to integrate data analytics systems into the broader organisational eco-system
- providing managed outsourced services and supplying ongoing solutions—data hosting, data analytics and business recommendations—to your organisation

Next steps questions

Where do we start from here?

The objectives of the data strategy should be derived from your company's business strategy and the following issues should be addressed in the process of building the data strategy:

- Available and potentially obtainable internal data sources, and accessible external databases (the goal is to identify the combination of data, that provides the highest business value during the exploiting of corporate data asset),
- Data utilisation (in decision making; in business operations; in direct monetisation),
- Technology and data infrastructure to be used (data collection, storing data, analytics and data processing, access to data, visualisation and communication),
- Building data competencies (building and developing internal skills and competencies; using external competencies),
- Data governance (data ownership and privacy, integrity and security).

So we need to find out in workshop together which answers you have for the following questions we gathered.

For the workshop please consider the following, so we can ramp a strategy suiting you perfectly.

Who in your organisation should drive the strategy?

According to our experience, building of data strategy is not primarily an IT, but a **business task**.

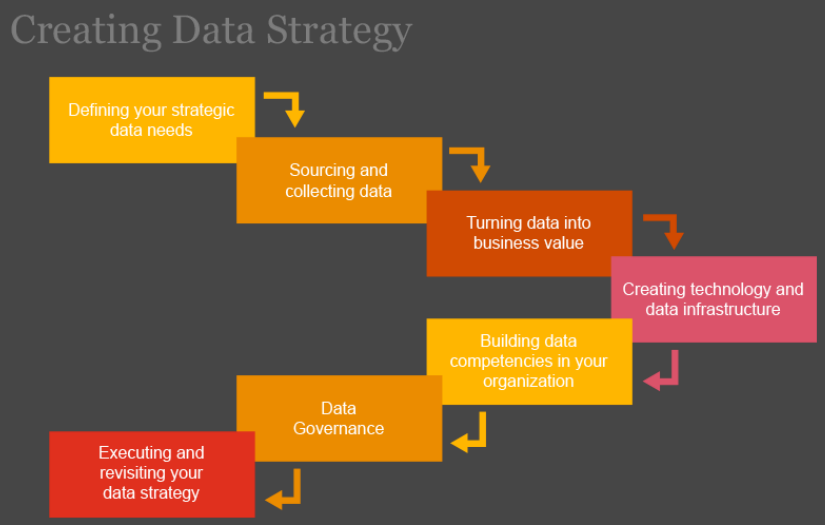
Forbes estimates that by 2019, 90% of large corporations will employ a **Chief Data Officer** (CDO), whose primary task and responsibility will be the proper management of corporate data assets

Wrap up

We will bring in our model after answering all open questions and define your strategy.

Afterwards, using data and data analytics, you can:

- identify growth opportunities from existing capabilities and through expansion
- stimulate innovation to develop new products and services and rapidly bring them to market
- anticipate customer behaviours and make the most of customer lifetime value and profitability
- enhance buyer-facing interactions by analysing behaviours from digital sources to customise products and content for customers
- identify and make the most of deals by making better decisions around suitable markets, anticipating risks and meeting strategic objectives
- Data-driven organisations are three times more likely to report significant improvements in their decisions around innovation, growth and competitive advantage.



Thank you

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Our questions to you

1. What are your goals?
2. What are your challenges?
3. What does the IT landscape look like?
4. Where does all the data sit? Is it globally or in one country?
5. Which platforms are they using?
6. Data governance – who in responsible for the data?
7. Data security – are there any security risks involved?
8. Who are the stakeholders?
9. Who/ Which Business units are involved?

Your considersations

1. Do you want to consolidate platforms or just modify processes?
2. Does the solution need to be scalable?
3. What is the time frame?
4. Are all stakeholders on board with the project?