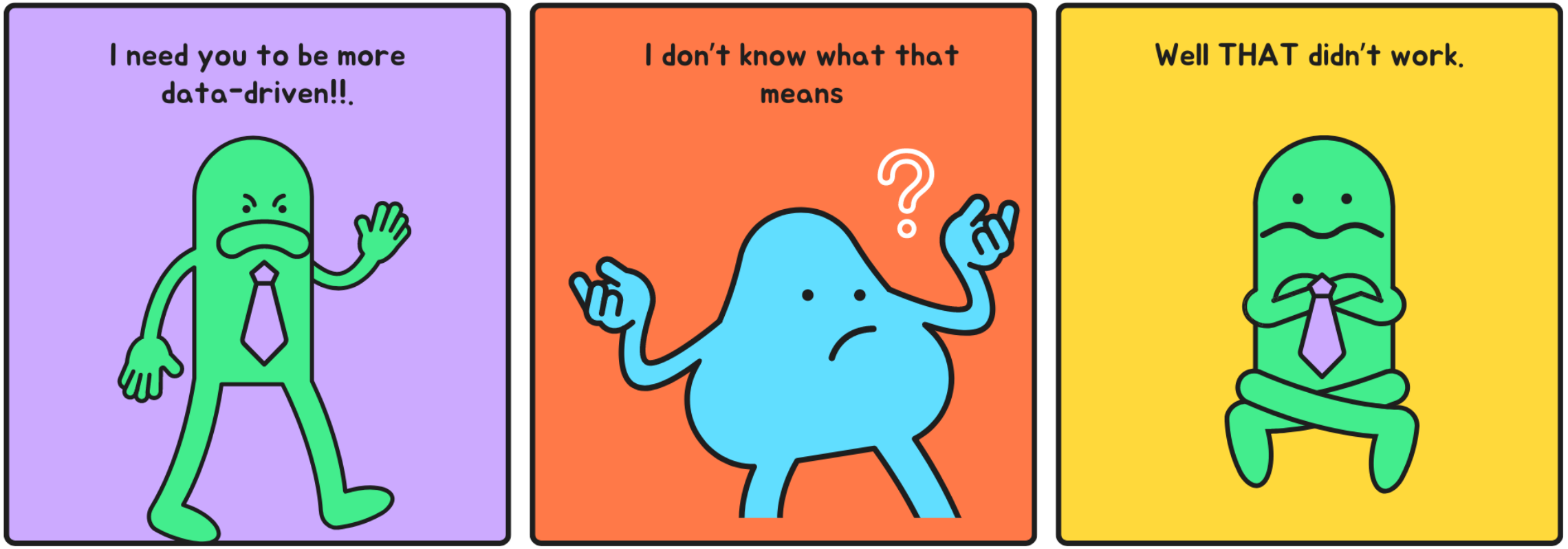
«Data Strategy»

Matilde Andersen, b.telligent

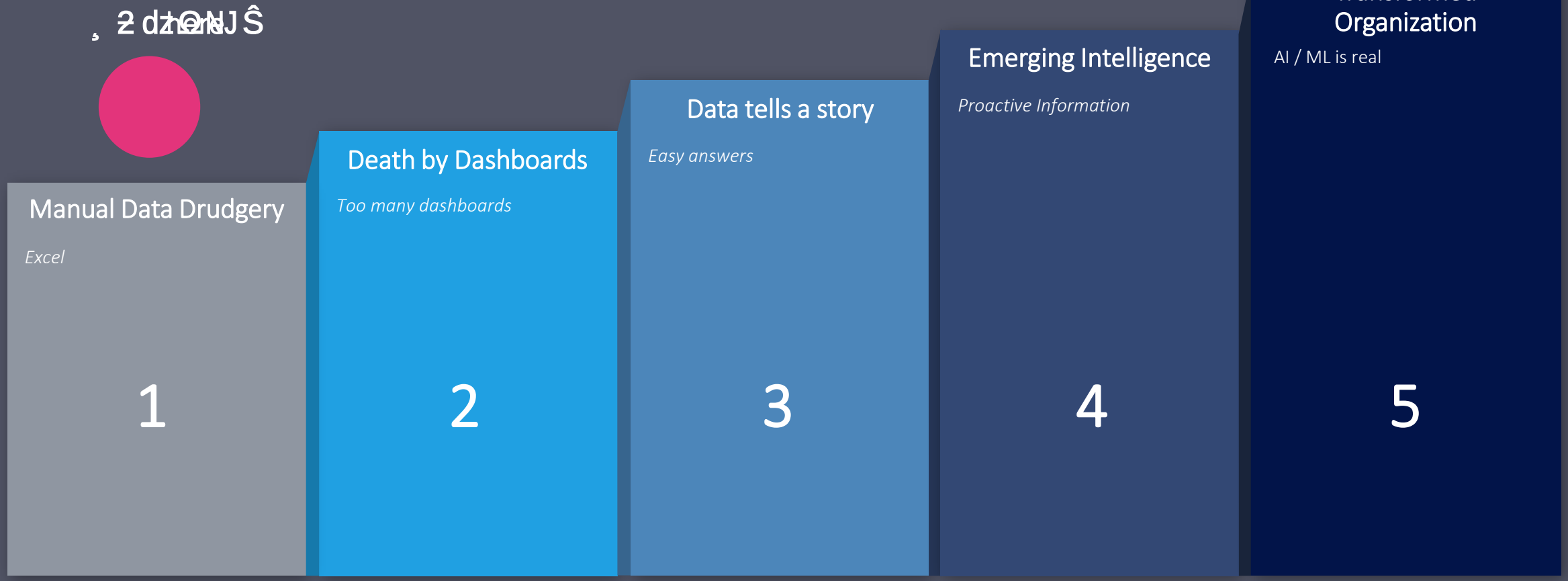
Basel, 24.09.2024

«Becoming data driven» is not a data strategy

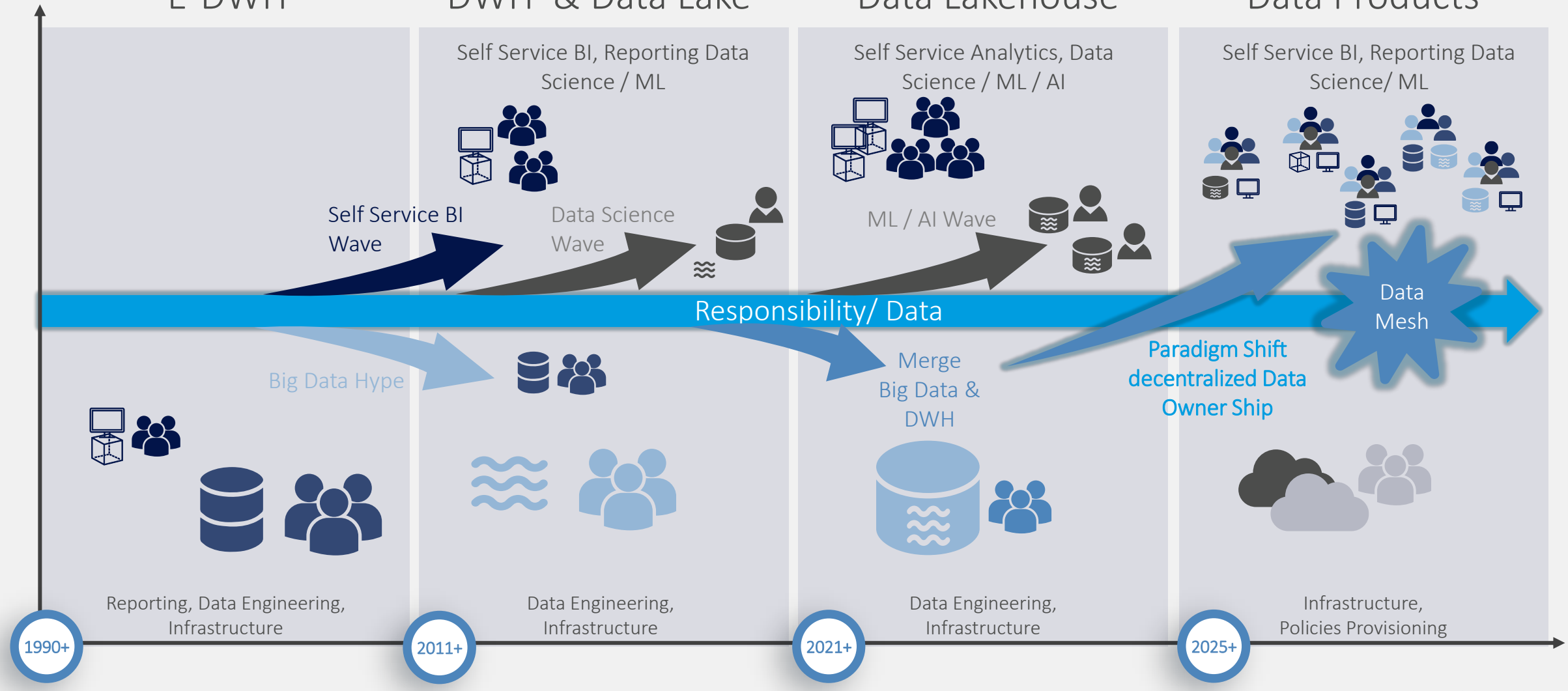


How to Be More Data-Driven Manager in 3 Easy Steps | by Lisa Bage | Curated Newsletters | Medium

Starting maturity level matters



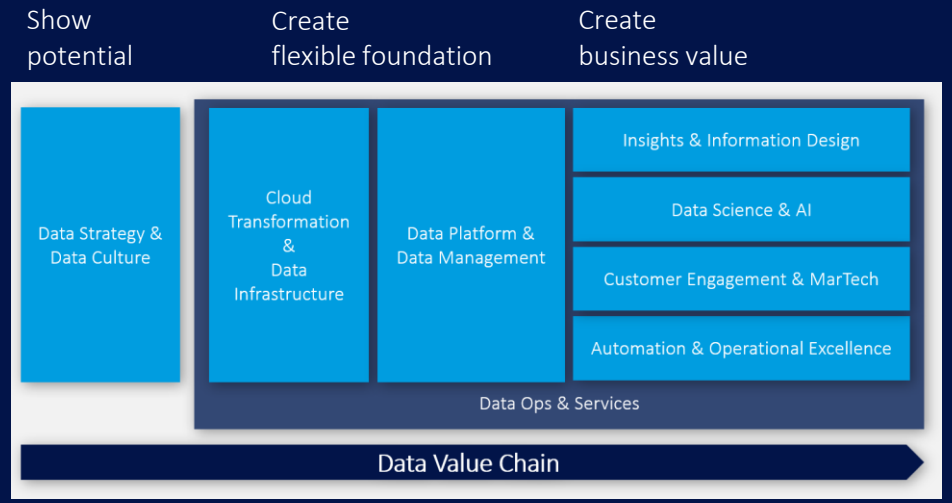
There's a feeling everyone's ahead



Adopted from data ai zone

Our bias

b.telligent
smart data. smart decisions.



Matilde Andersen

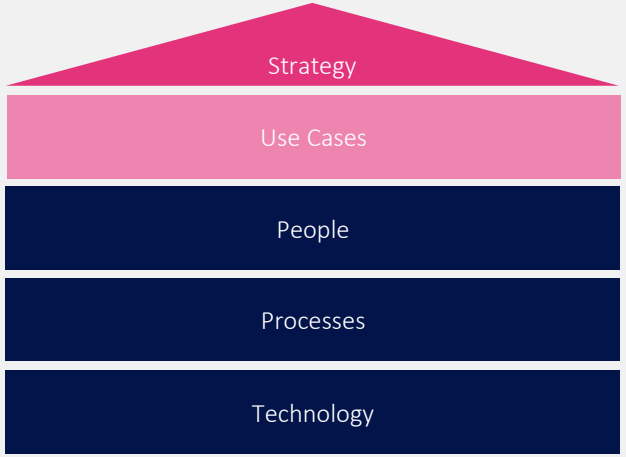
Head of Solution Management
Principal Consultant
Product Owner
Data Strategy and Governance
Mechanical Engineering Background

«What is a data strategy?»

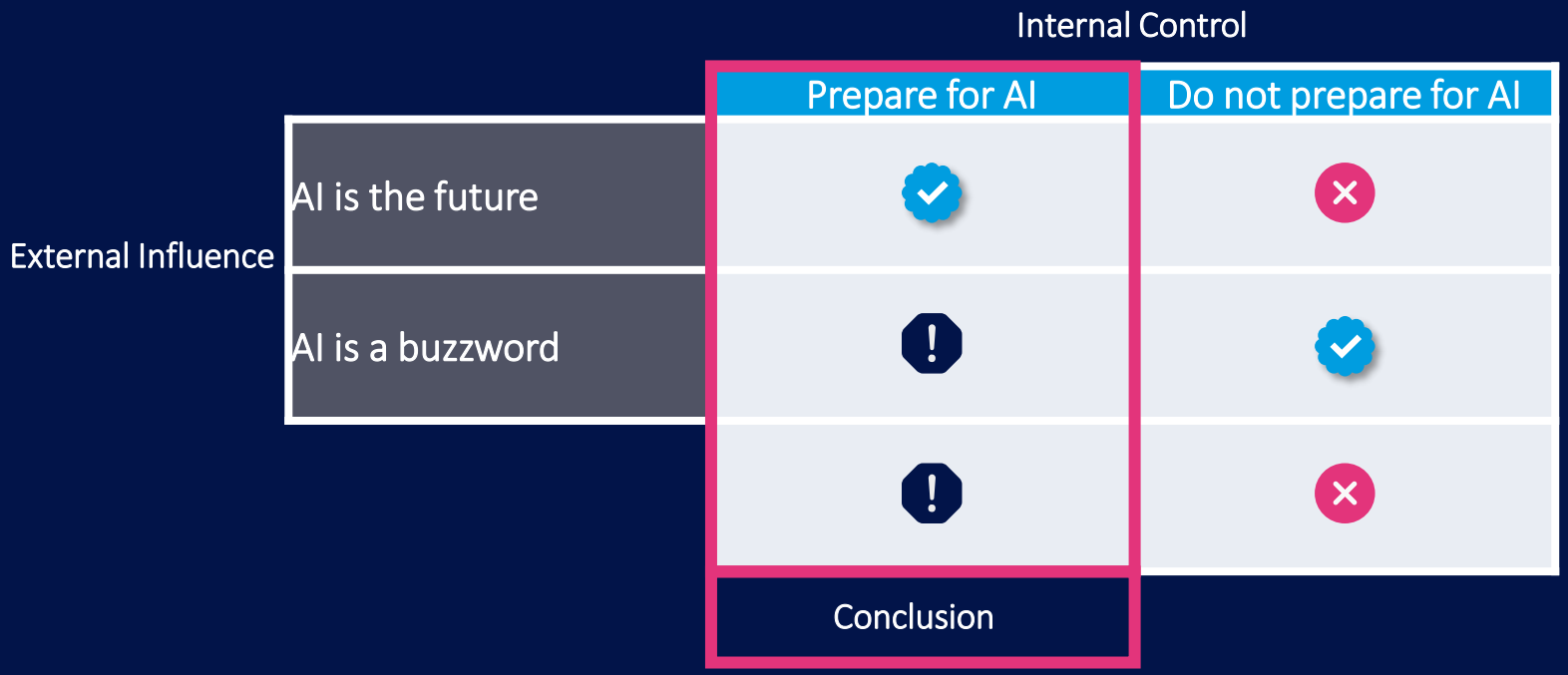
b.chat

A strategy is a plan of action or policy designed to achieve a specific goal or overall aim. It involves setting objectives, determining actions to achieve those objectives, and mobilizing resources to execute the actions. [redacted]

Vision: Data Driven, AI-Ready
<Problem Statement>



It is tough to make predictions, especially about the future



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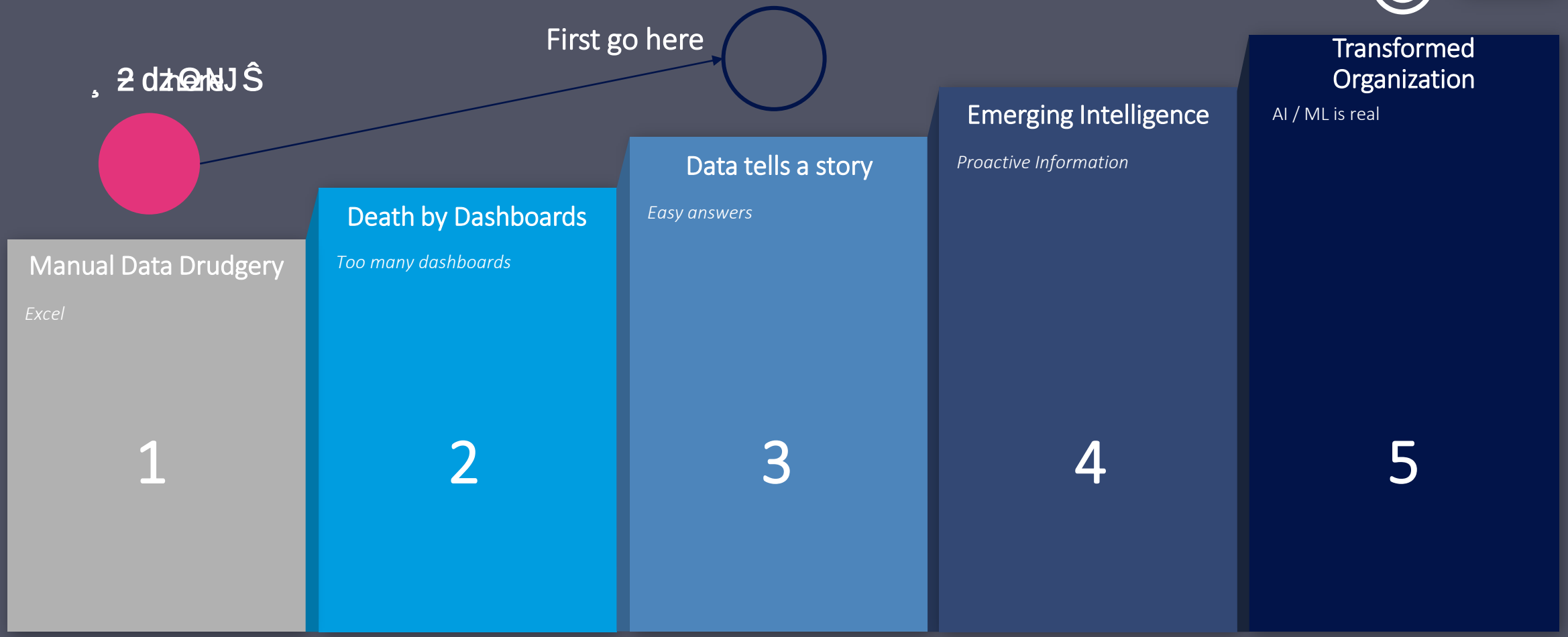
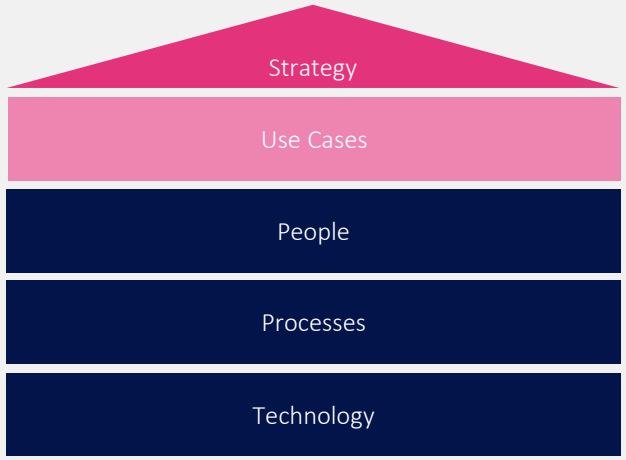


The most common impediments



No strategy:

«Data First»

Low literacy

No access

Legacy Technology

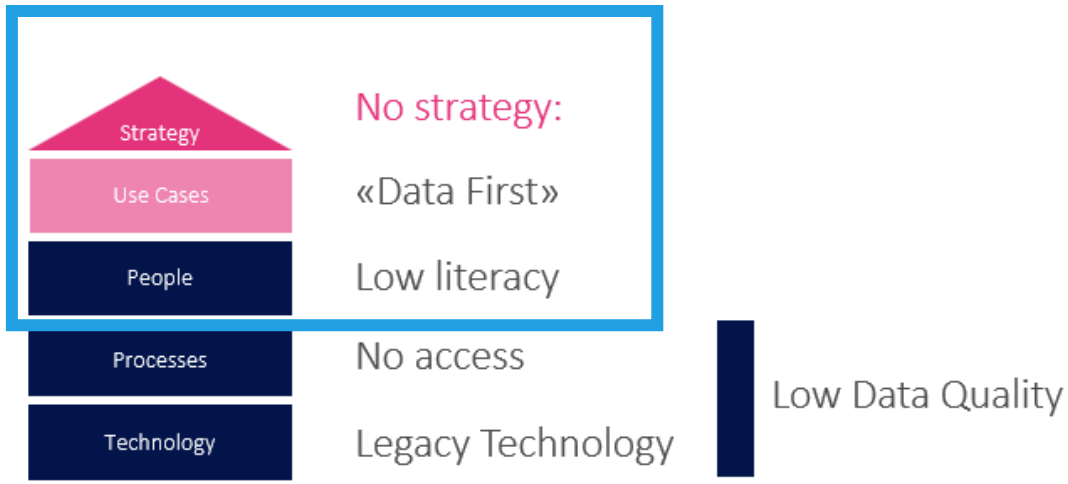
Low Data Quality

Case Study 1

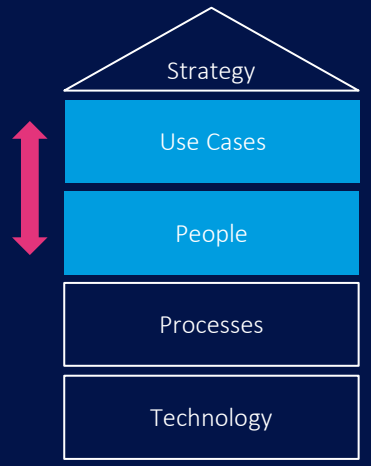
Company A

Company B

1000 employees, mostly engineers, no central data team or platform



b.journey ςUser-Centric Approach



01 Kick-Off
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Interviews

02 Design thinking / Design sprint Workshops

03 GAP Analysis and recommendation

Approval next steps / funding by top management

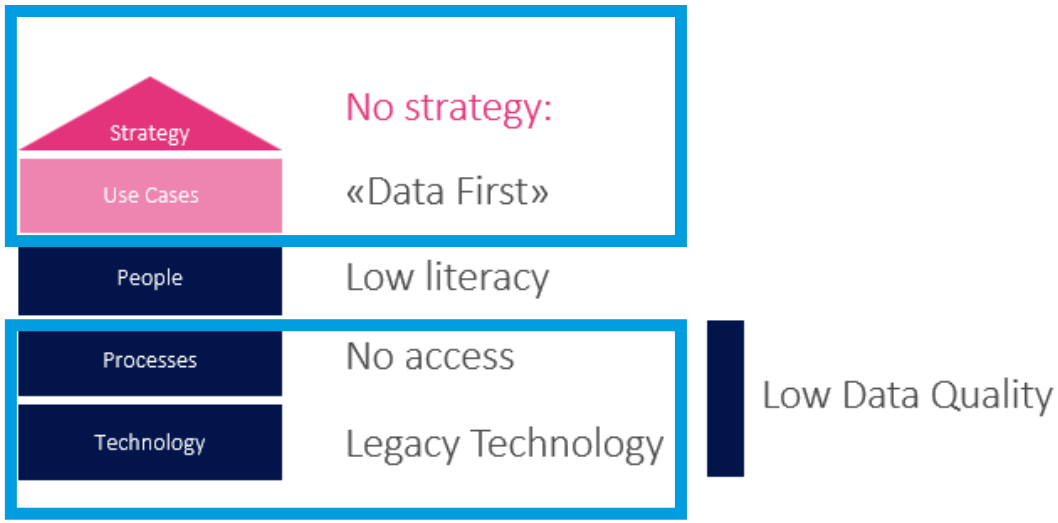
05 Implementation And operationalization

Case Studies

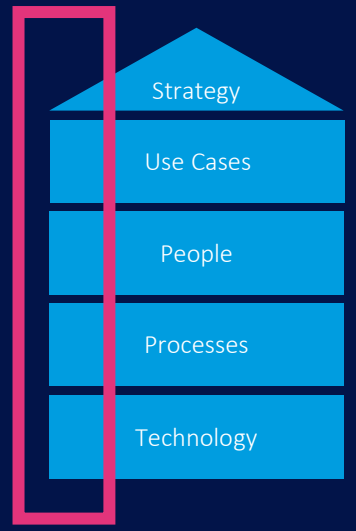
Company A

Company B

>3000 employees, mostly engineers in manufacturing, central data team and legacy platform



Stepwise implementation



01 Vision,
First Strategy,
Target architecture

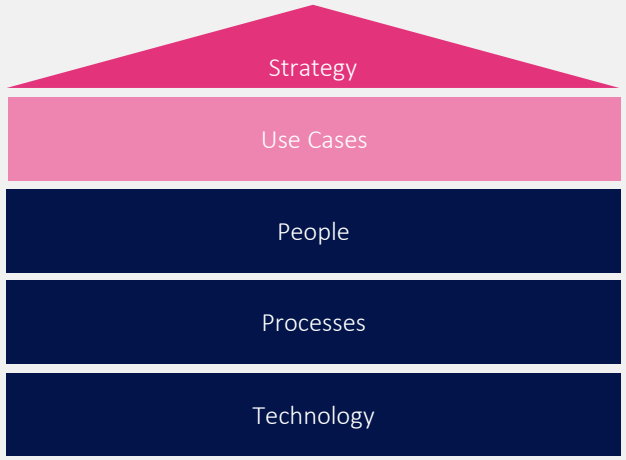
02 ά v dz-ƛ²Ǒƛ ƪ́ǽ

03 Lighthouse
Project

04 Implementation
And
operationalization

05 Strategy
Expansion

The most common impediments



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Preparing for the future?

Better «source» systems

- Larger degree of digitalization
- User requirements to store data in an «analysis-ready» format
- Better understanding from users on how their data is being used downstream

Shorter Feedback Loop

- Insights available where decisions are made

Professionalization

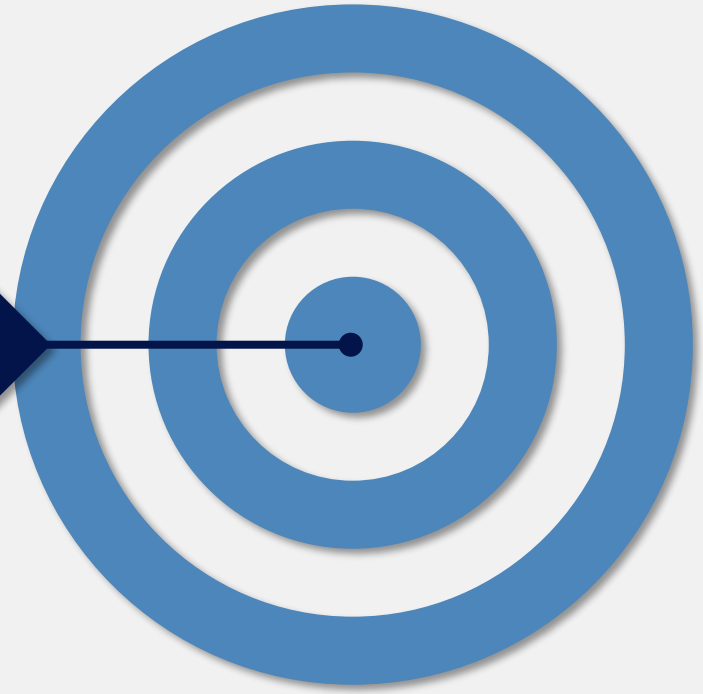
- Data experts adopting IT development best practices fully
- Closer involvement of end users

In Summary

Users and business value first, not data first

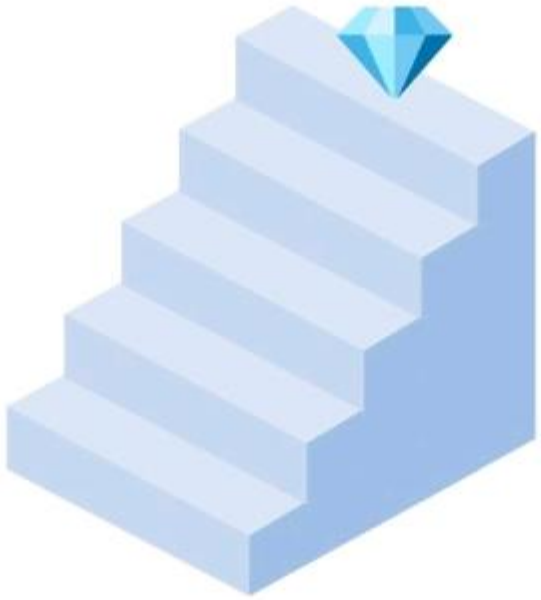
Iterative approach towards target

Closing gaps: Not everything can be solved with data and analytics

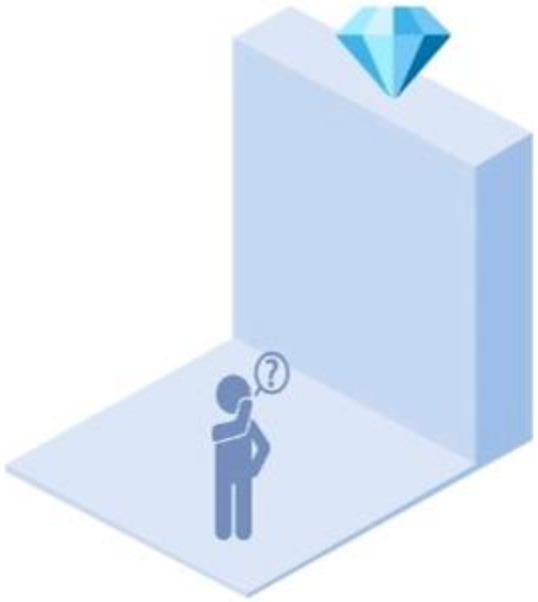


Just remember X

Transformation does not look like this



So don't worry if after year 1 you feel like this



Because transformation often looks like this

Supporting intrapreneurs to transform their organization and their own careers

Datent