



Are You Truly Data Driven?

Defining Your Value-driven Data & Analytics Strategy and Roadmap

Data is the fuel of the digital economy; it's big and growing fast – too fast for organizations to keep up with. Trends and technologies like Social, Mobile, Artificial Intelligence/Machine Learning, and the Internet of Things are driving this growth. Organizations are overwhelmed with managing corporate data, let alone third party or external data. And they are struggling with driving value from their data and analytics investments! Becoming a data driven organization requires both a strategy and a roadmap on how to get there!

“Organizations have been investing in data and analytics for over 20 years. Yet they can't keep up with the demand for analytics or the costs. They are trying to run their businesses today with data and analytics practices from 20 years ago. The issue is a lack of focus and alignment. They need to focus efforts on data that truly matters and create a data driven culture.”

— Patricia Saporito, Chief Analytics Officer & Data Analytics Practice Leader, Digital Business Creations
and Author, *Applied Insurance Analytics*

We Can Help You With a Data Driven Workshop

Our seasoned business and technology consultants can conduct a Data Driven Workshop that helps you focus on harnessing the data that matters:

- Align your business, analytics and data strategy
- Develop a KPI framework that aligns metrics from the top to the bottom of your organization
- Prioritize actionable data and analytic areas
- Define key dimensions
- Review key data flows and sources
- Build a roadmap that shows quick time to value



Focus on the Data and Metrics That Matter!

DBC has worked with customers in all industries, helping them monetize their data and drive real value from it by:

- Aligning Business & IT teams
- Defining KPI/Metric frameworks
- Developing Data Governance to for trusted, governed, secure data
- Creating sustainable, repeatable data analytics best practices

Data Driven Workshop

The Data Driven Workshop is a facilitated one-day workshop using DBC's proven, repeatable Data Driven methodology to help you:



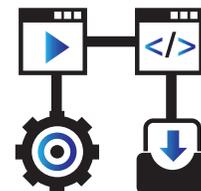
Align business, analytics and data strategy

Identify what data will have the greatest impact on profitability, growth and operational effectiveness



Prioritize focus areas to drive value from your data

Adopt a repeatable framework for data analytics delivery



Begin to build a data-driven culture!

For more information or to request a workshop, visit us at www.DigitalBusinessCreations.com.

Get started today with a [mini assessment!](#)

