Data is your company's sensory system.

Let's sharpen it together!

Data Strategy Sharpens the Senses of Your Company

A lot of companies perceive the world in a way that looks accurate to them, but in reality, is blurry.

- Feeling overwhelmed by all the factors influencing your business?

- Is your view of competition and market blurry?

- Does your team debate instead of making data-driven decisions?

- Are hidden costs blocking your path to greater efficiency?

- Could AI become your competitor's secret weapon? Are you ready?

Let Us Sharpen Your Senses!

This offering

Kickstart Your Data Strategy

1 Aspiration
Unite around a common goal, discuss business drivers and uncover potentials.

2 Ideation
Ideate use cases to solve existing problems and realize your potential.

3 Enablement
Design first data product ideas and your platform based on our best practices and your use cases.

4 Realization
Draft a compelling business case and a horizon plan for your data journey.

Horizon 1 – Planning the Future
Set the scene by developing your data management organisation and architecture.

Horizon 2 – Minimal Viable Product
Implement a basic version of your data platform and deliver tangible business value with your first data products.

Horizon 3 – Deliver Business Value
Keep the momentum going by delivering further value through data products.

Horizon 4 – Scale It Up
Grow your data platform driven by a positive feedback loop.

Follow Your Data Journey

Act With Foresight & Precision

Achieve Competitive Advantages
- Better decision-making
- Enhanced customer experience
- Faster time-to-market for innovations

Improve Operational Efficiency
- Automate repetitive tasks
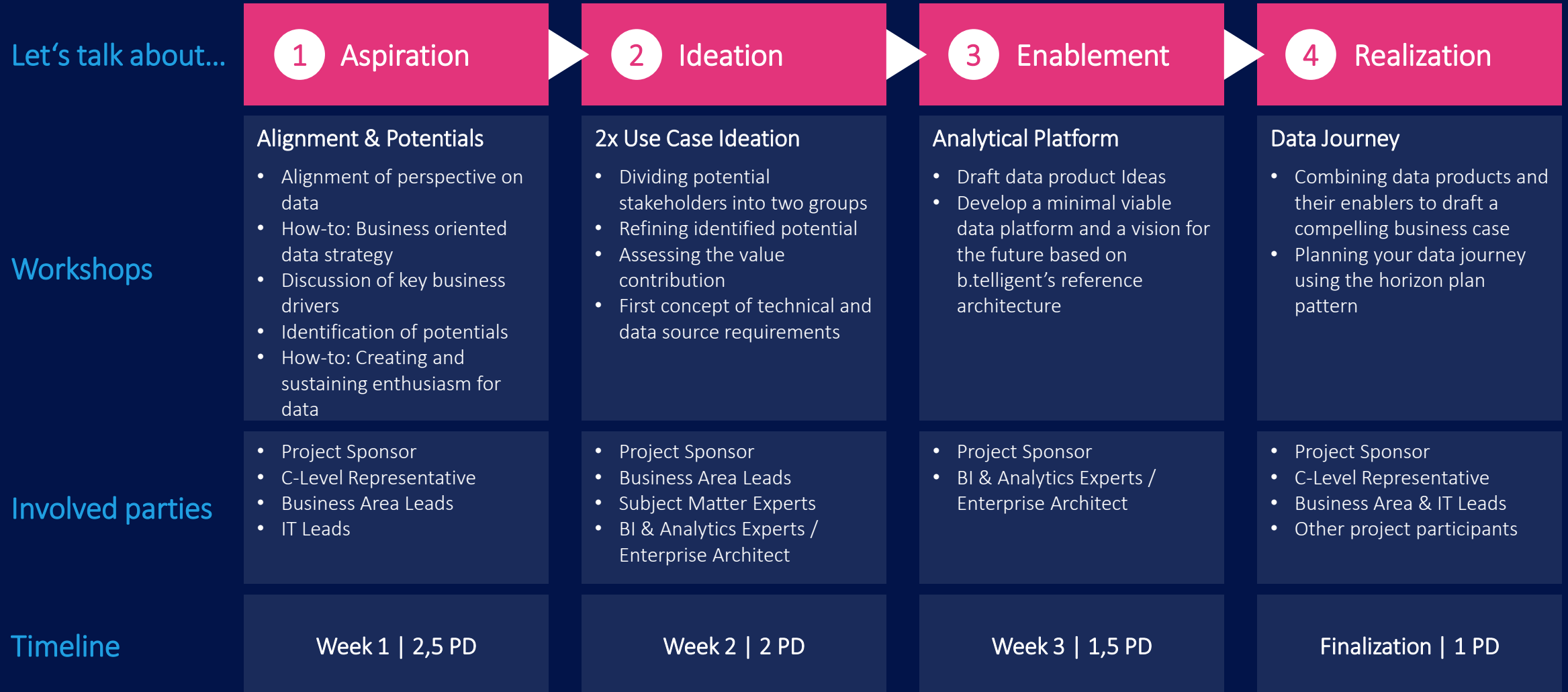- Optimize the supply chain
- Solve problems faster

Manage Compliance & Risks
- Identify and mitigate risks
- Ensure data privacy

Data Strategy Kickstart

Let's talk about...

	① Aspiration	② Ideation	③ Enablement	④ Realization
Workshops	**Alignment & Potentials** • Alignment of perspective on data • How-to: Business oriented data strategy • Discussion of key business drivers • Identification of potentials • How-to: Creating and sustaining enthusiasm for data	**2x Use Case Ideation** • Dividing potential stakeholders into two groups • Refining identified potential • Assessing the value contribution • First concept of technical and data source requirements	**Analytical Platform** • Draft data product Ideas • Develop a minimal viable data platform and a vision for the future based on b.telligent's reference architecture	**Data Journey** • Combining data products and their enablers to draft a compelling business case • Planning your data journey using the horizon plan pattern
Involved parties	• Project Sponsor • C-Level Representative • Business Area Leads • IT Leads	• Project Sponsor • Business Area Leads • Subject Matter Experts • BI & Analytics Experts / Enterprise Architect	• Project Sponsor • BI & Analytics Experts / Enterprise Architect	• Project Sponsor • C-Level Representative • Business Area & IT Leads • Other project participants
Timeline	Week 1 | 2,5 PD	Week 2 | 2 PD	Week 3 | 1,5 PD	Finalization | 1 PD

Toolset – Aspiration & Ideation

Strategic Quadrant

Why
Understand where you stand today and where you need to go.

How
Evaluate the current and target state on two dimensions:

- "Capability to operationalize" describes the data management toolset
- "Coverage of strategic vision" describes if potentials are identified and addressed

Potential Map

Why
Define high-potential areas for data and align with business priorities.

How
Create an overview of business areas, functions, or processes and evaluate their potential.

Use Case

Why
Translate business goals into actionable, data-powered initiatives.

How
Description how the use of data will achieve specific goals. Identification of stakeholders, data needs, data quality requirements, and suitable data sources.

Toolset – Enablement & Realization
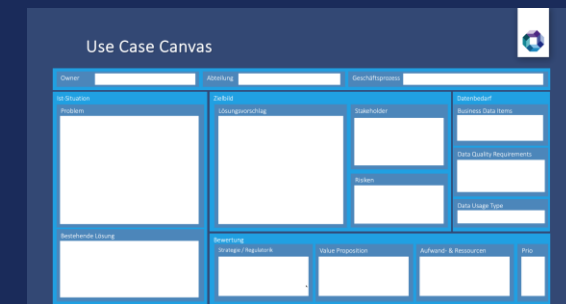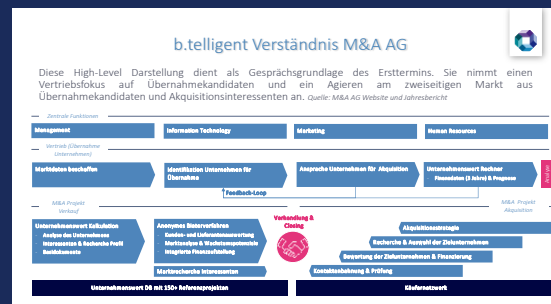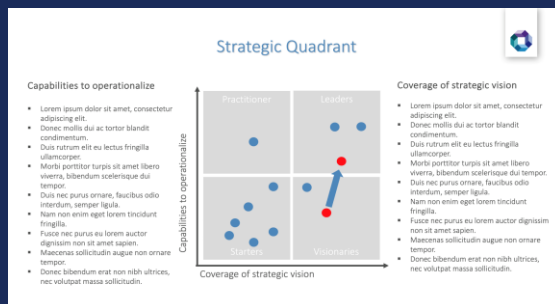
Architecture & Product

Why

Set the scene to turn use cases into reality.

How

Based on a set of use cases, the appropriate reference architecture is selected and refined into a minimal viable data platform. Data product Ideas are drafted as a proof of concept with first tangible value.

Reference Architecture Data Platforms

Business Case

Why

Ensure every initiative is backed by a solid value / feasibility ratio.

How

Evaluation of the expected added value and costs of a data products, identification of necessary enablers for its realization and select a set of product-enabler for the first minimal viable data platform.

Data Products & Enabler

Horizon Plan

Why

Build and drive momentum with a compelling data journey.

How

Roadmap guided by strategic priorities and the goal of delivering tangible business results as quickly as possible through the implementation of data products.

Horizon Plan