

THE DATA-DRIVEN BUSINESS

A MATURITY PERSPECTIVE



in association with



More than an abstract aspiration

Data-driven businesses take a multi-dimensional approach, addressing imperatives in 4 key areas

What is a data-driven business?

A data-driven business exploits data at every level to achieve both strategic and operational advantage. Advanced tools and technology are employed to make data and analytics an intrinsic and/or embedded part of activities, from strategy and planning in the boardroom, through decision-making on the front line, to powering digital engagement with customers, partners and suppliers.



Few have so far made the grade

When 400 organizations were objectively assessed during a recent study*, most were still on their 'data maturity' journey. A small minority qualified as being genuinely data-driven.

MATURITY JOURNEY



Data-starved

3.5%

Relatively chaotic approach to handling data, leading to poor business visibility and higher data-related risk



Data-sustained

45.8%

Respectable level of basic competence, but patchy and often backward-looking business visibility



Data-empowered

46.0%

Good on-demand availability of consistent, complete, up-to-date and forward looking business insights



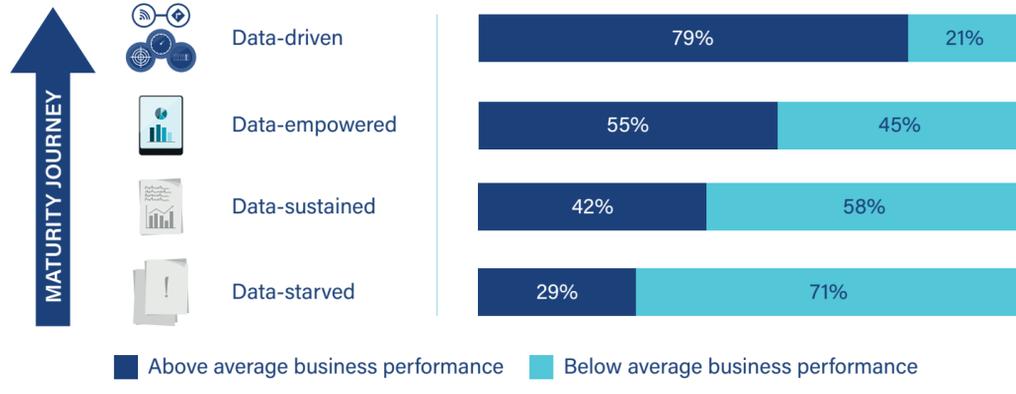
Data-driven

4.8%

Continuous and often real-time insights, delivered proactively and in context across the entire business

Data-driven businesses perform better

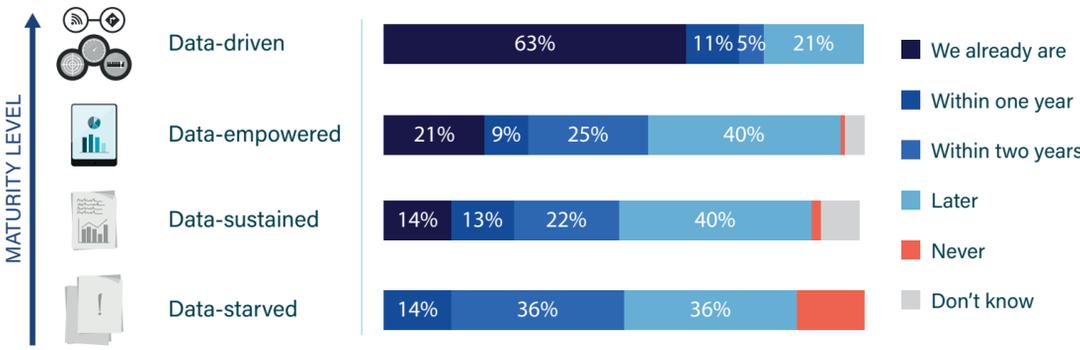
Using a scorecard based on nine indicators of business efficiency, effectiveness and success, aggregate performance consistently aligns with data maturity.



Are you doing as well as you think?

Perception and reality can be different. You might 'feel' that your organization is data-driven, but is it really by today's standards? It's easy to overestimate your capability, or overlook how much technology and best practices have moved on. Don't miss the opportunity.

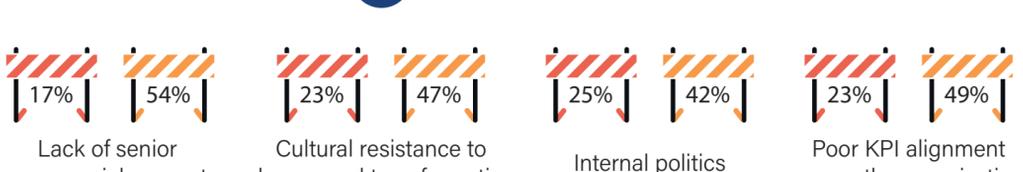
When will you become data-driven?



Planning and preparation

Forewarned is forearmed. Take note of the hurdles that can stand in the way of progress.

Organizational issues



Skills and empowerment



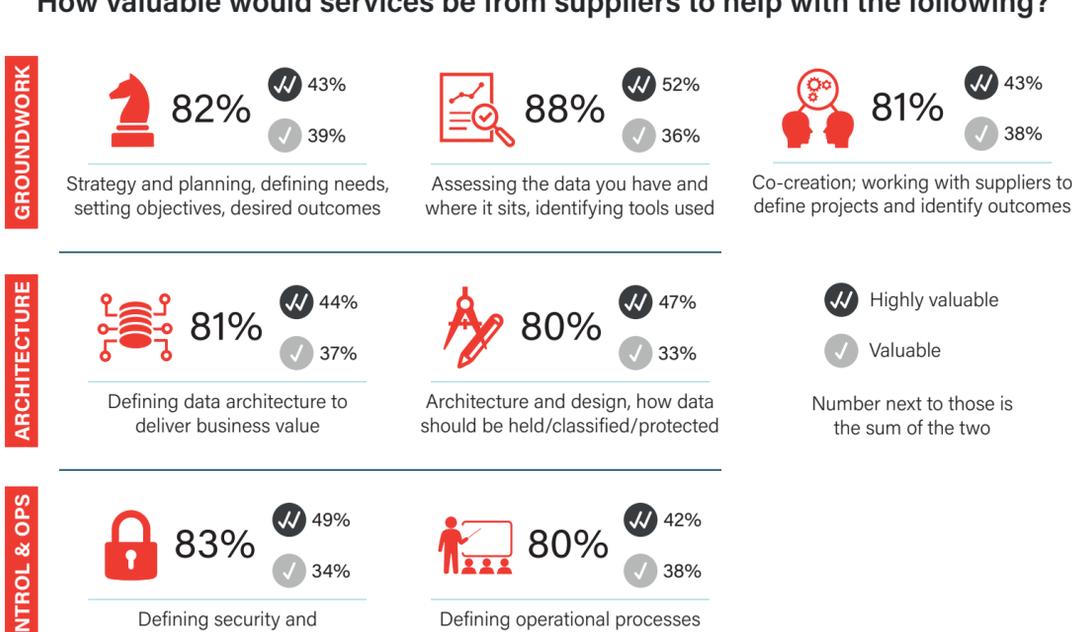
Practical challenges



Major impediment (Red and white striped icon) Challenging but manageable (Yellow and white striped icon)

You don't have to go it alone

How valuable would services be from suppliers to help with the following?



*For more a more detailed presentation and discussion of the research, please see our report entitled: "The road to becoming a data-driven business" which is available for download here.