

# 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?

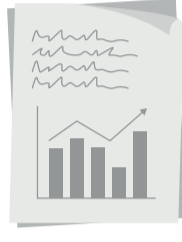
A data-driven business exploits data at every level to achieve both strategic and operational advantage. Advanced tools and technology are employed to make data and analytics an intrinsic and/or embedded part of activities, from strategy and planning in the boardroom, through decision-making on the front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

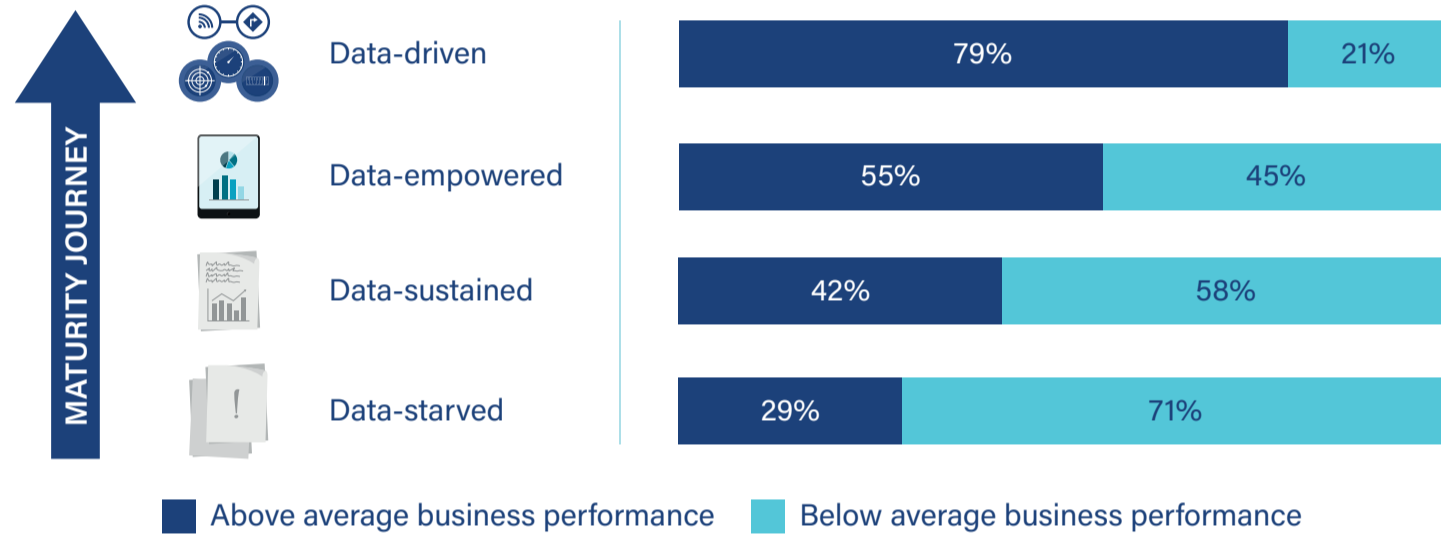
Data-driven

4.8%

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

### Data-driven businesses perform better

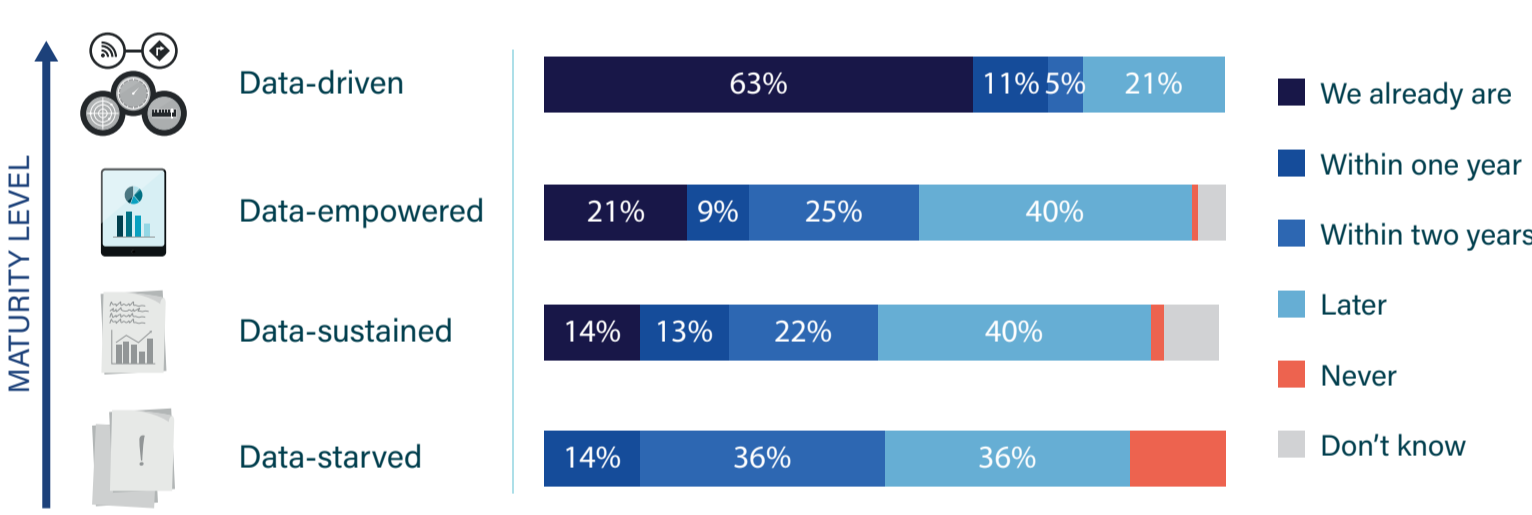
Using a scorecard based on nine indicators of business efficiency, effectiveness and success, aggregate performance consistently aligns with data maturity.



### 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.

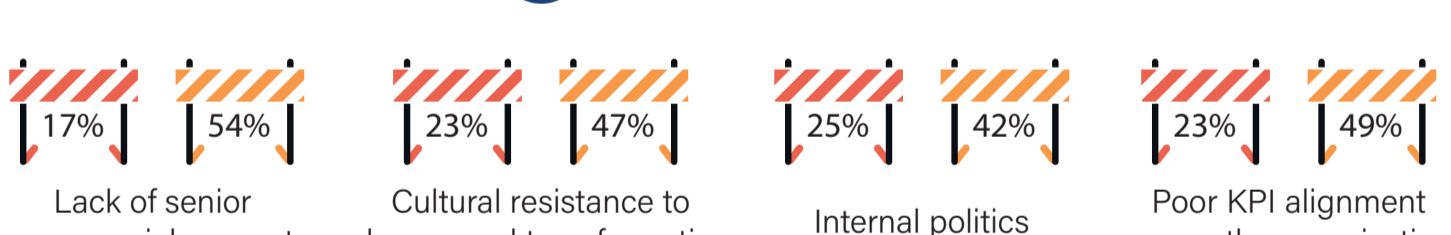
### When will you become data-driven?



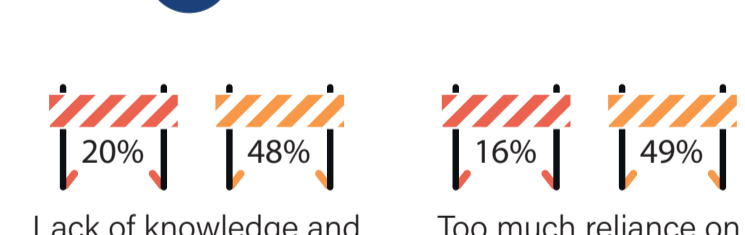
### Planning and preparation

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

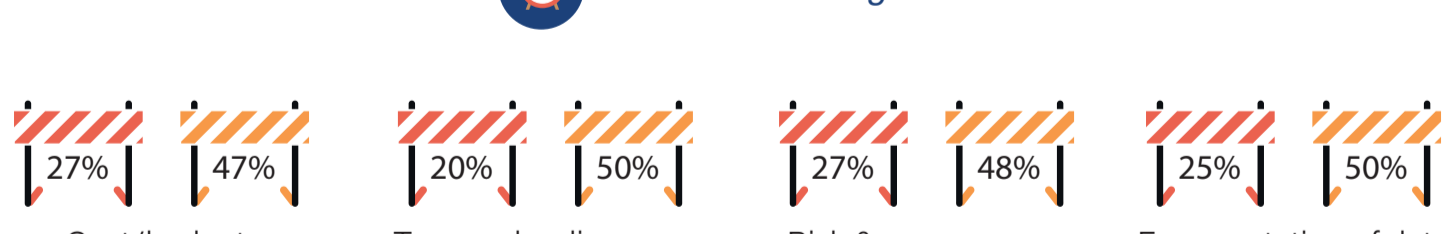
#### Organizational issues



#### Skills and empowerment



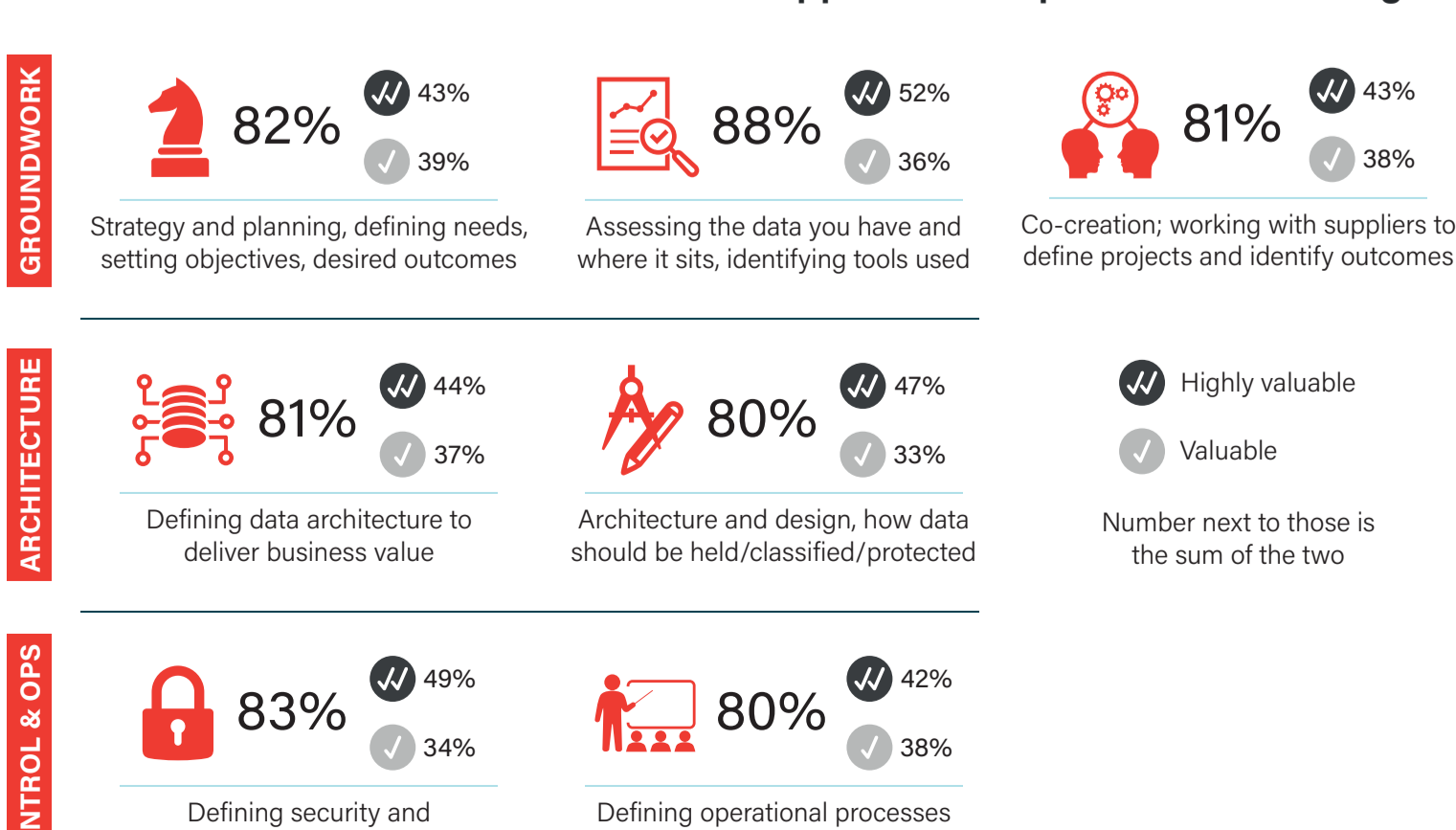
#### Practical challenges



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.