



STEPS TO BUILD DATA DRIVEN CULTURE



Gartner **85%**



REALITIES OF ANALYTICS TRANSFORMATION INTIATIVES

Analyst Insights



of companies are interested in delivering data driven decisions but only 37% succeed

in 2020, only 24.5%

have created a data-driven culture in their company



VentureBeat

MITSIOAN Management Review **Deloitte.**



insights failed to deliver business outcome

KPMG

49%

72%

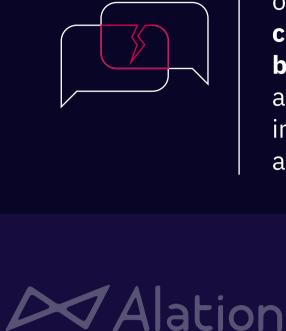
80%

of analytic

(E)

81% believe that their organizations understand the **importance of**

data analytics but only 37% actually using data to inform their decisions



collaboration between **business and IT teams** as a key challenge in implementing data and analytics initiatives

business users do not

understand how to use

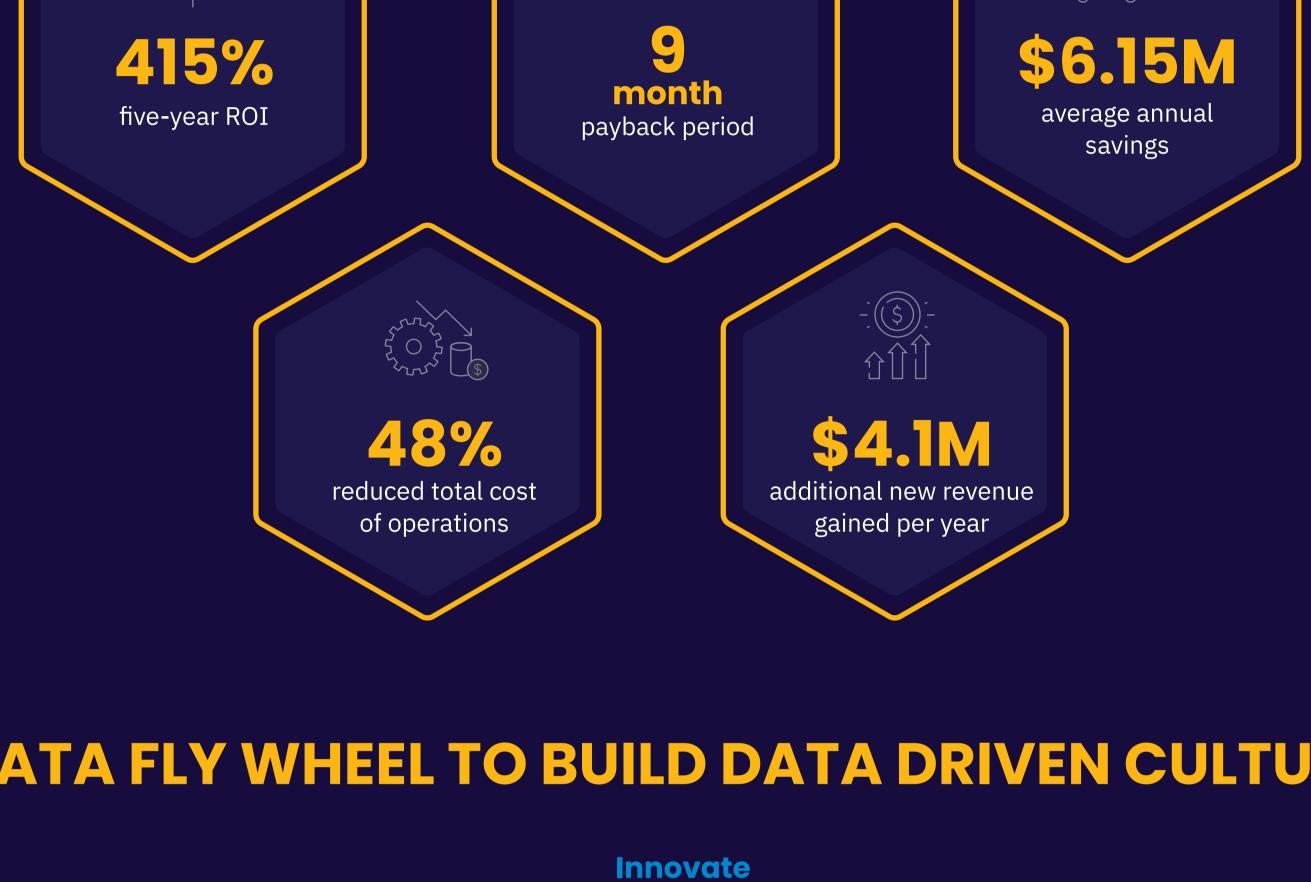
data effectively

of respondents cited **poor**









Data-driven companies focus on solving their customers' most compelling challenges and opportunities, not by thinking in terms of "data platforms", but

Critically, it is customer feedback and measurable business outcomes that drive further data into the flywheel. By working backwards from the customer and continuously collecting feedback, this ensures they create data products that add value. Built on the right foundations, this allows organizations to think big about what they want to achieve, but start small so they can experiment, learn, and realize value while

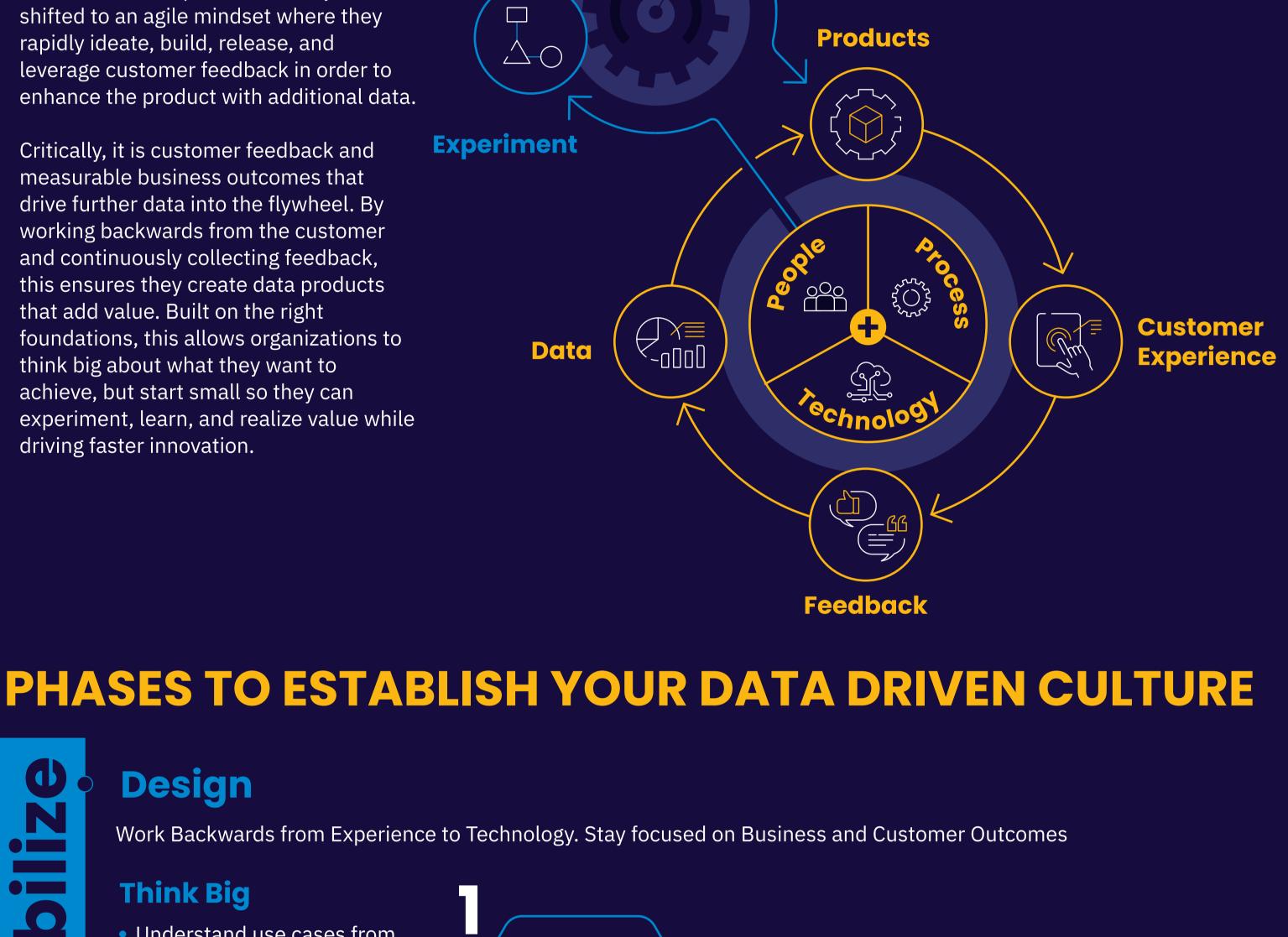
driving faster innovation.

in terms of "data products". They have

shifted to an agile mindset where they

rapidly ideate, build, release, and

. Mobilize Design **Think Big** Understand use cases from



inside and outside of industry Understand the disruptive advantage analytics unlocks **Work Backwards** • Who is the customer? Thinking differently and looking

Design Minimum Viable Product Understand current

architecture

customers

Develop MVP delivery plan

• Define future architecture

around corners to serve your

60-days or less **Accelerators**

Mactores Aedeon Data

Fabric

Data Migration

Automation

Framework

Data Governace

Industry Solutions

Creating Your Scale Plan

Scale

Readiness

2

Scale Plan

Define

End State



capabilities

Assess data maturity across the enterprise

Considerate of both technical and business

Define the roadmap to move from current

Create an approach to incrementally scale

data, platform and people according to use

state to desired end state

case priority

The culmination of line of business strategies builds an enterprise view and grows your scale while enabling

Skill Set

Development

capability build across people, process and technology to deliver sustainable business outcomes

 Define the end state and gaps to overcome Determine blueprint solutions to gaps

✓ Business value

✓ Data Culture

Embedded Innovation

Enterprise Transformation

What is the customer problem

or opportunity?

Is the most important

customer benefit clear?

customers need or want?

How do you know what

What does the customer

experience look like?

Deploy &

Deploy to your Customer

Learning from your

Customer

Fast Feedback

Fast Learning

• Iterate, Refine

Release next Product

Learn

Line of **Business 1 Prioritised Business Use Cases** Line of Business 2 Line of **Business 3** Platform Build Op. Model

Deployment

People

Business outcome

use case roadmap

based with prioritized

Execute Scale Plan

Migrate Data & **Build Analytics Products**

Prioritised

Roadmap

& Strategy

Incremental scale of Ongoing maturity data, people and platform assessments to gauge according to use cases change

Governance

Governance processes that focus on

putting responsibility in the hands of

users of data while also ensuring data

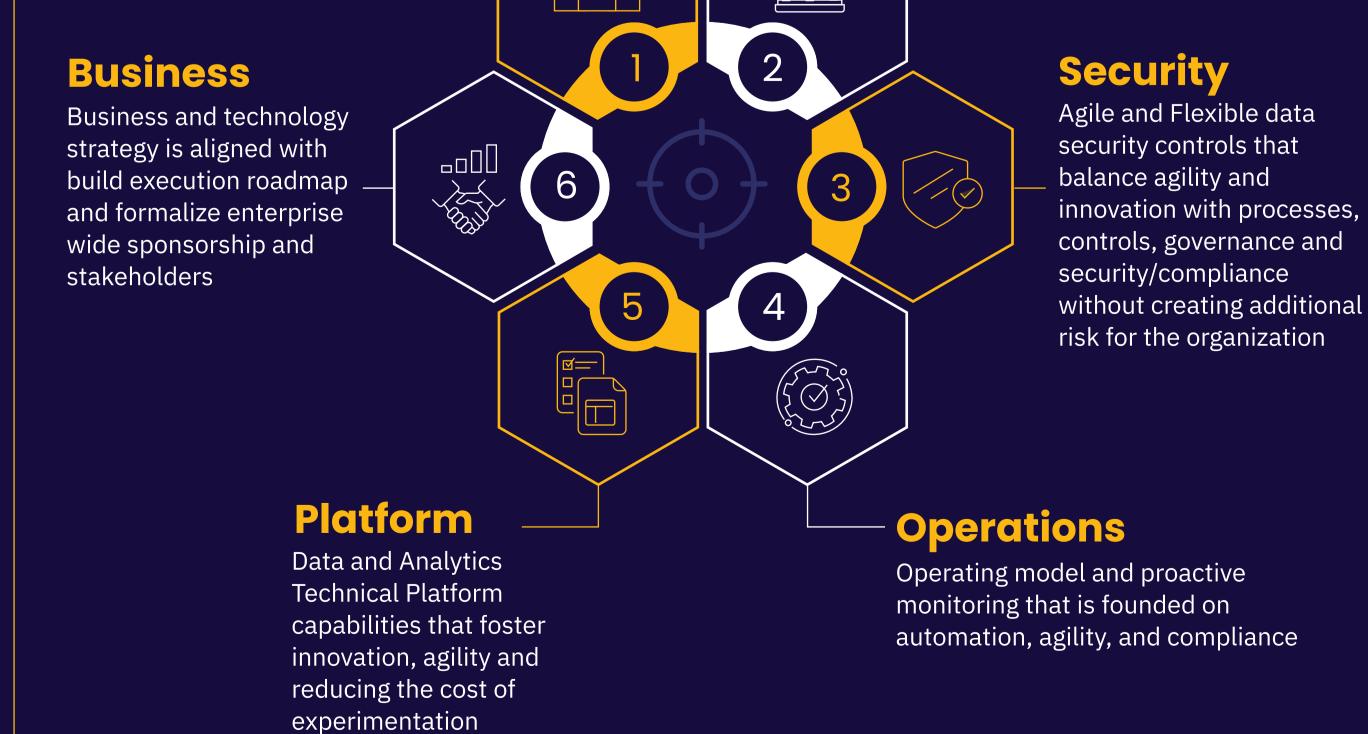
quality, accuracy and collaboration

Target State

Mactores delivered

Scale

A culture where data is used in all decision making



Consumers "Teams that want to use data"

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Execute business priorities

• Data pipeline development

• Creation of new insights

Data Discovery

• Business analytics development

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aws

Domain expertise

Metadata Management

Data quality

Data ownership and governance

- **AWS CENTER OF EXCELLENCE** Data & Analytics Services Competency
- At Mactores, we bring more than 10+ years of experience in analytics, business solutions and best practices to build your data driven culture
- Amazon EMR Delivery Amazon Redshift Delivery Amazon MSK Delivery ML Services Competency
- https://www.mactores.com/data-driven-everything

The Modern Data Community

Data-driven organizations enable agility by pushing responsibility to the edges, to the producers and consumers of data **Producers** "Teams that want to share data" \bigcirc

> • Enterprise datasets Training and community

Build security controls

Simplify on-boarding

• Build and run the platform

Data lake platform

"Team that runs the marketplace"

- **PARTNER Advanced Tier**
 - Migration Services Competency DevOps Services Competency Services Amazon RDS Delivery AWS Database Migration Service Delivery