# Data Strategy
## Ensuring Data to Action

## Overview

For a company to be able bring value out of their data, like improving customer service or to get a 360-degree understanding of the customer they need to make sure your data is aligned to these business Objectives. Data Strategy is driven by an organization's overall Business Strategy and business model.

A data strategy is a plan designed to improve all the ways a company acquire, store, manage, share and use data. Developing a Data Strategy describes the first step in a focused effort to identify and prioritizes data and analytics activities with key organizational priorities, goals and objectives. The goal is to harness and integrate data to drive innovation and develop a sustainable competitive advantage via accessibility to digital data. This starts with how the business plans to use information to a competitive advantage and support enterprise goals.

## Data Strategy Insight

Method360 first step in any Data Management program is to start with Data Strategy. Our goal is to work with your team to get an understanding of the data needs inherent to your unique Business Strategy. Through a series of workshops and interviews we capture the requirements for data associated with your business model to determine level of fit, capability alignment and develop recommendations. These finding are reviewed and summarized into a formal Data Strategy and Business Case presentation and playback to your team. The Data Strategy identifies what key capabilities are required and what is needed to achieve business objectives.

# Case Studies

## KarlStorz

KarlStorz was having trouble when it tried to utilize data in new ways to facilitate business change because of the way they have architected their data processes. Method360 was brought in to perform a Data Strategy project, including business case development. The effort included performing an assessment of data management capabilities and a data quality assessment to be utilized in a subsequent effort for developing recommendations to enable harmonized views of data business and supported by centralized management of master and reference data.

## Benjamin Moore (BMC)

Objective was to gain alignment within client's stakeholders on approach and to develop a set of requirements to drive a Data Strategy including required Master Data Management applications. The Initiative focused on how the business will use customer data and in what critical business processes does this data get consumed. Team mapped findings with the existing inventory of customer data and recommended how to architect/design the data model for the "golden record" of customer. The team also provided recommendation on control and governance and on technology/tooling that would give a sense of a golden record across different systems when it comes to customer which would then feed to other systems (publish/subscribe) including to the overall EIM set of tools.

Method360 approaches Information Management from a capability's standpoint. It is not just about tools, it is about what our clients need to achieve objectives. We focus on what makes data 'fit for use' and how to provide that to data consumers. This includes process, resources, skills, and finally tools. We approach data quality as a technical capability that is embedded into our Five Information Management Capabilities Model.

Methdo360 brings a Data Strategy blueprint, plan and methodology to each engagement and looks across these core compents of data strategy.

**Identify**   **Platform**   **Provision**   **Transform**   **Govern**

## A Well-Developed Data Strategy has:

- Data Management vision
- Guiding principles, goals and objective
- Documented Business Case
- Short-term and long-term roadmap
- Business process and capabilities focus

## Why Method360

For the past eighteen years, Method360 has partnered with clients in the development and deployment of Data Management strategies, across domains that include Data Quality, Data Governance, Data Provisioning, Data Migration and Data Insight. Method360's People, Process and technology focus, combined with our Global Distributed Delivery (GDD) Model, ensures our clients get the right Industry Thought Leadership, at the right Price Point.

**SAP** Partner

To find out more about Method360's solution offerings and how they can benefit your company, please contact us at 415.956.6360

Visit us at www.method360.com

**Method 360**