

DATA STRATEGY

Jan Meskens

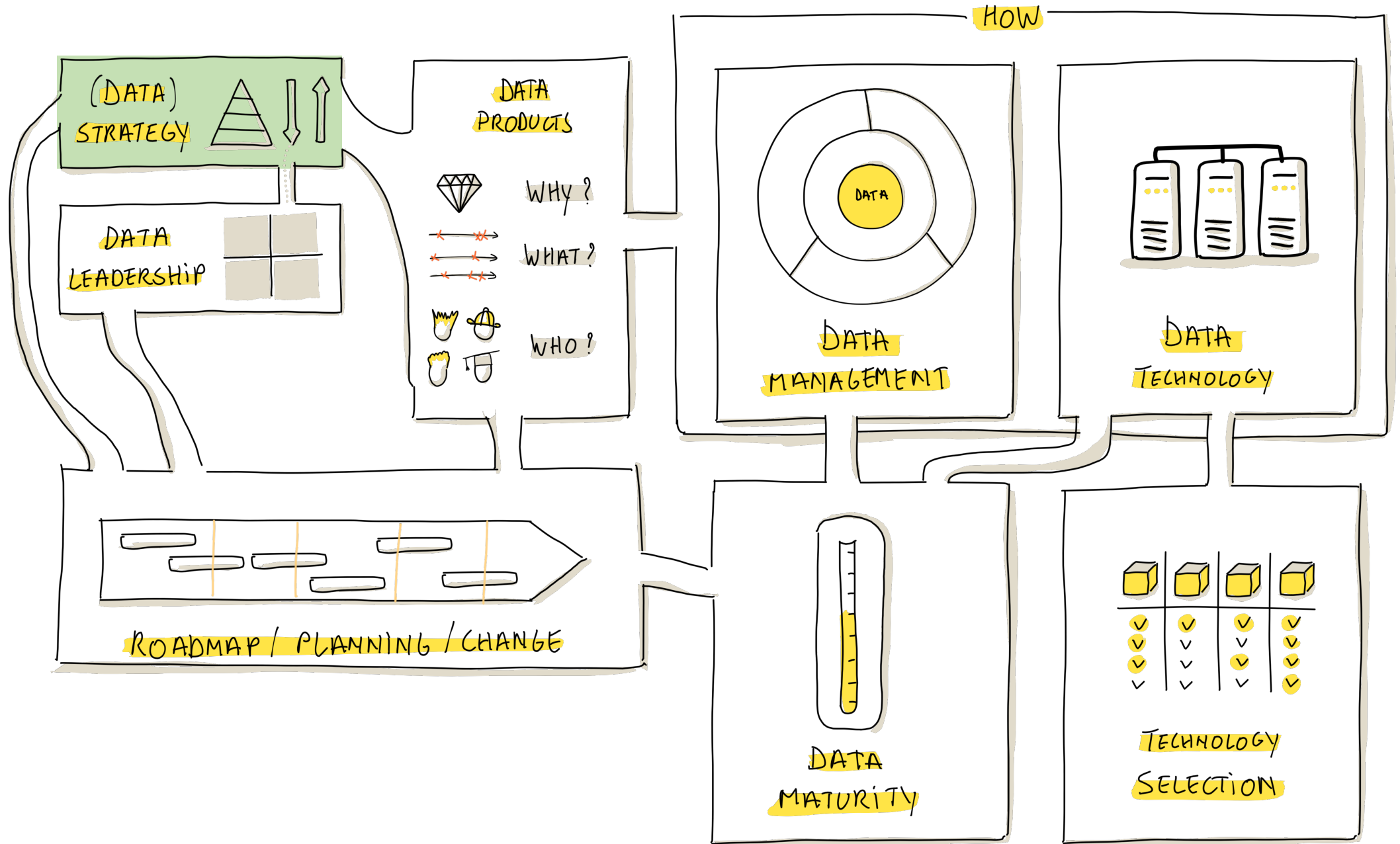
04 – 2024

 SIEVAX  EpicData.

(DATA) STRATEGY



TABLE OF CONTENTS



STRATEGY ?



STRATEGY ?

A STRATEGY DESCRIBES how the **GOALS** will be achieved by the **MEANS** (resources). Strategy can be intended (**PLAN**) or can emerge as a **PATTERN OF ACTIVITY** as the organization adapts to its environment or competes.

[Wikipedia, Consulted March 2023]

STRATEGY ?

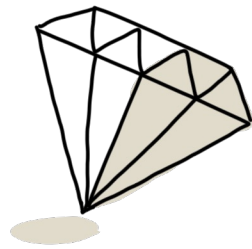


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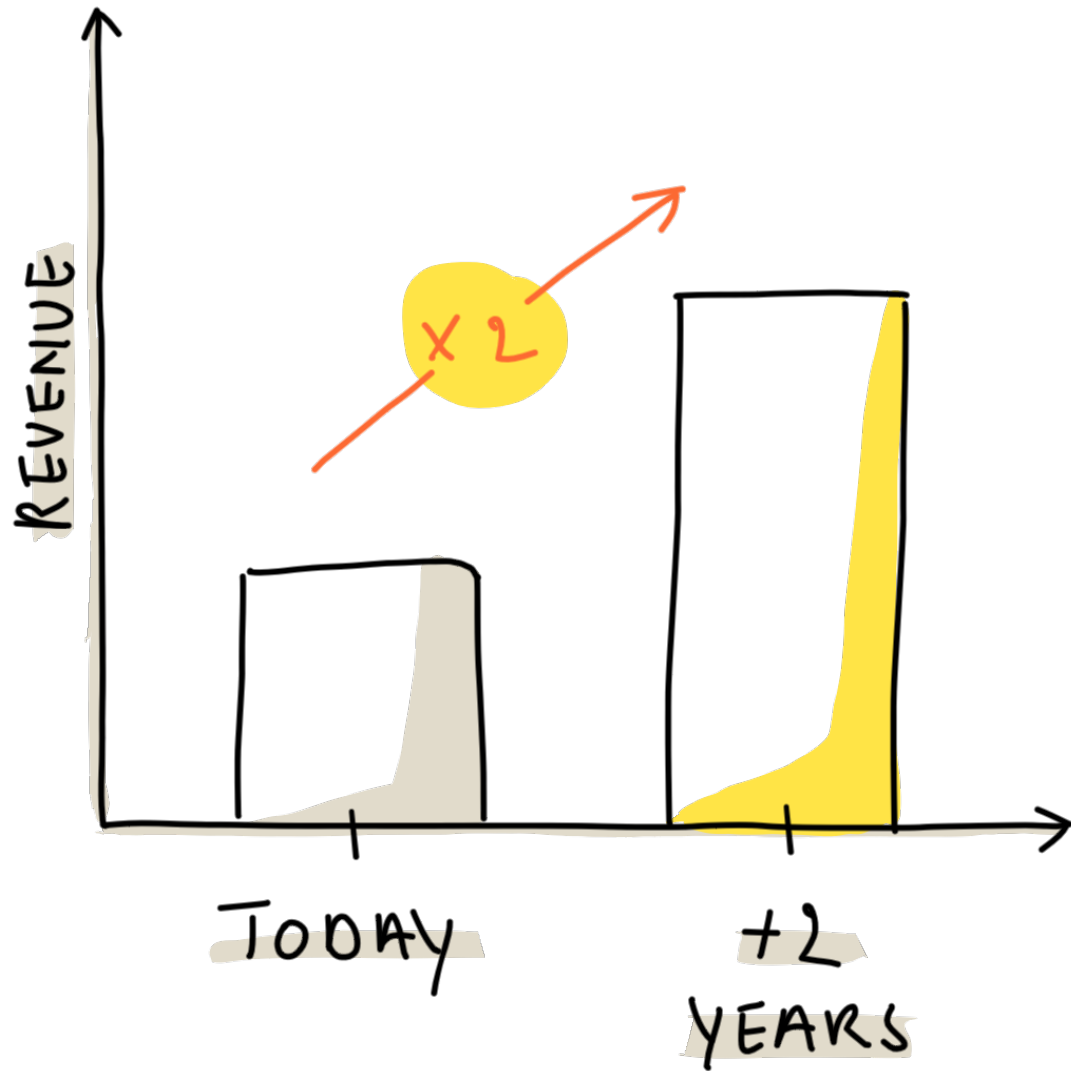


STRATEGY ?

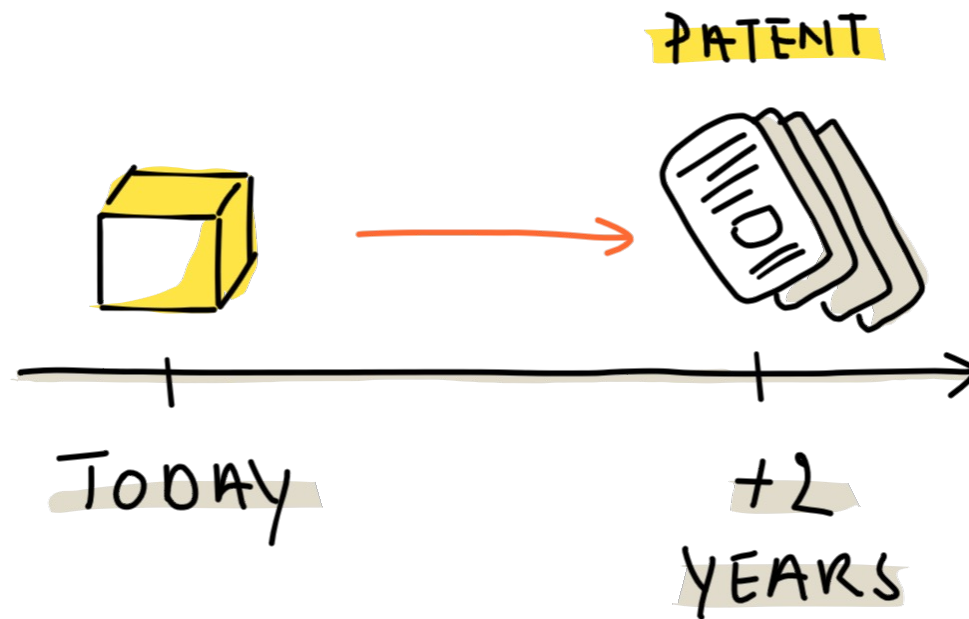
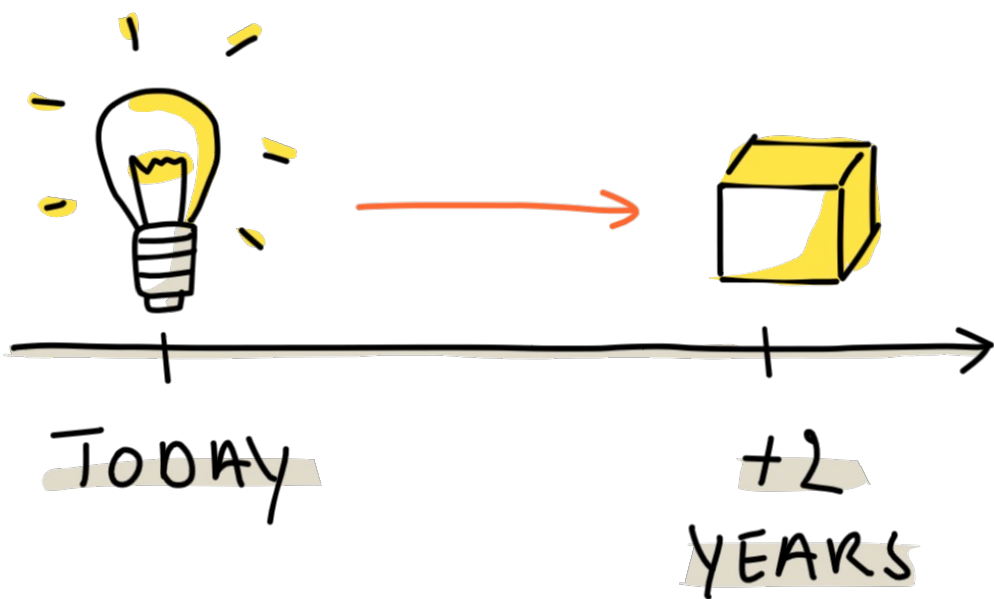
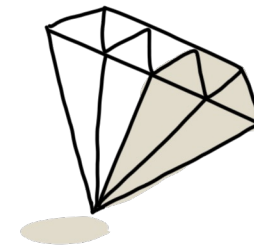




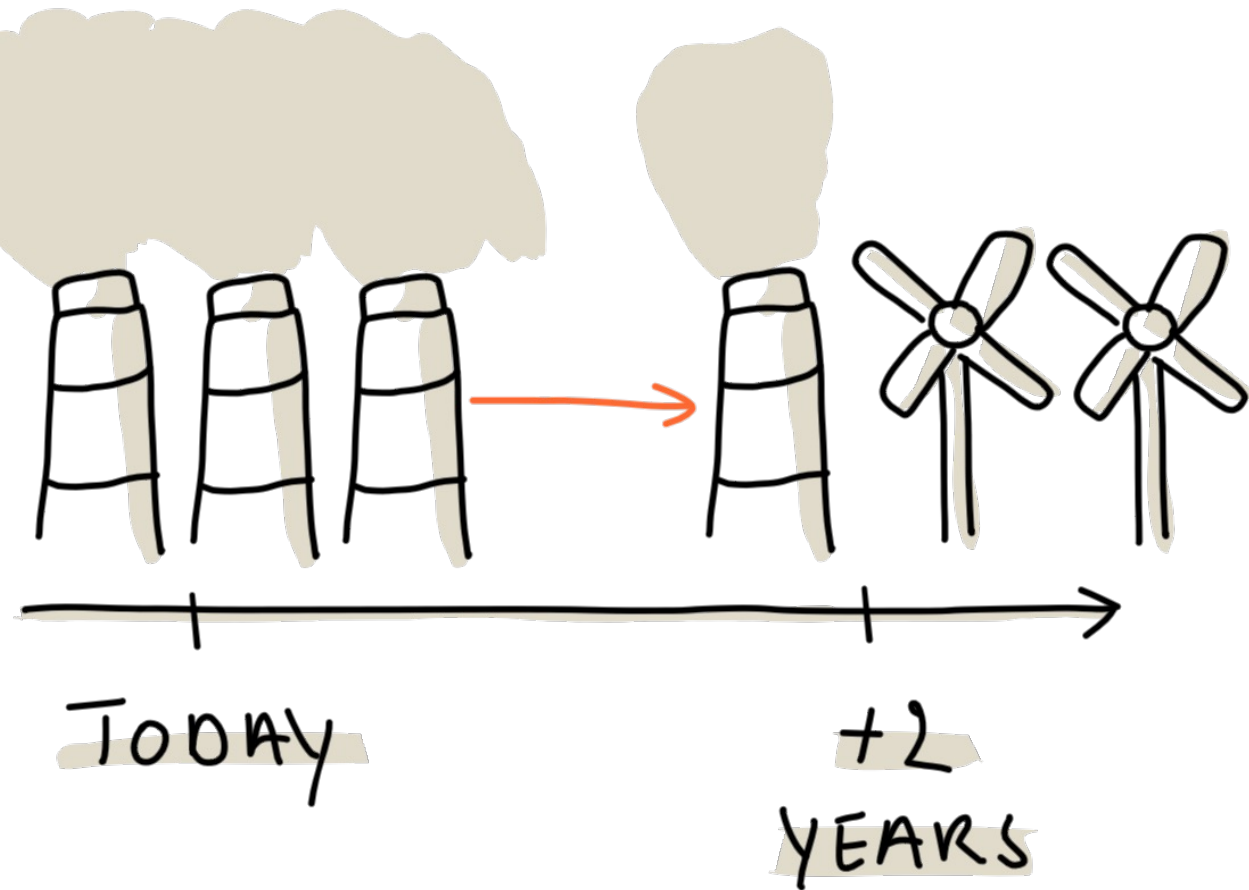
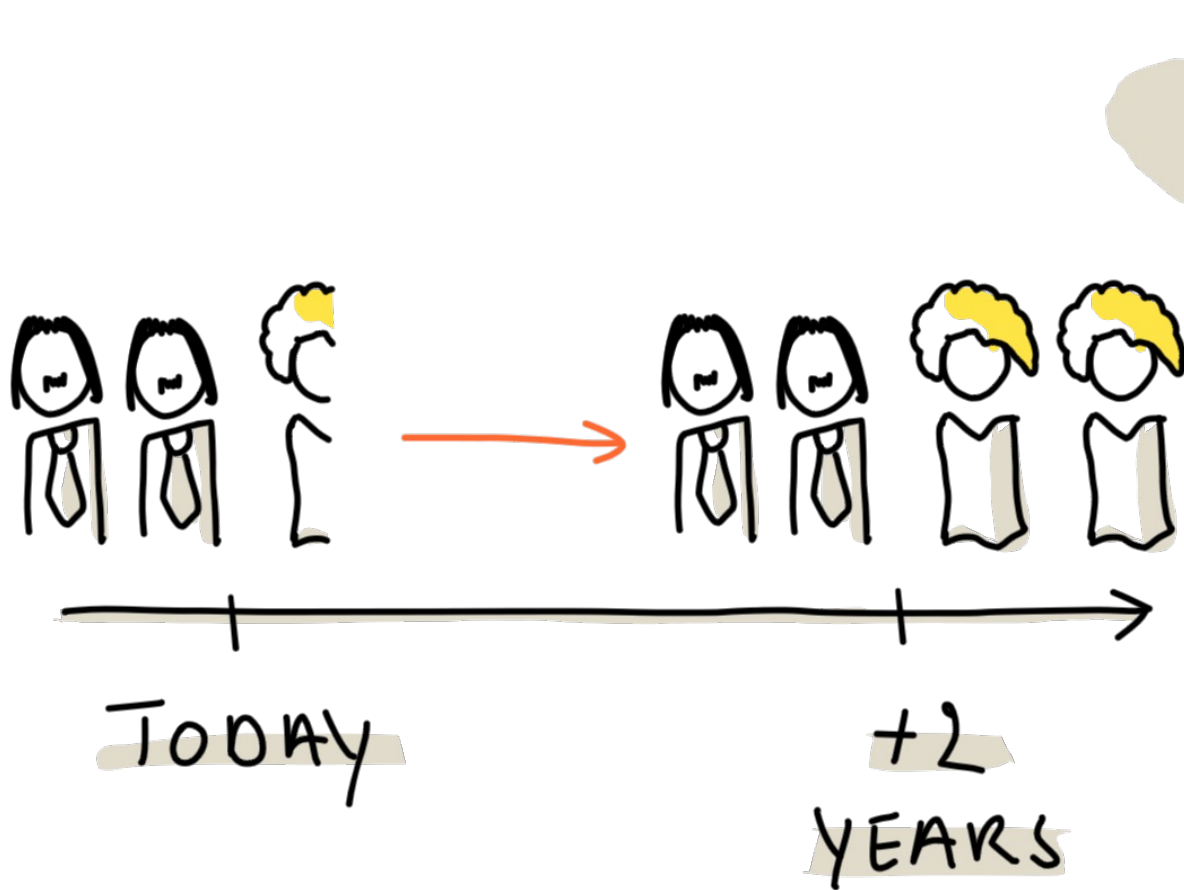
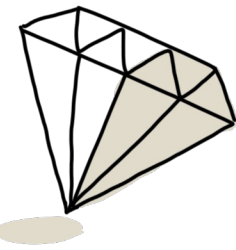
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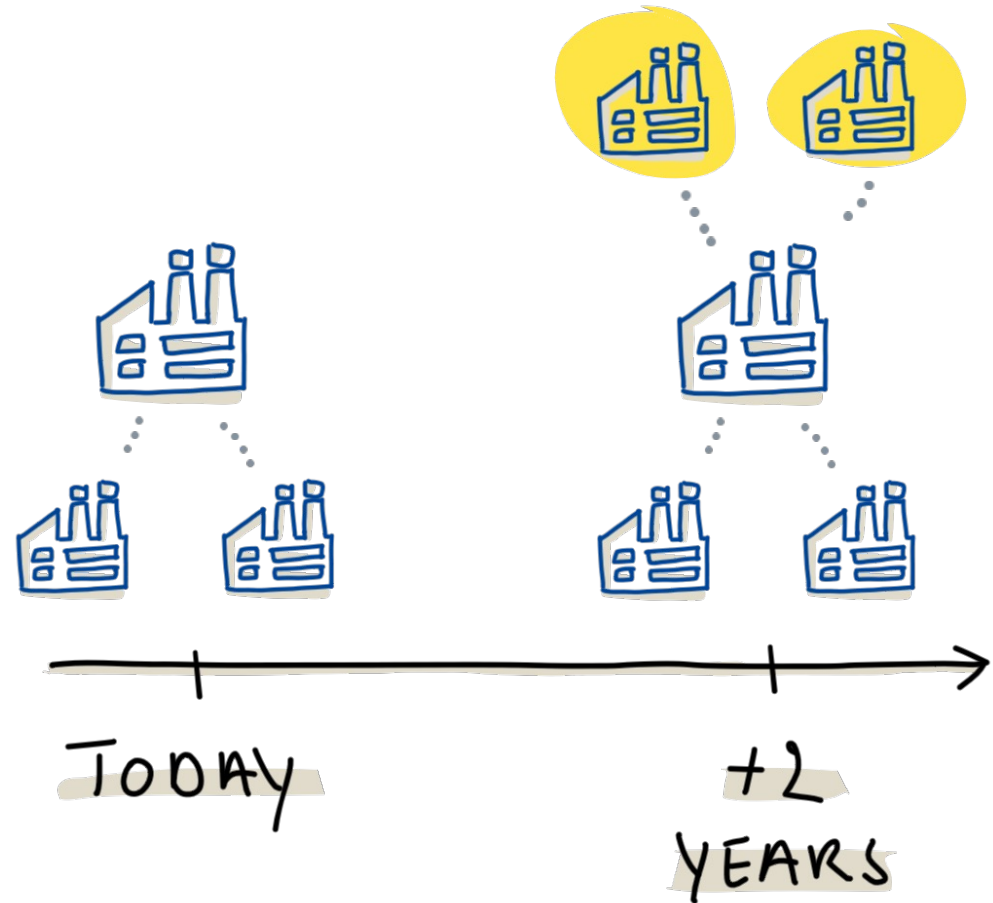
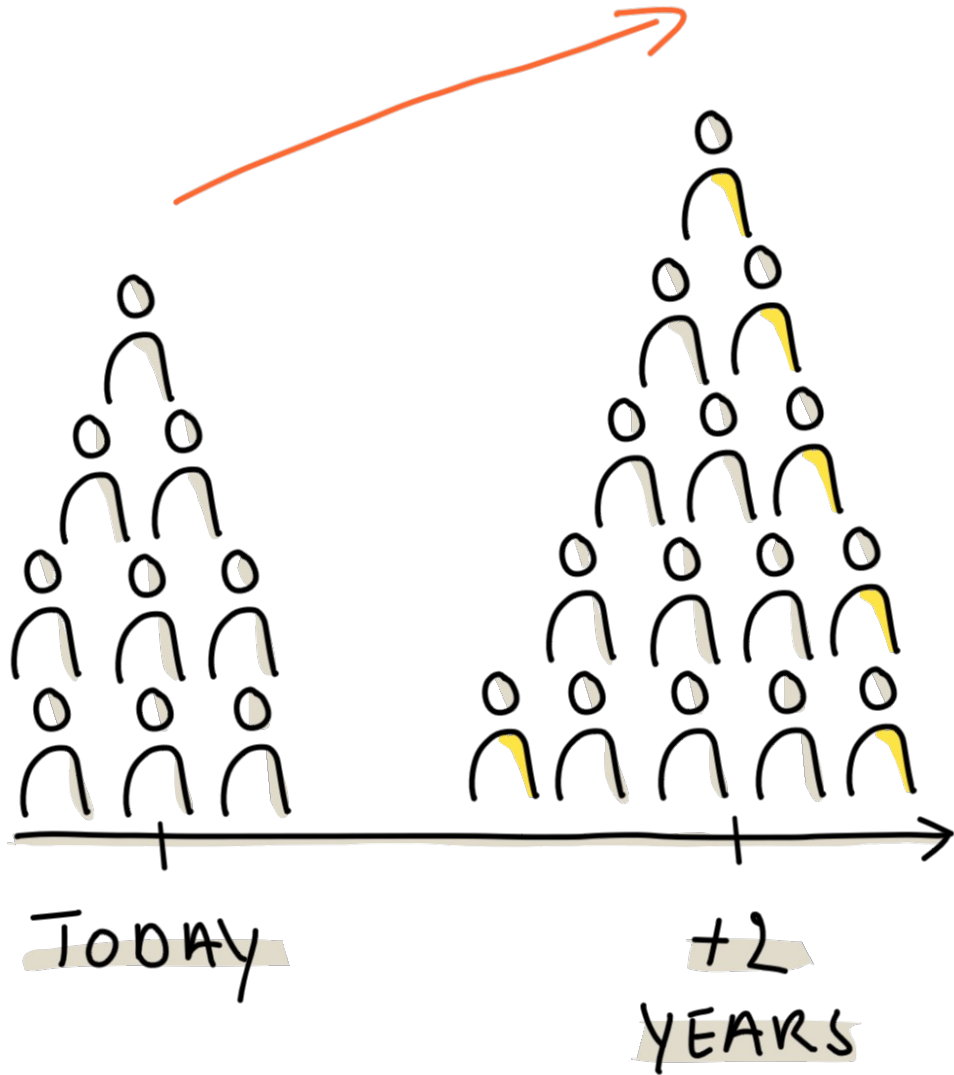
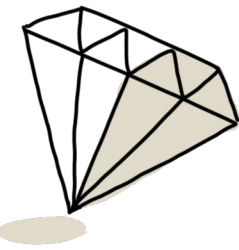
R&D



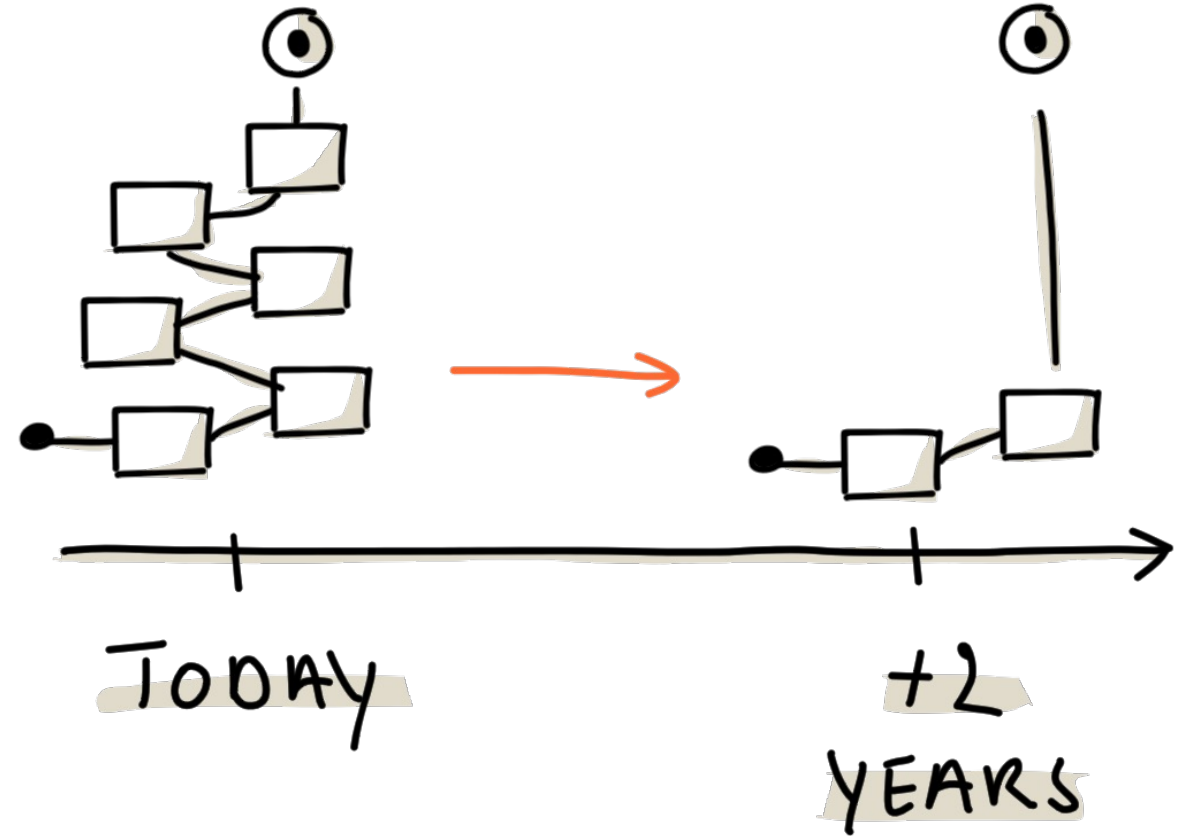
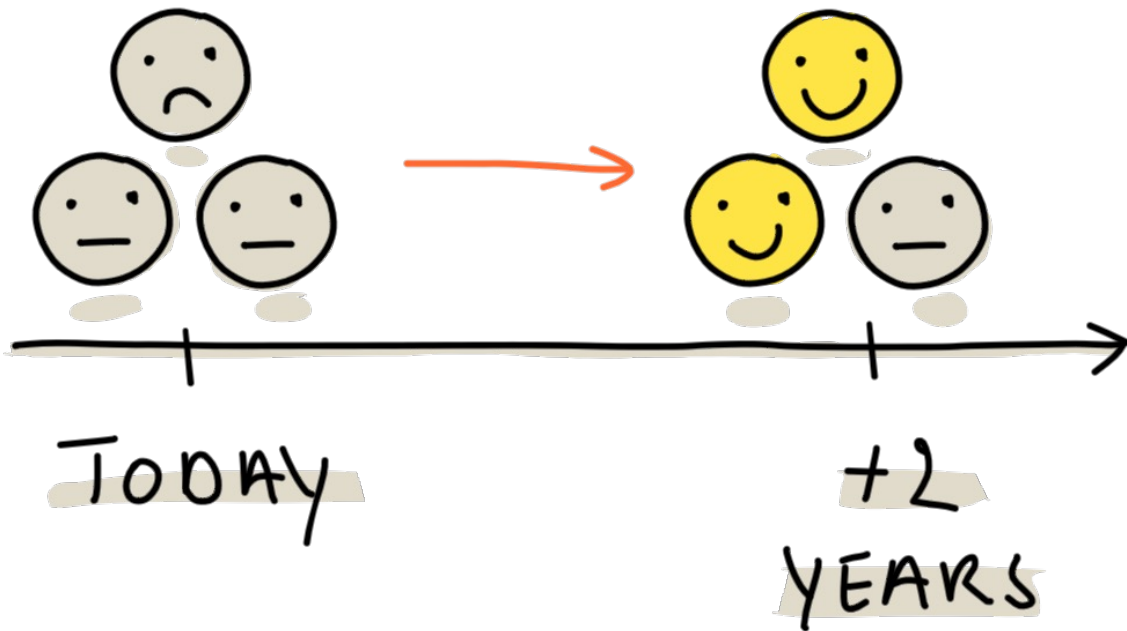
Sustainability



Growth



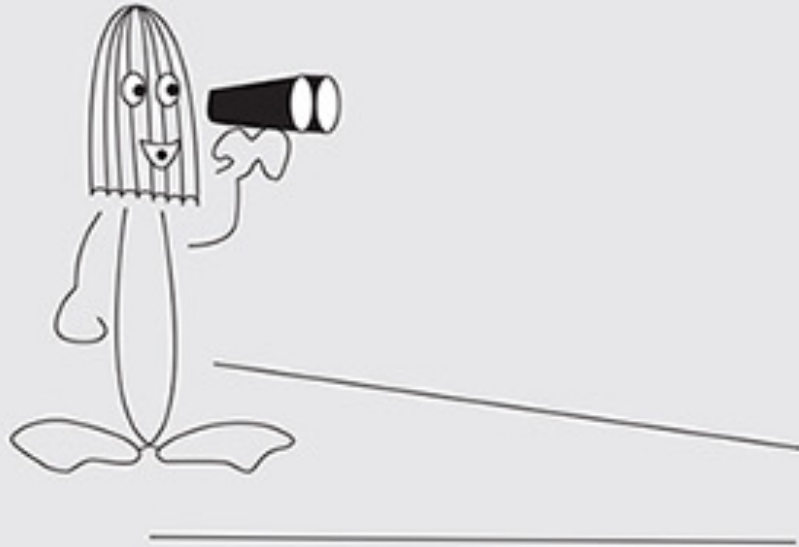
Internal Improvement



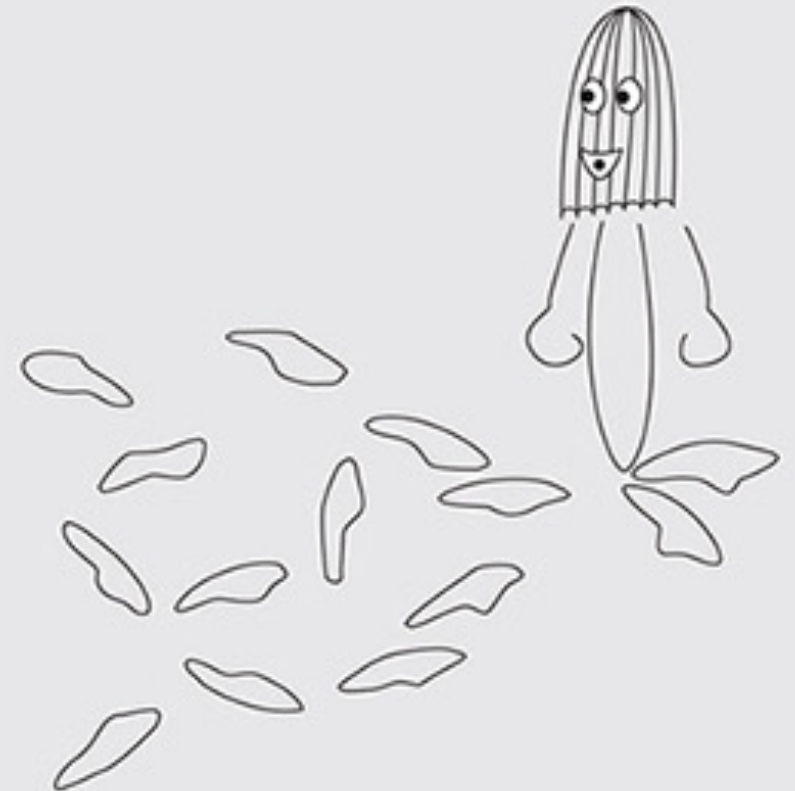
STRATEGY ?

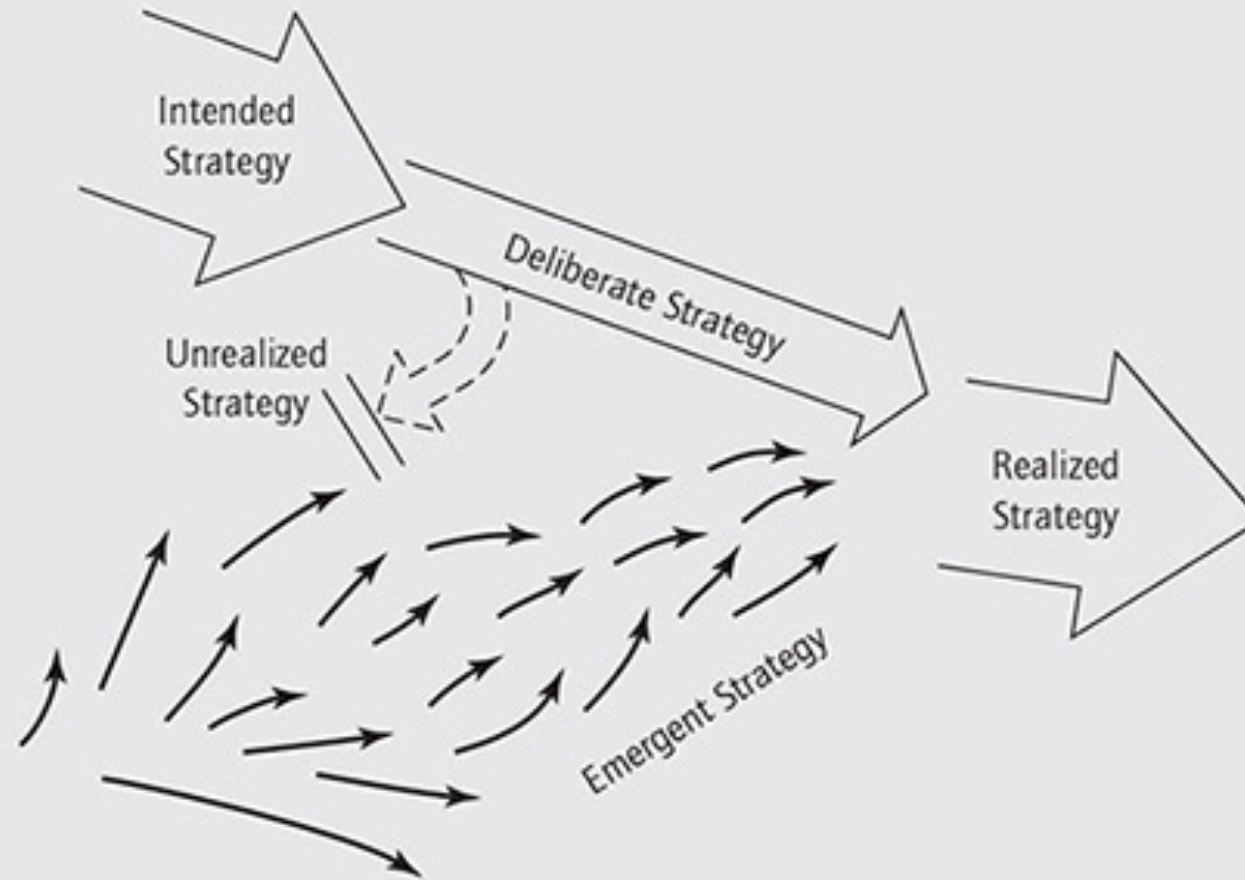


PLAN (intended)

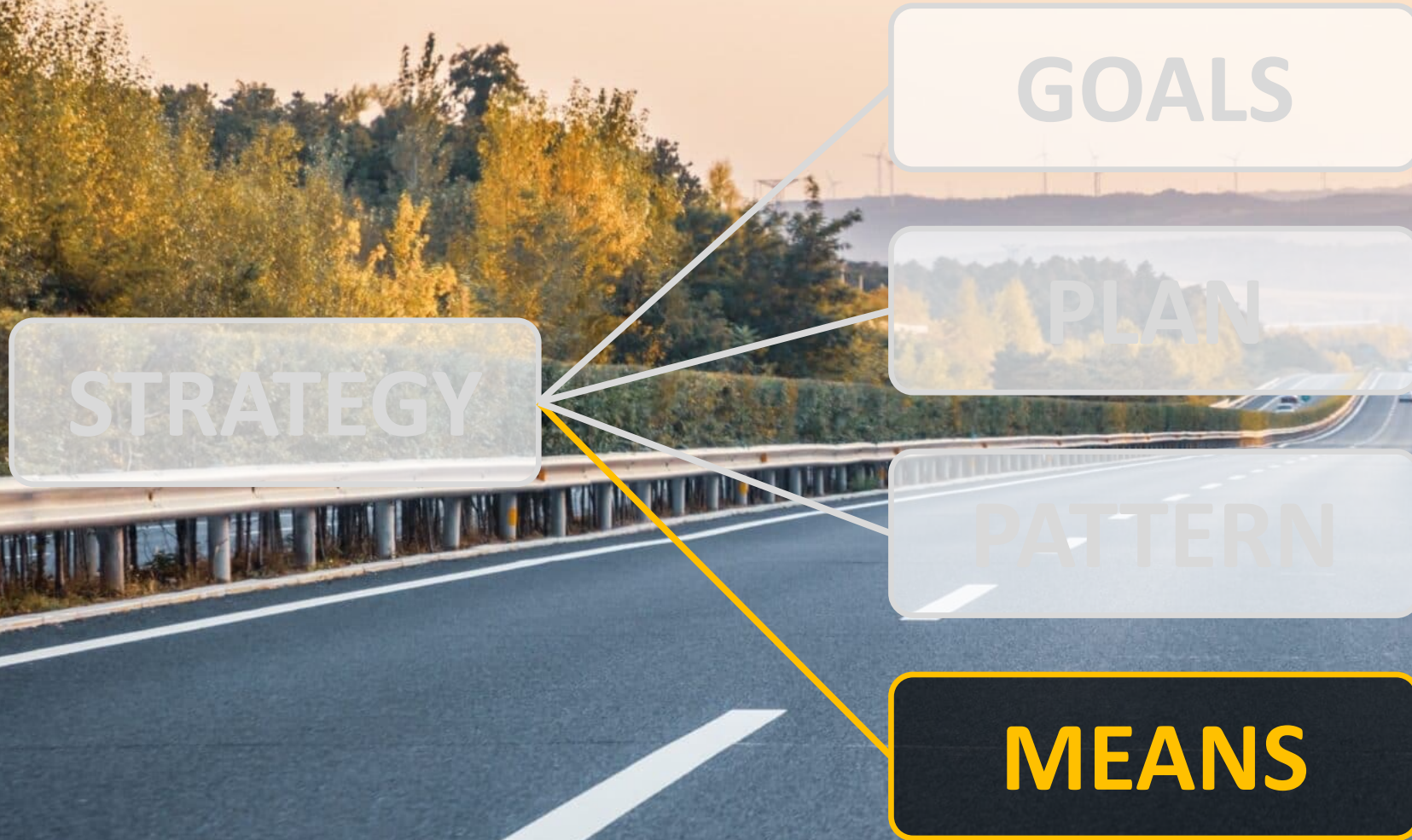


PATTERN (Realized)





STRATEGY ?

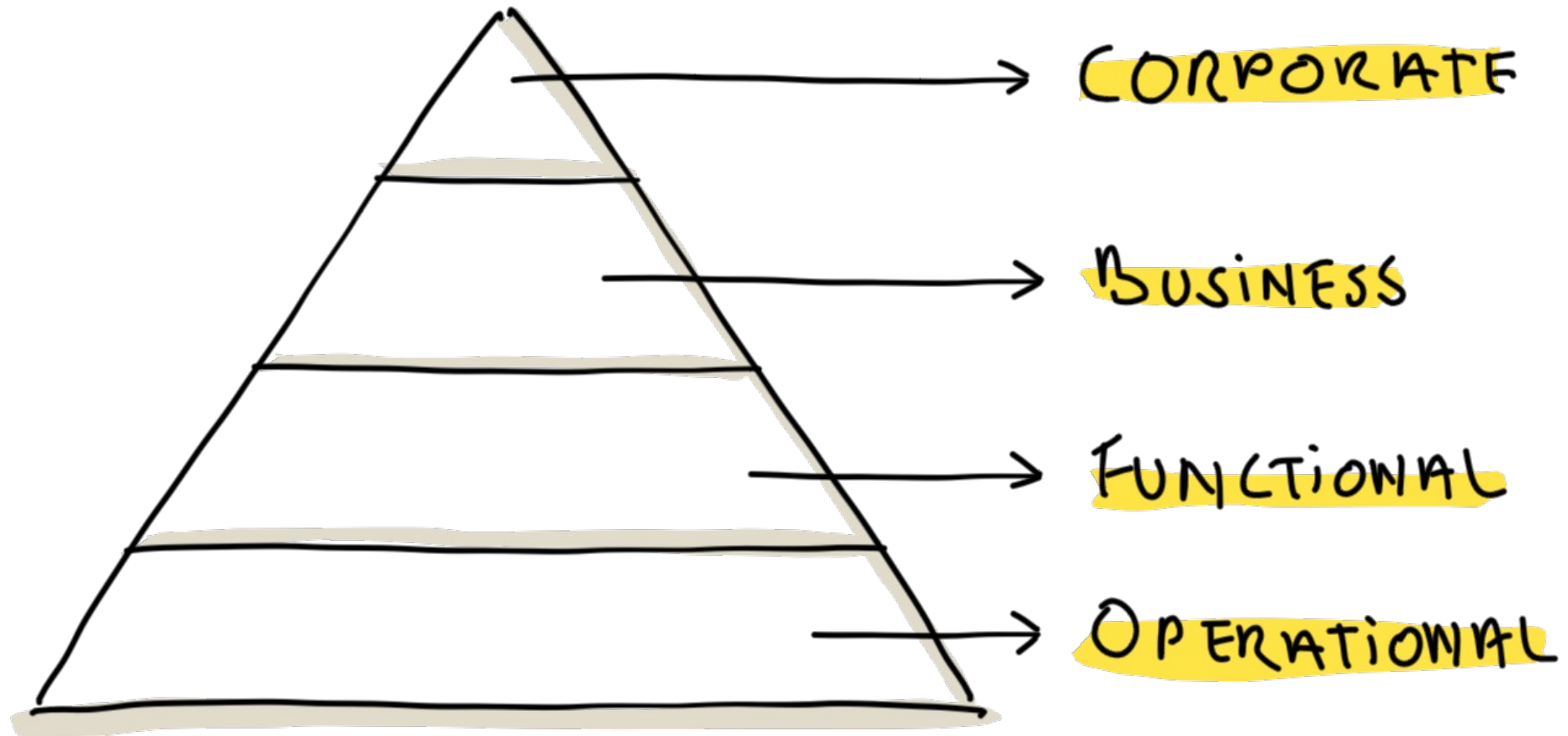


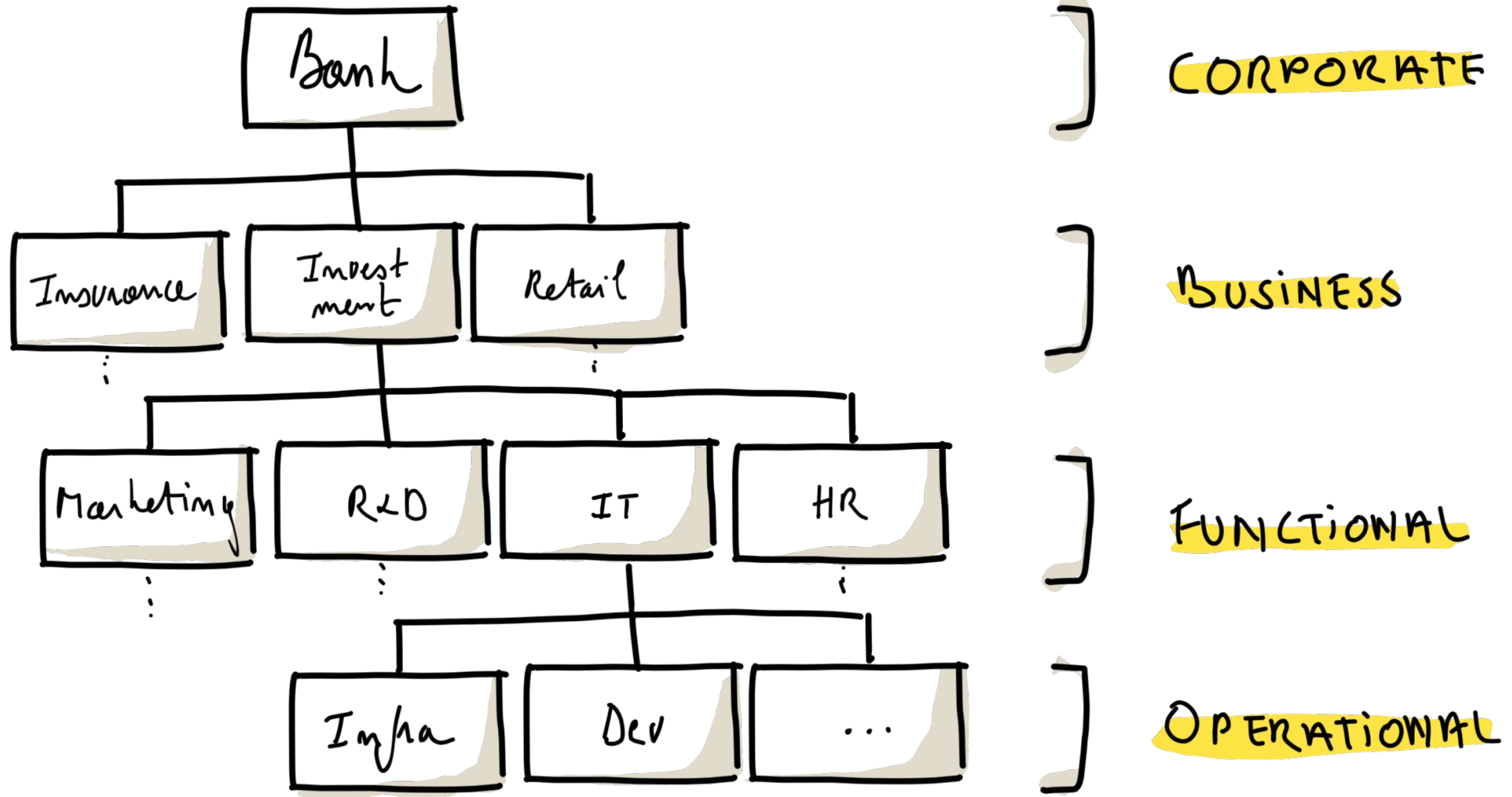


STRATEGY LEVELS

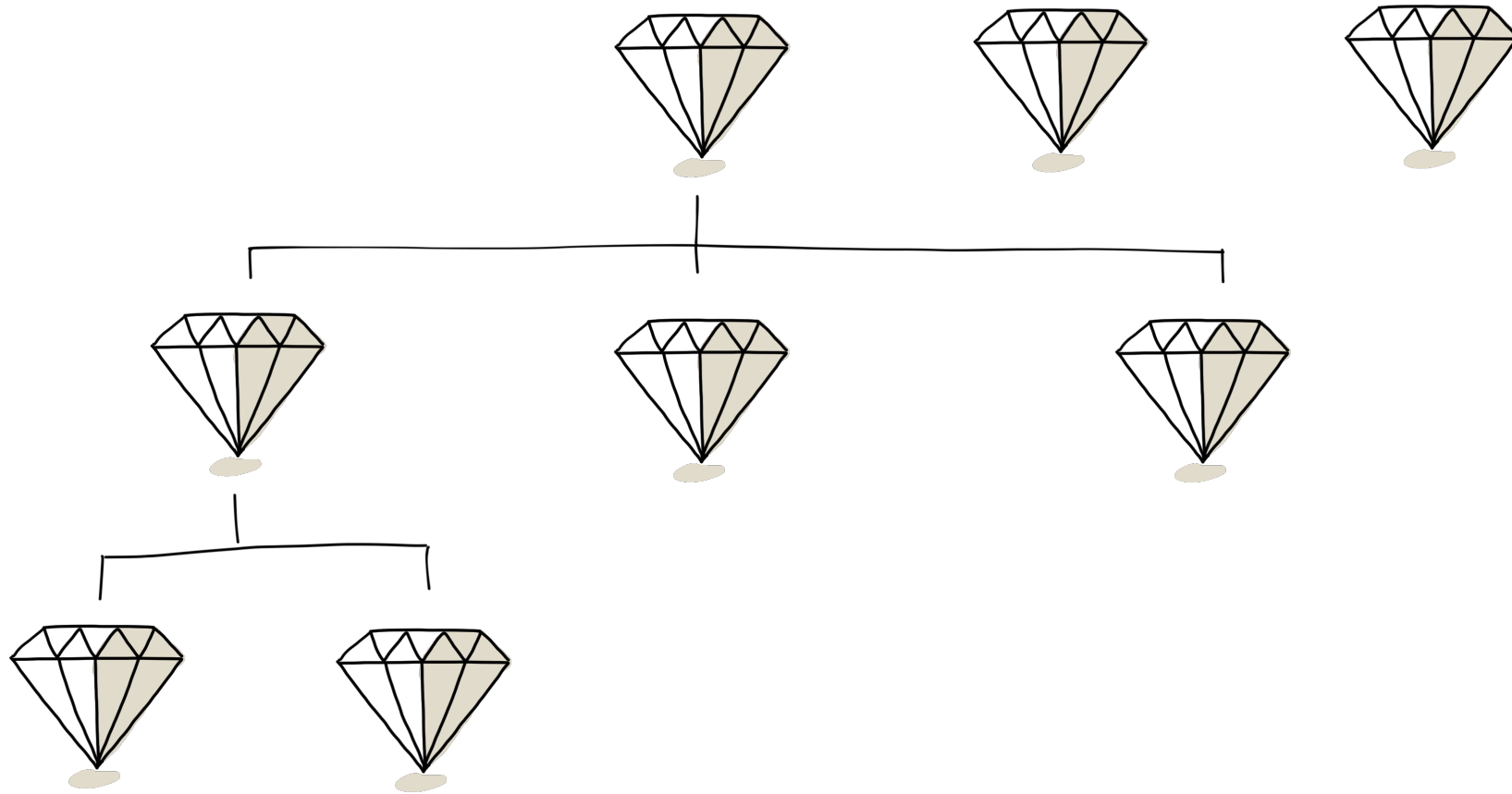


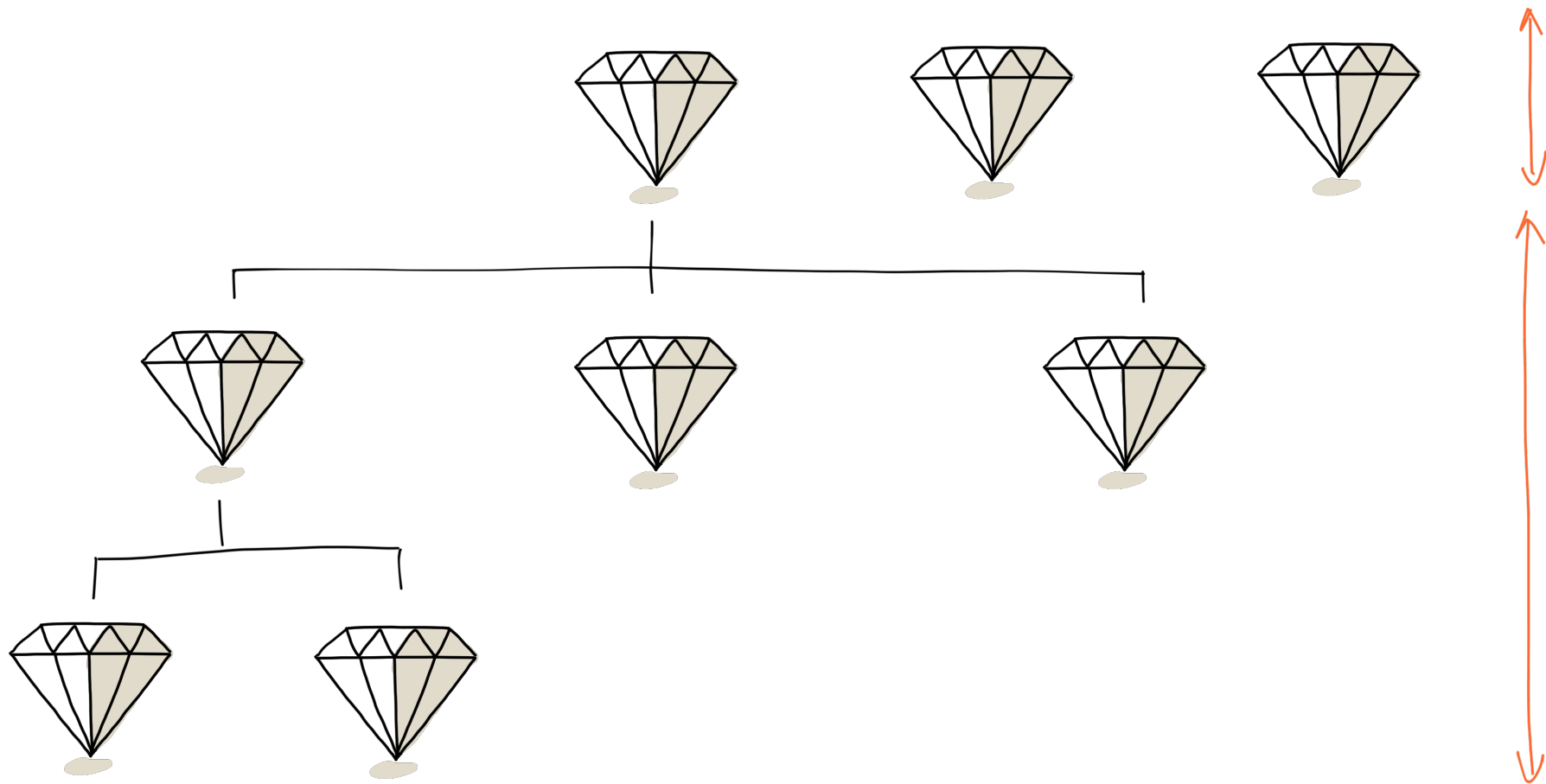
A Company has Strategies on Many Levels





Tree of Goals

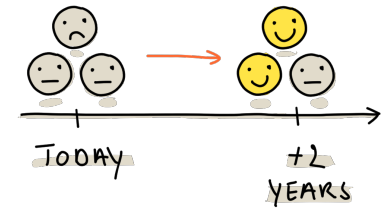
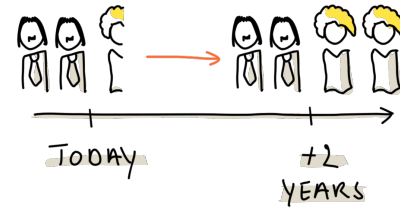
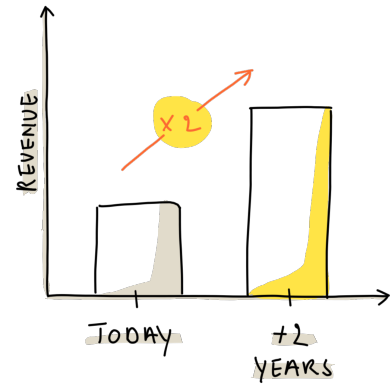


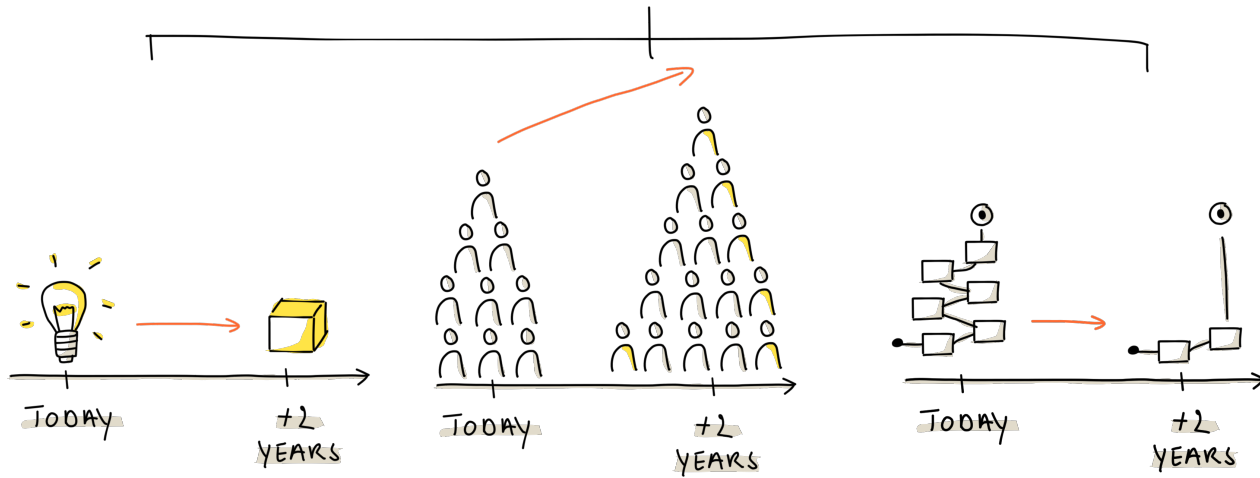
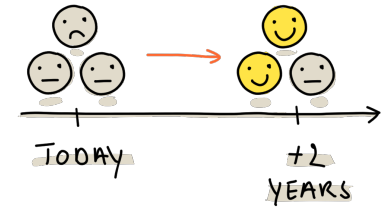
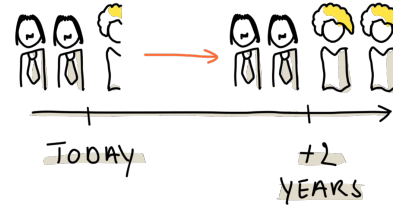
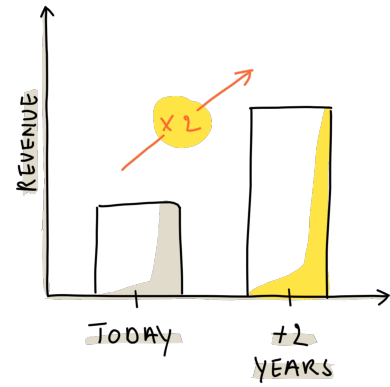


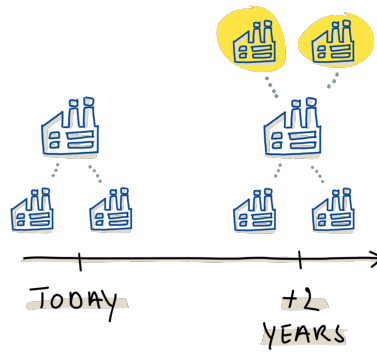
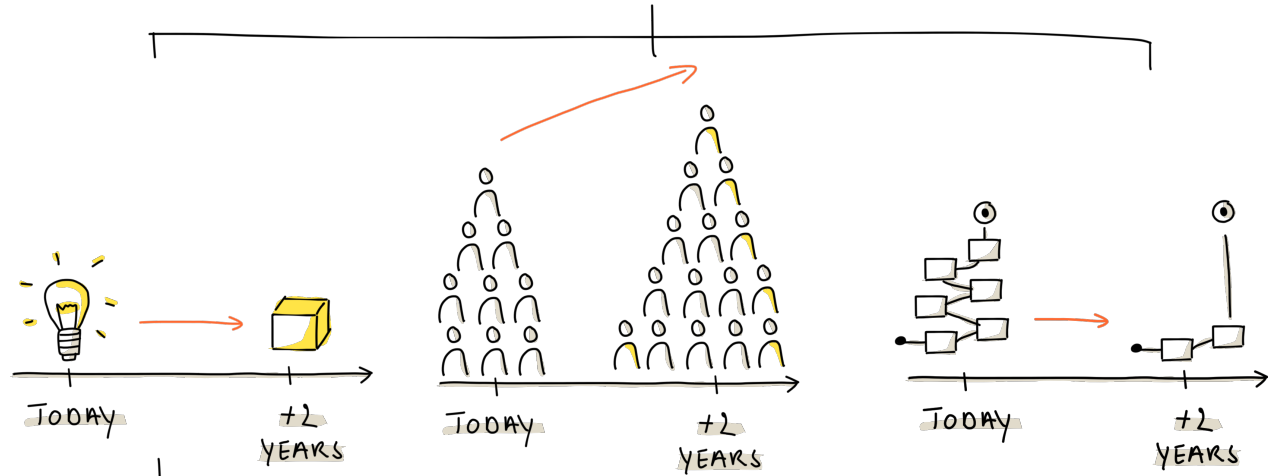
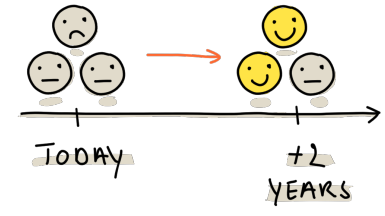
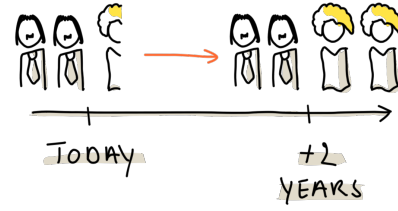
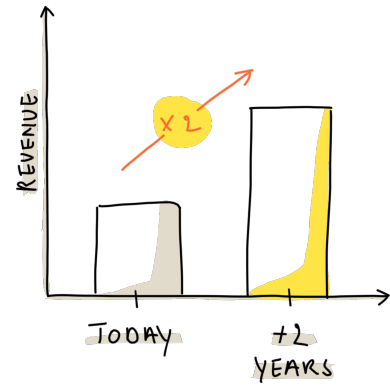
CORPORATE GOALS

SUPPORTING GOALS









DATA STRATEGY?



A data strategy is a **highly dynamic process** employed to support the **acquisition, organization, analysis, and delivery** of **data** in support of **business objectives**.



A data strategy is a **long-term plan** that defines the **technology, processes, people, and rules** required to **manage** an organization's **information** assets.



Data Strategy is a **master plan or blueprint** for confronting day-to-day business challenges and **meeting pre-defined business goals** using data. To that end, the Data Strategy spells out the interrelationships between **technologies, processes, and people** – all linked through their data **roles and responsibilities**.



A data strategy is a **highly dynamic process** employed to support the **acquisition, organization, analysis, and delivery of data** in support of **business objectives**.

The Gartner logo, consisting of the word "Gartner" in a bold, blue, sans-serif font with a registered trademark symbol.

A data strategy is a **long-term plan** that defines the **technology, processes, people, and rules** required to **manage** an organization's **information assets**.

The AWS logo, featuring the lowercase letters "aws" in a dark blue, sans-serif font, with a yellow curved arrow underneath that points from the 'a' to the 's'.

Data Strategy is a **master plan or blueprint** for confronting day-to-day business challenges and **meeting pre-defined business goals using data**. To that end, the Data Strategy spells out the interrelationships between **technologies, processes, and people** – all linked through their data **roles and responsibilities**.

The DATAVERSITY logo, featuring a stylized icon of a building with three columns on the left, followed by the word "DATAVERSITY" in a blue, sans-serif font with a registered trademark symbol.

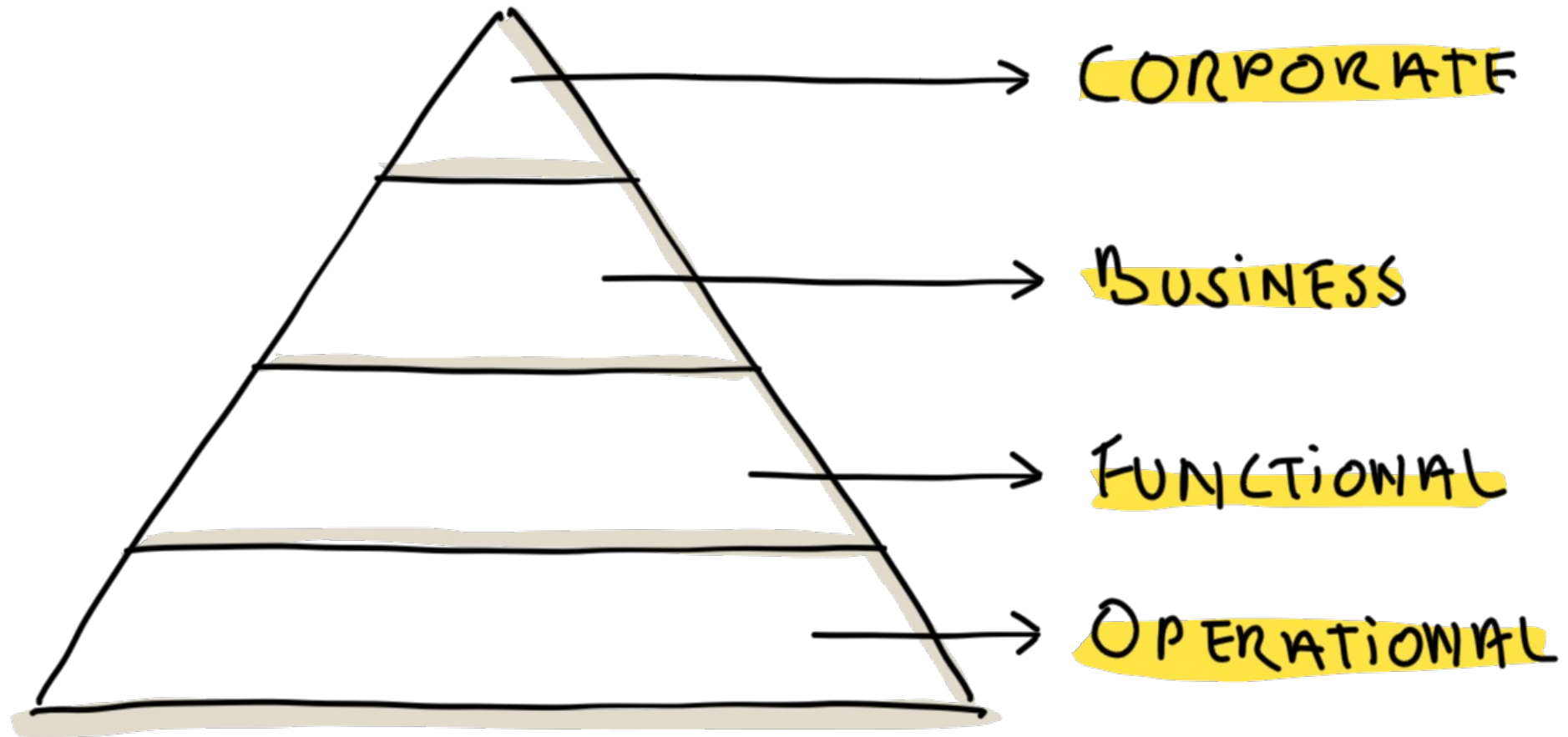
DATA STRATEGY?

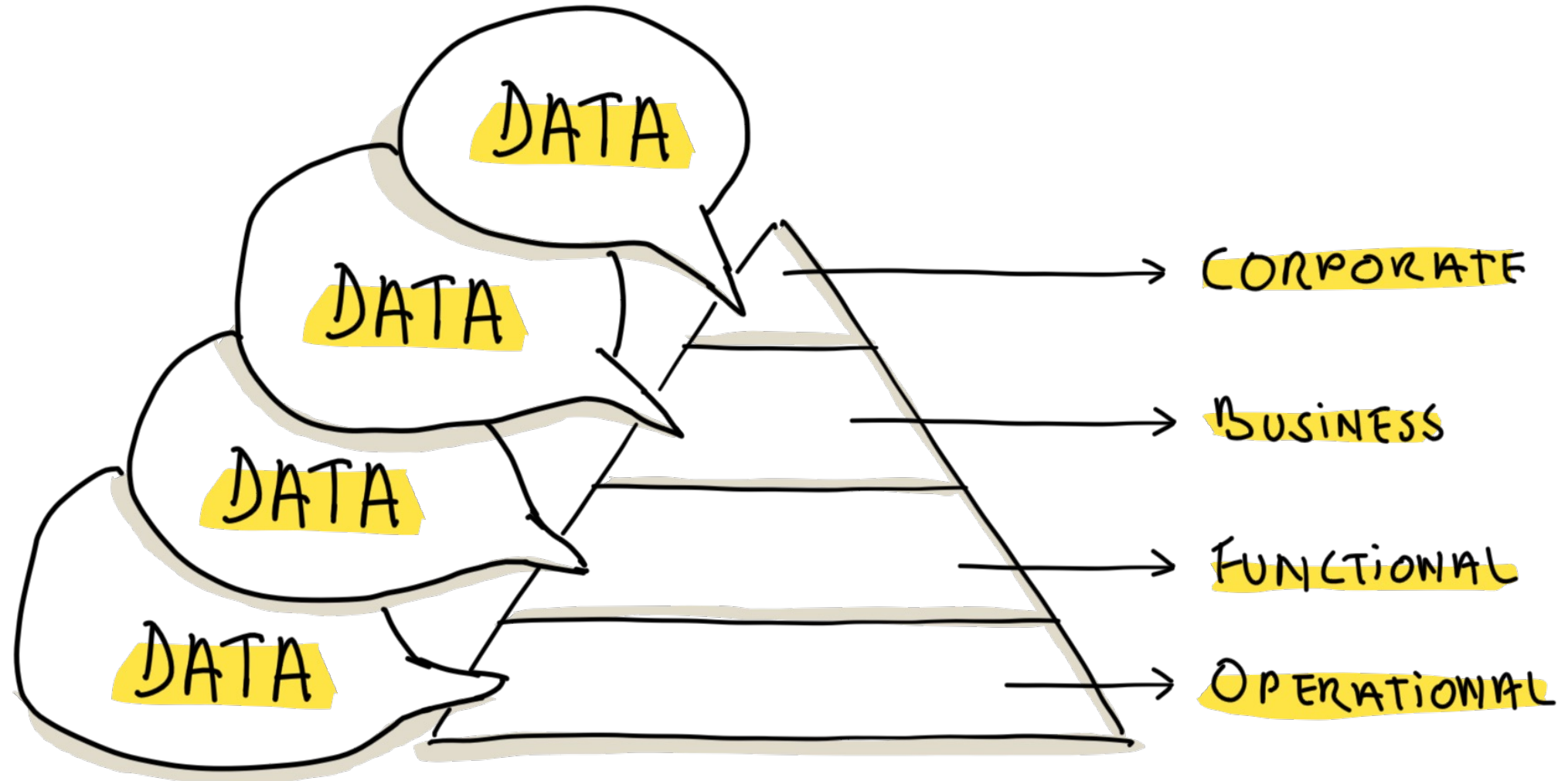


DATA STRATEGY LEVEL?



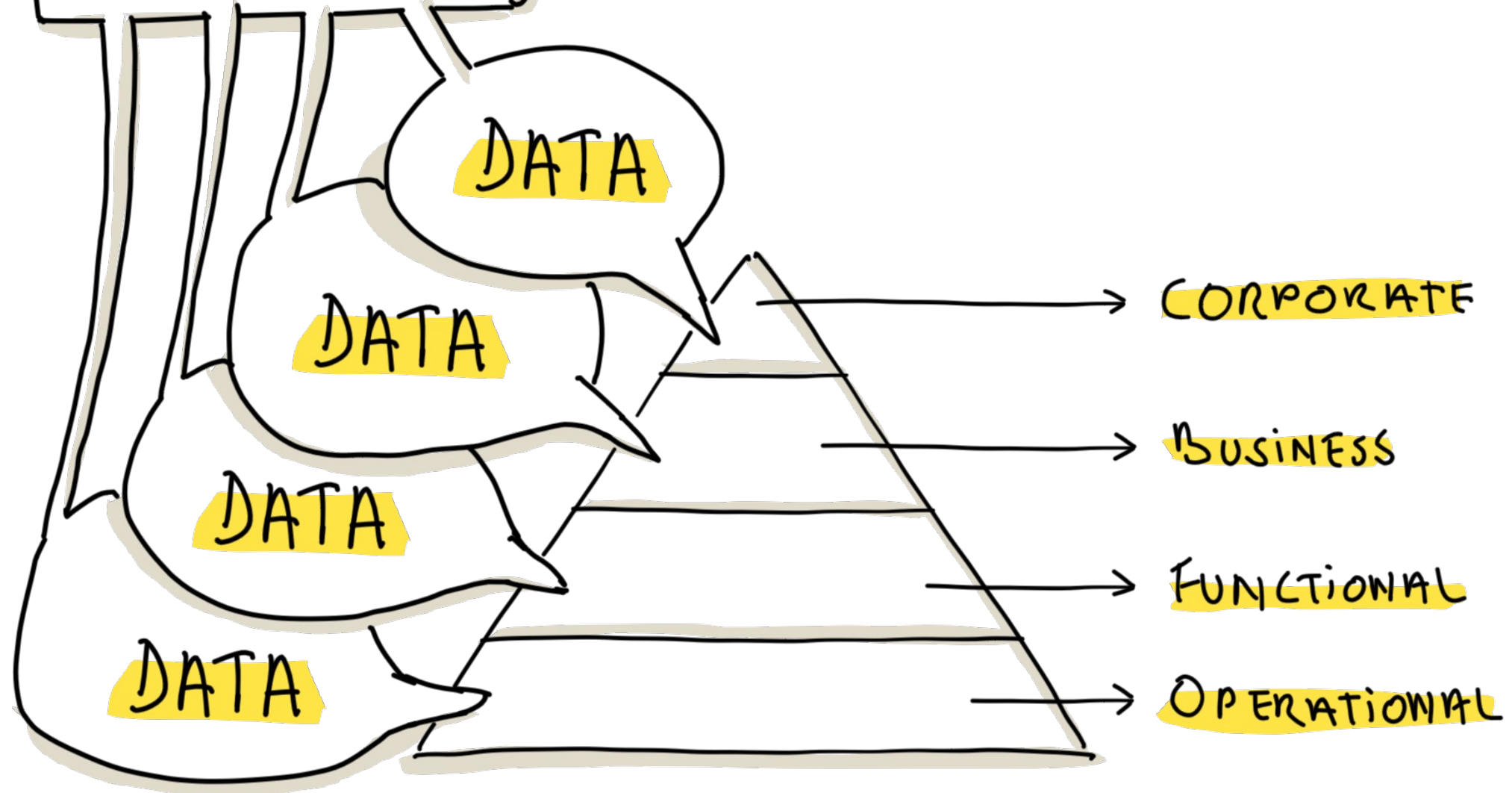
A Company has Many Strategic Levels

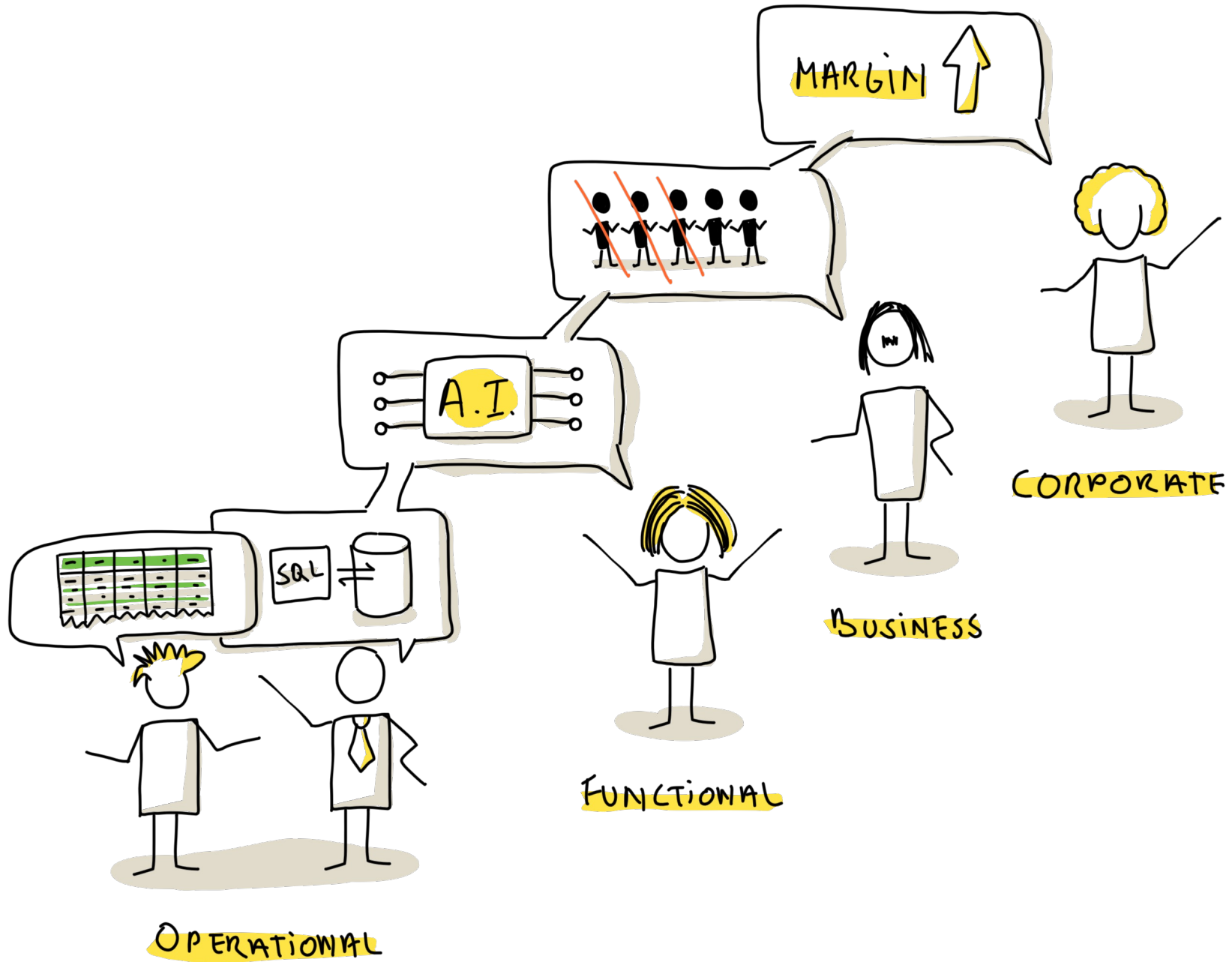


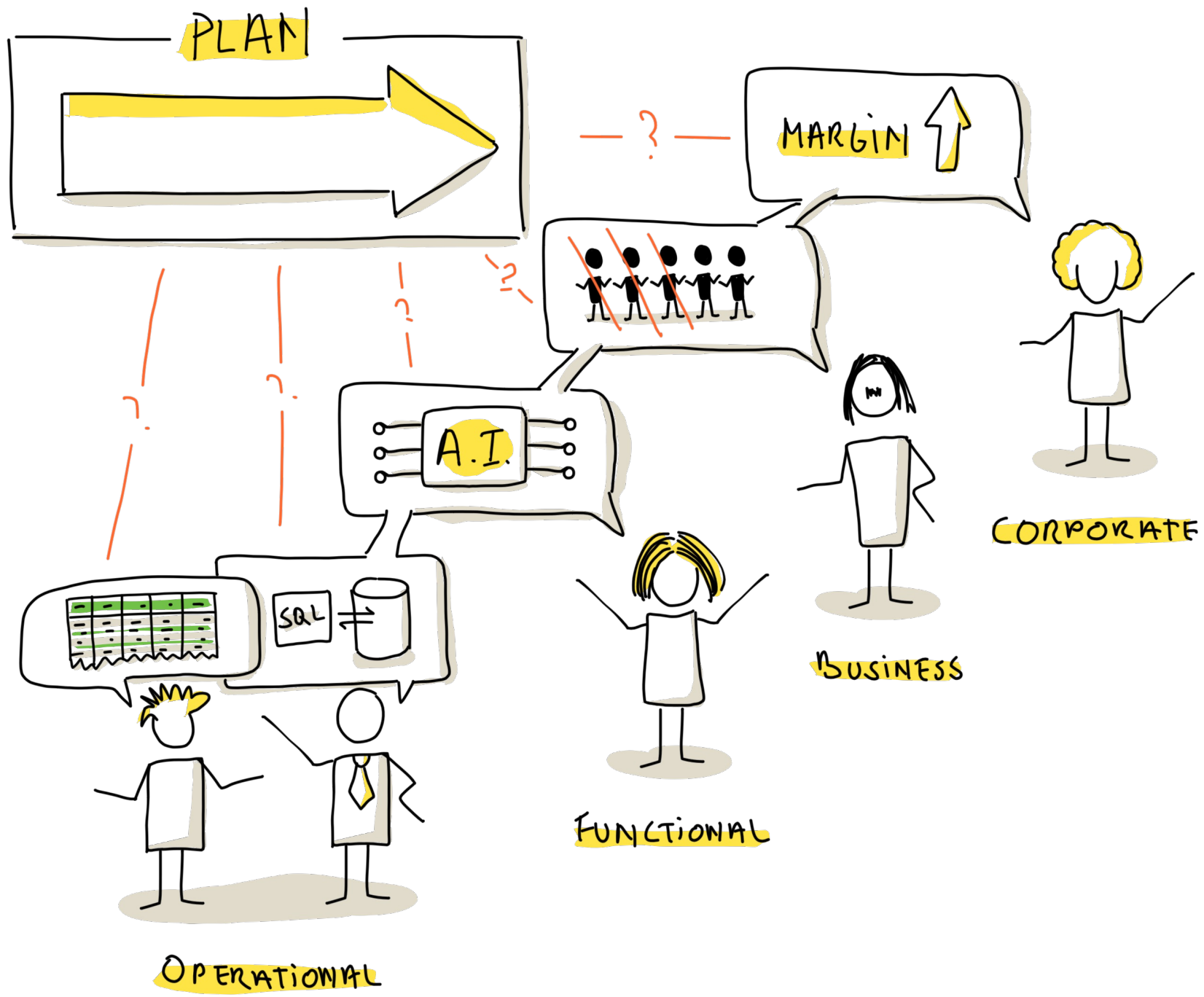


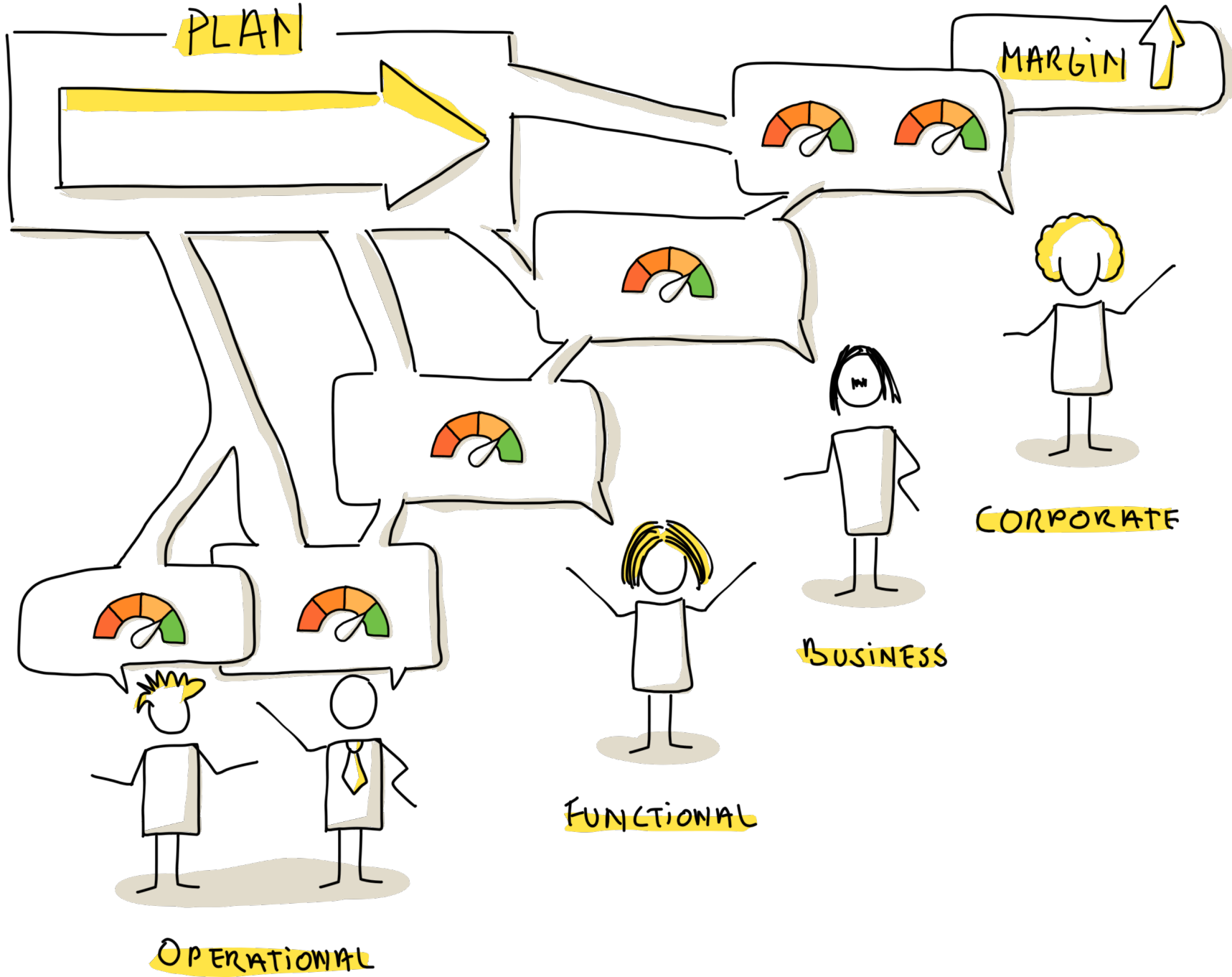
DATA STRATEGY

= THE CHALLENGE









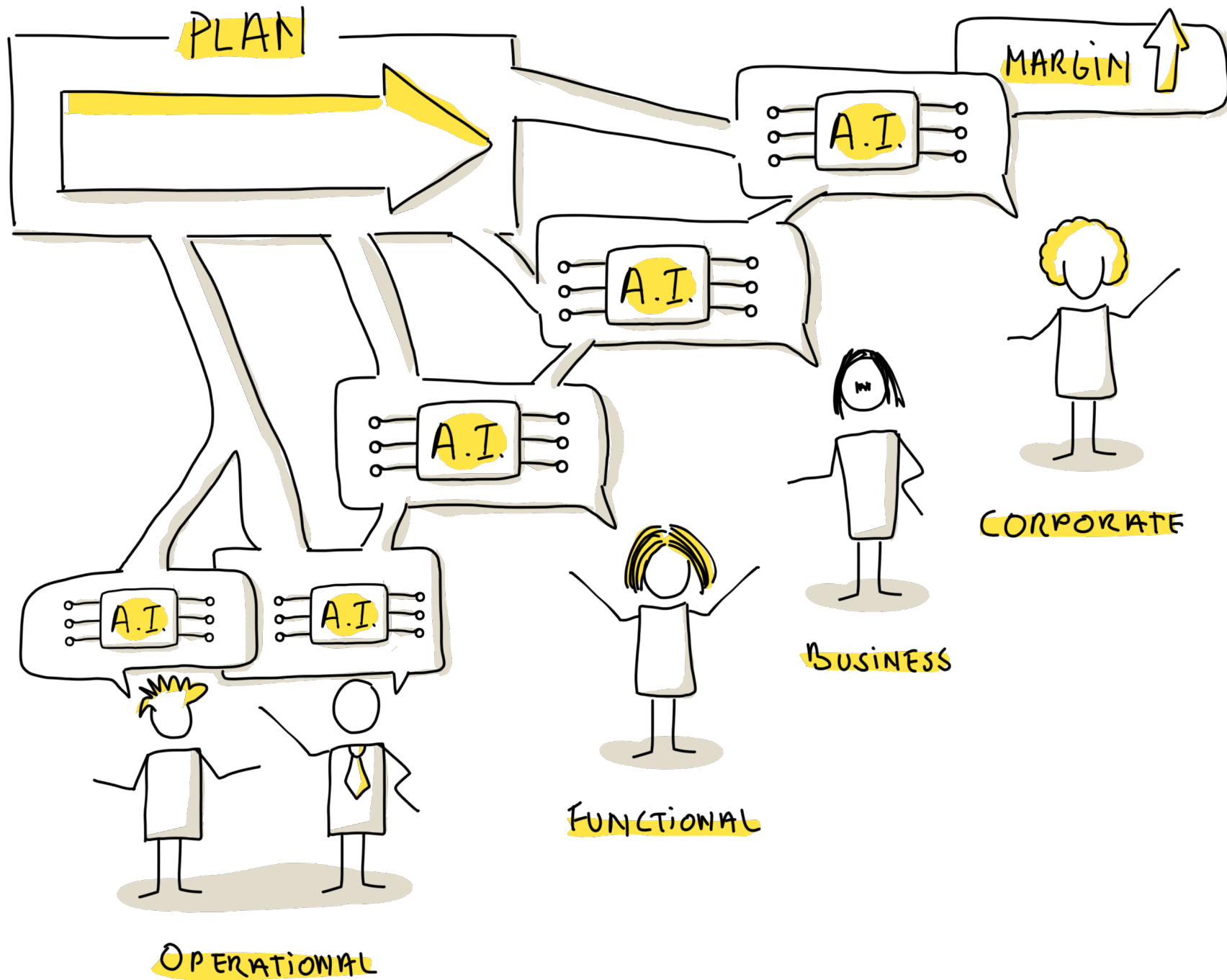
OPERATIONAL

BUSINESS

CORPORATE

MARGIN ↑



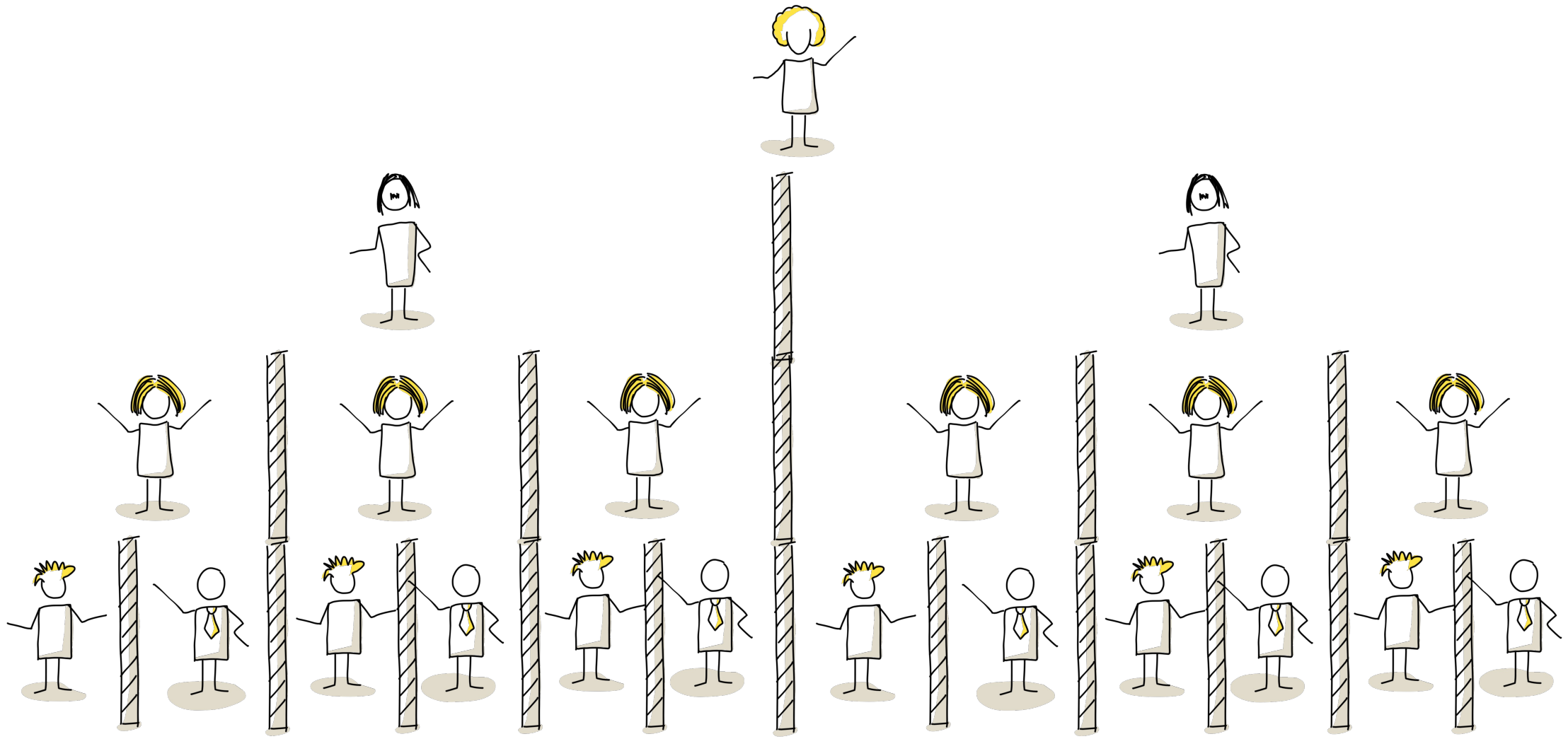


**WHY is it HARD to MAKE
THAT PLAN ?**

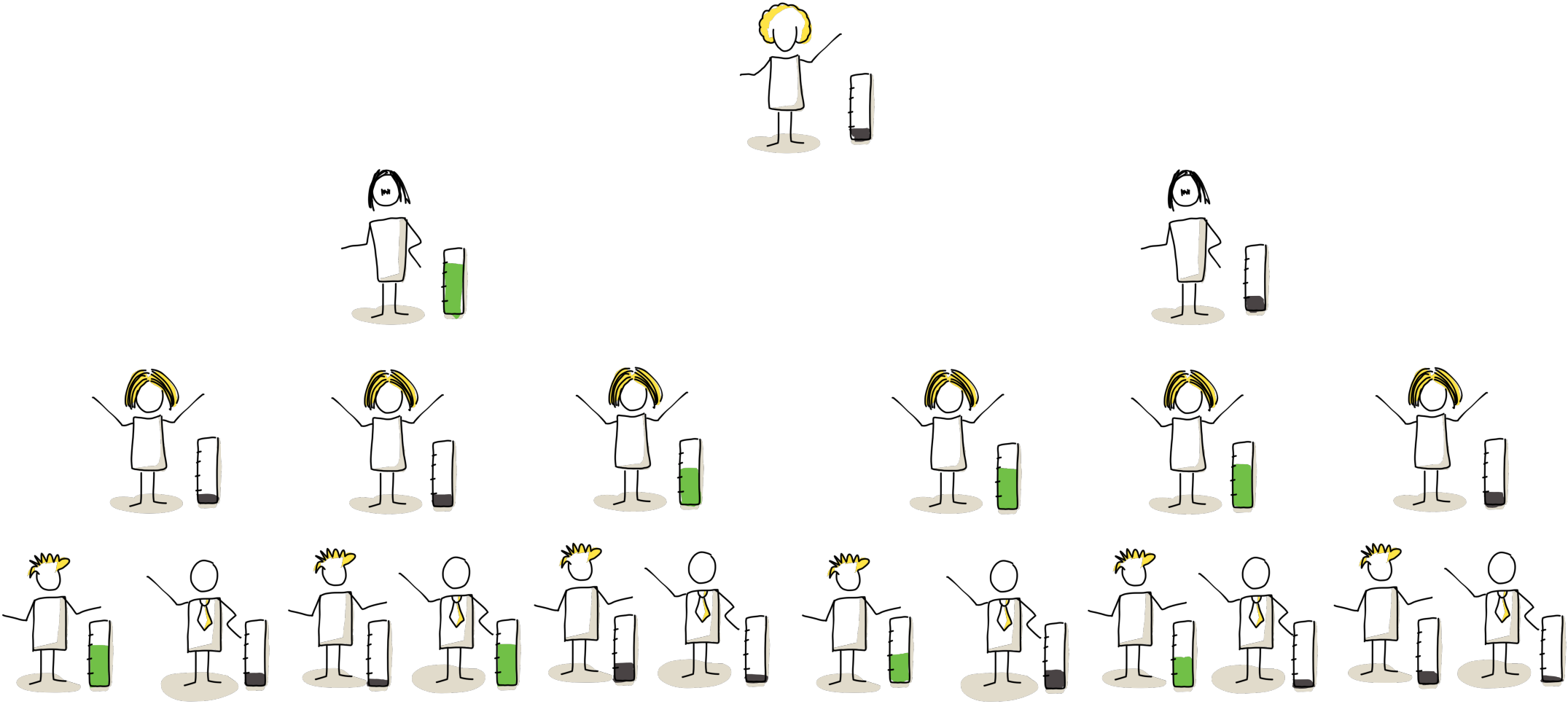


I Give you 3 Reasons!

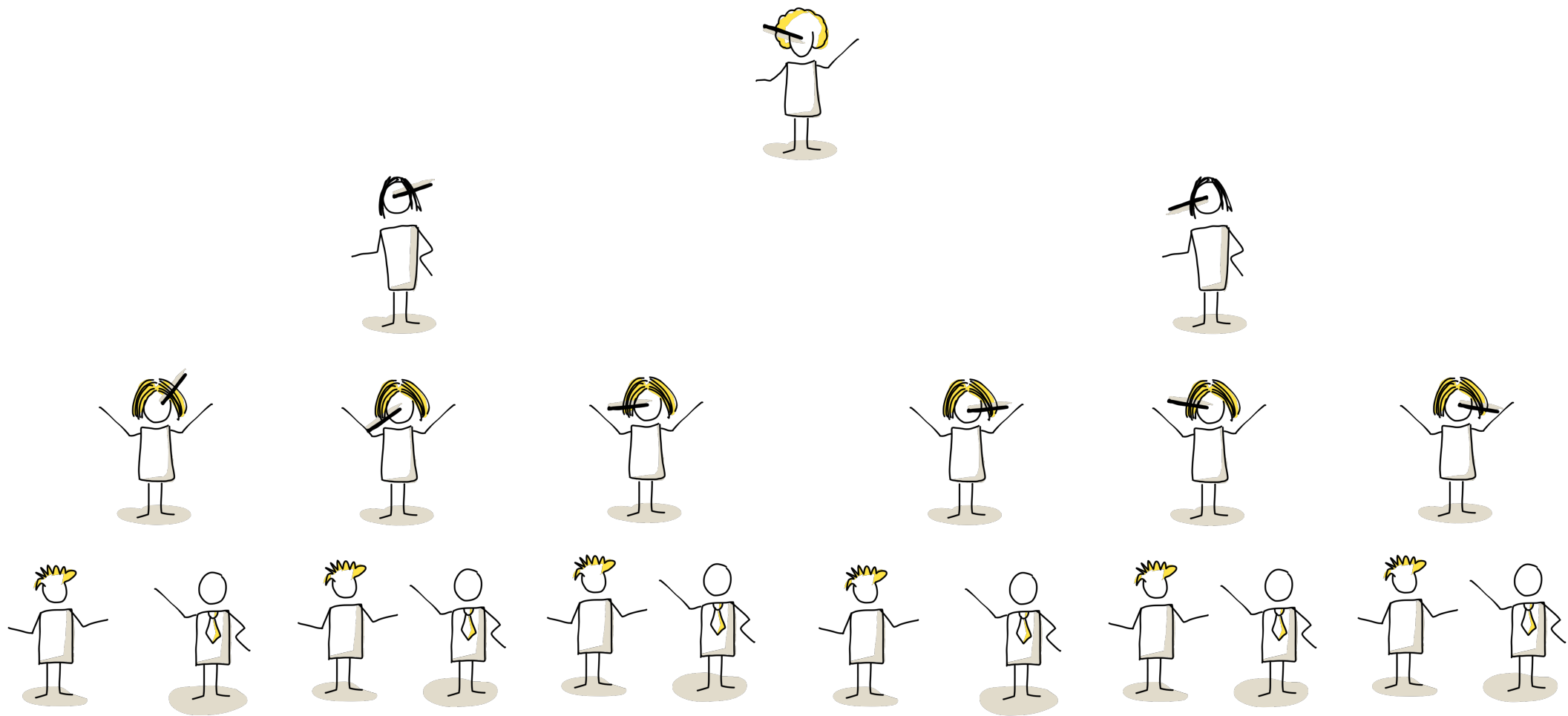
1 Silo Thinking



2 Varying Data Literacy

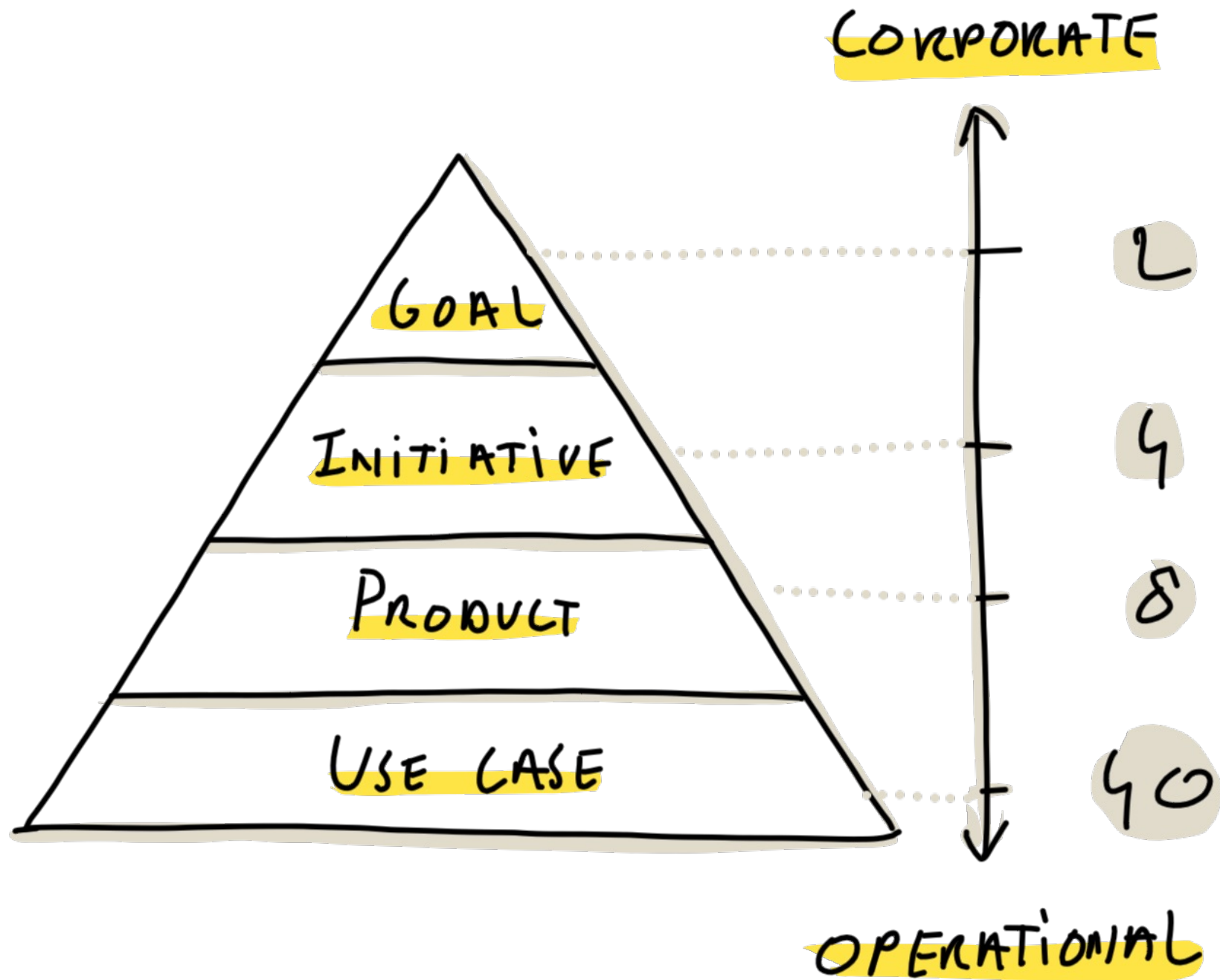


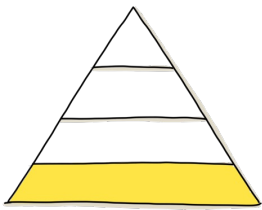
3 No Data Leadership



DATA STRATEGY FRAMEWORK

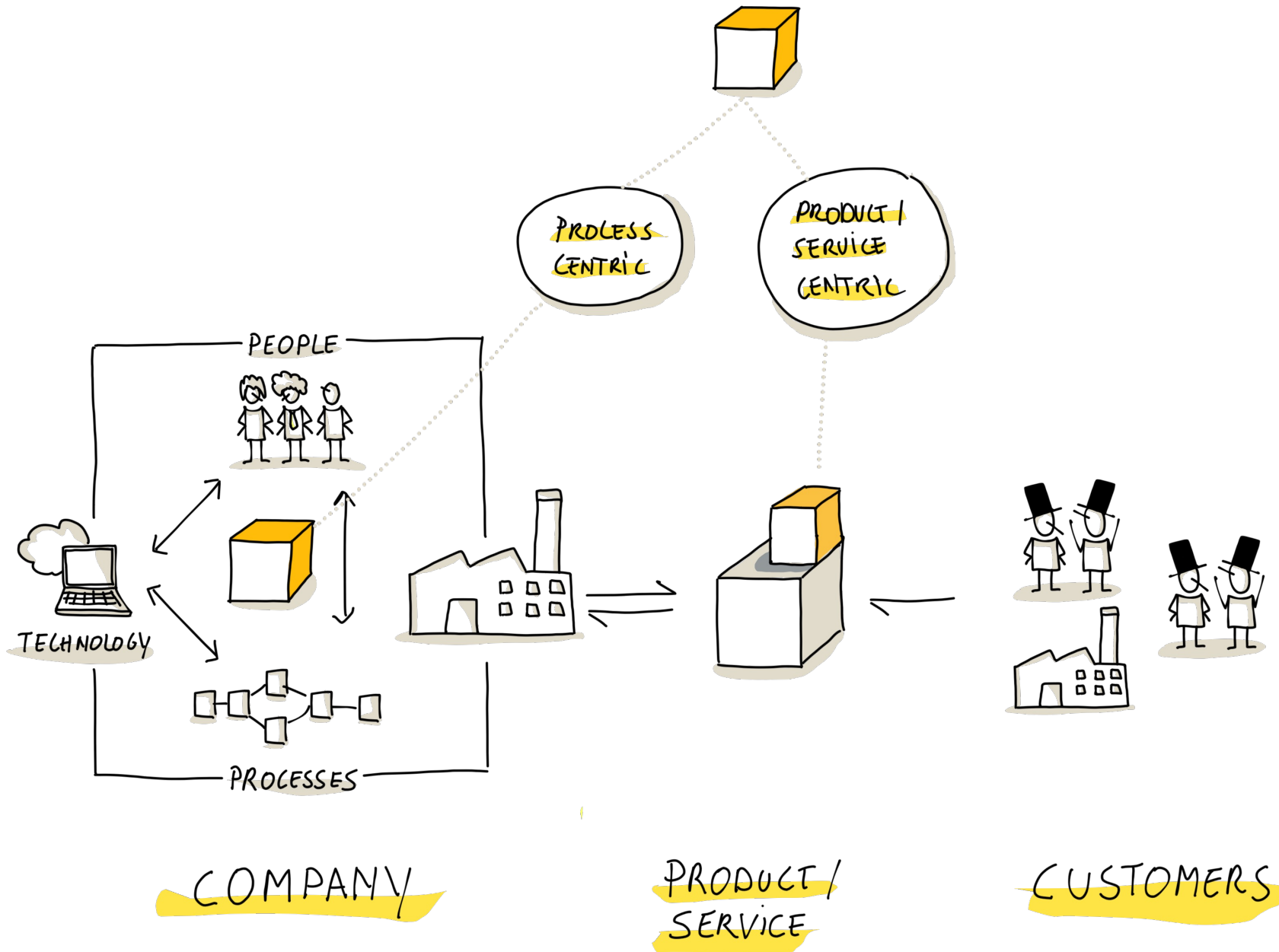


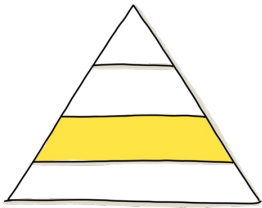




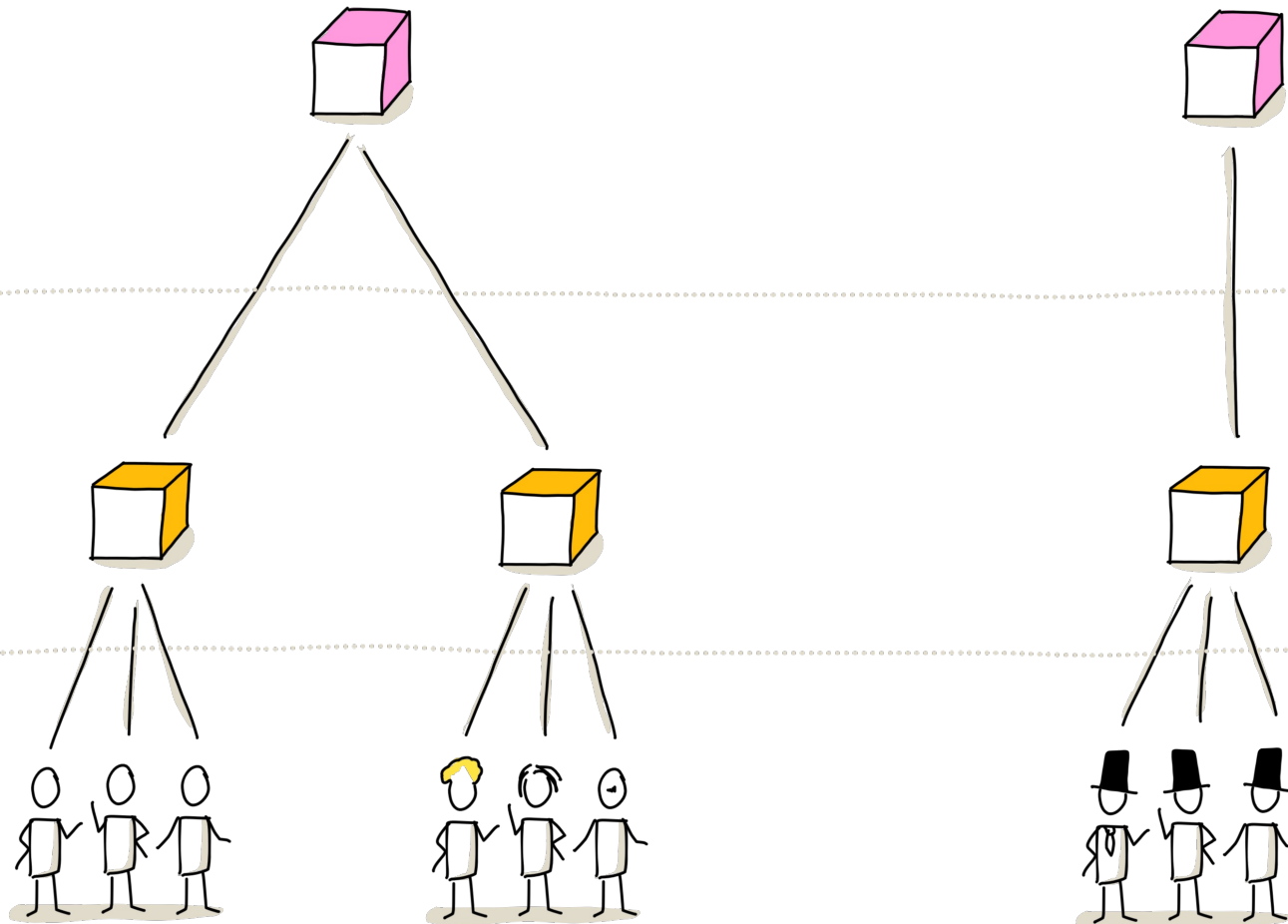
USE CASES

DATA USE CASE





PRODUCTS

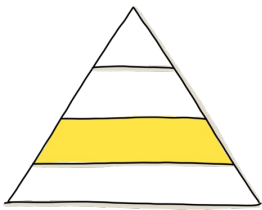


DATA PRODUCT

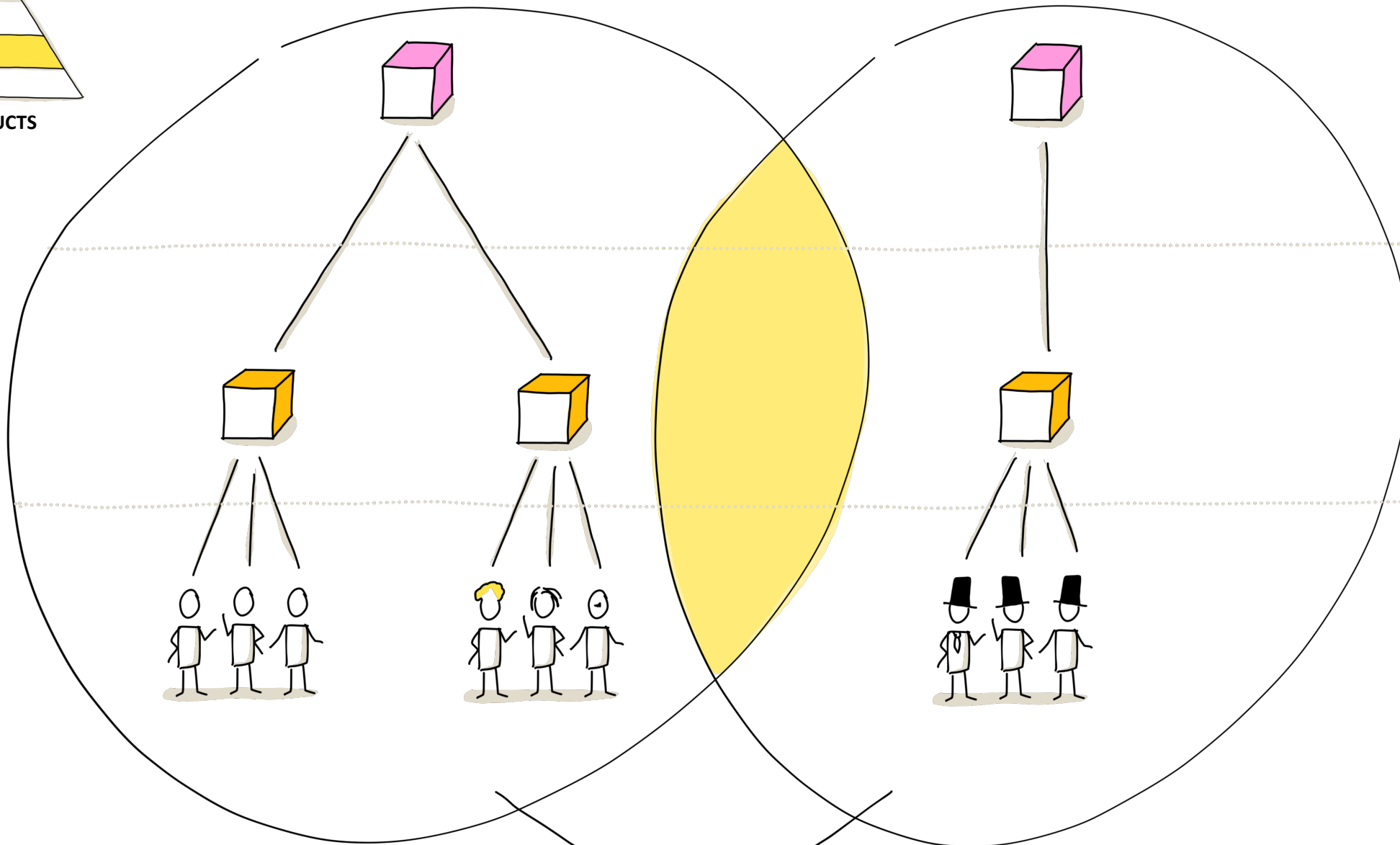
DATA
USE CASE

USERS





PRODUCTS



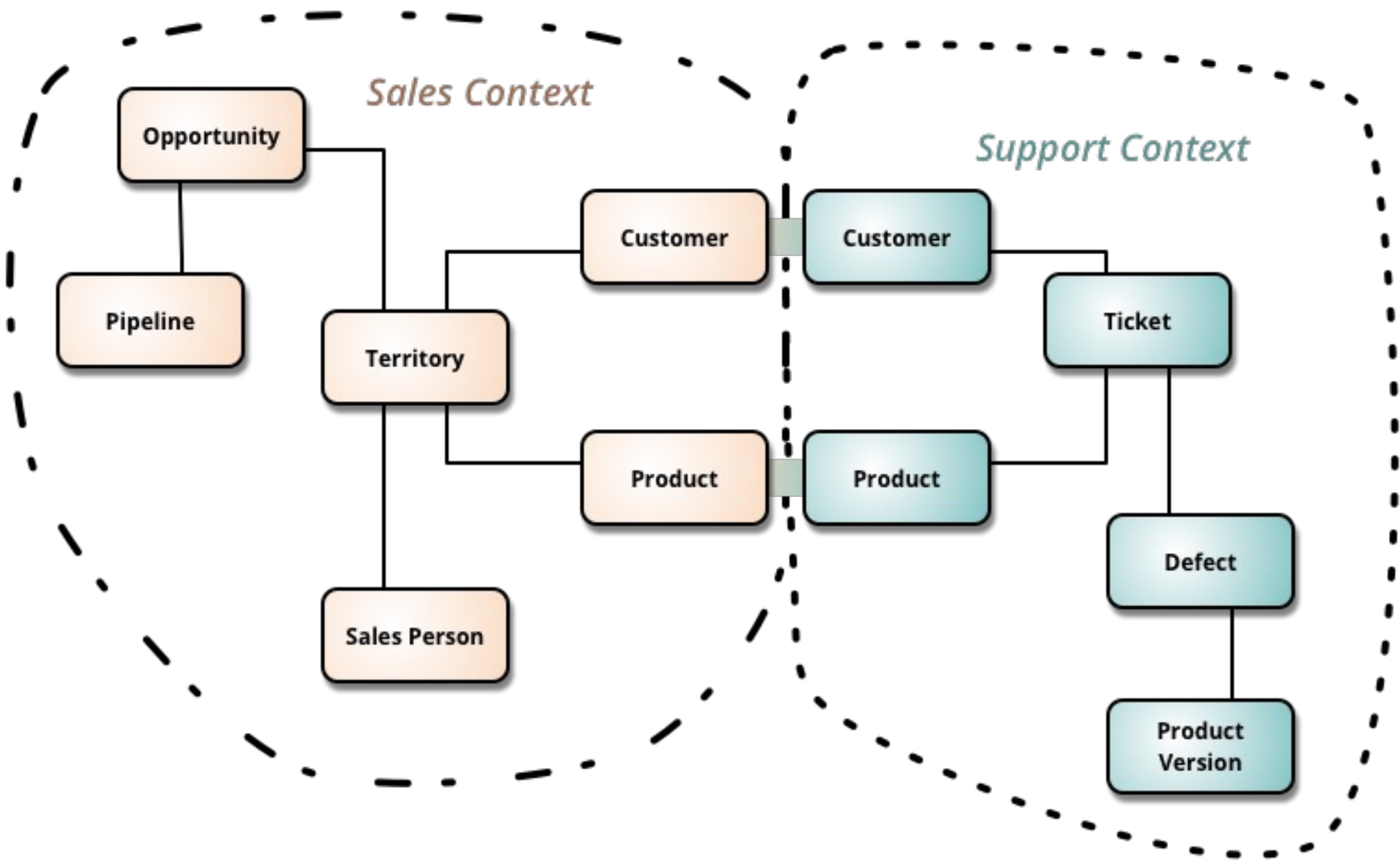
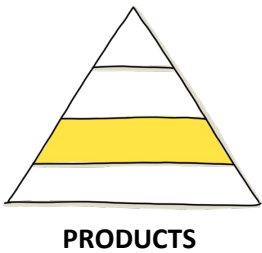
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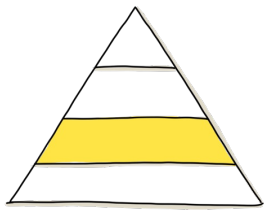
DATA USE CASE

USERS

BOUNDED CONTEXT

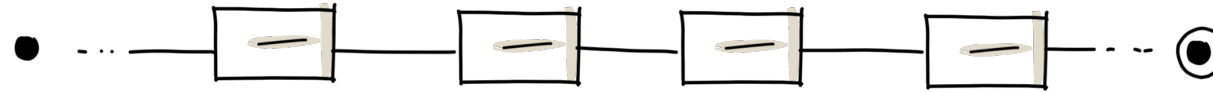






PRODUCTS

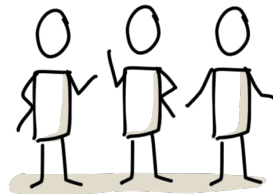
PROCESS



PAYMENT TEAM

SUBSCRIPTION TEAM

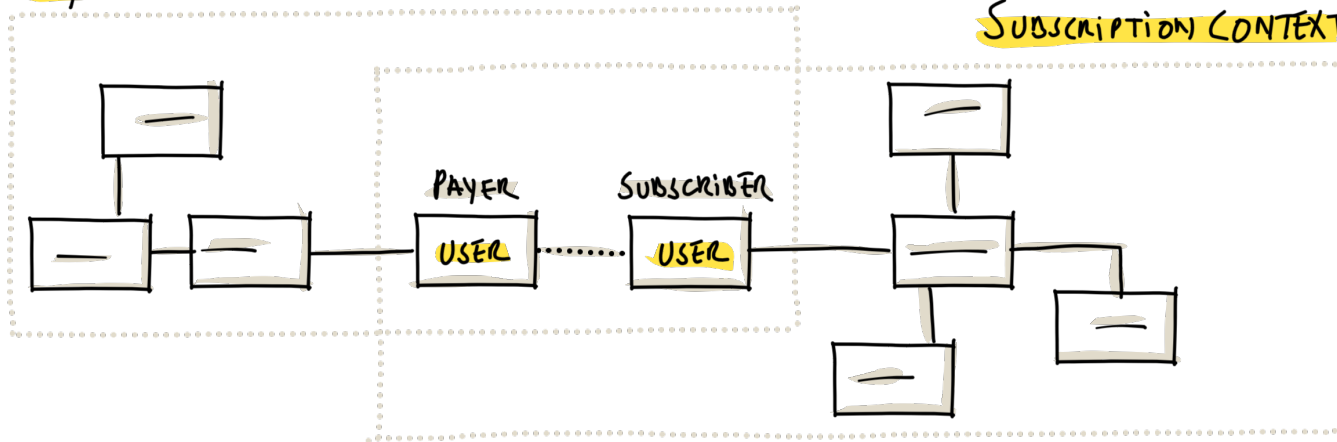
ORGANIZATIONAL
LEVEL

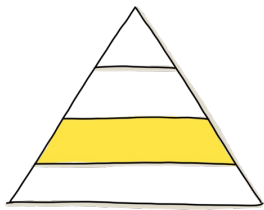


CONTEXT
LEVEL

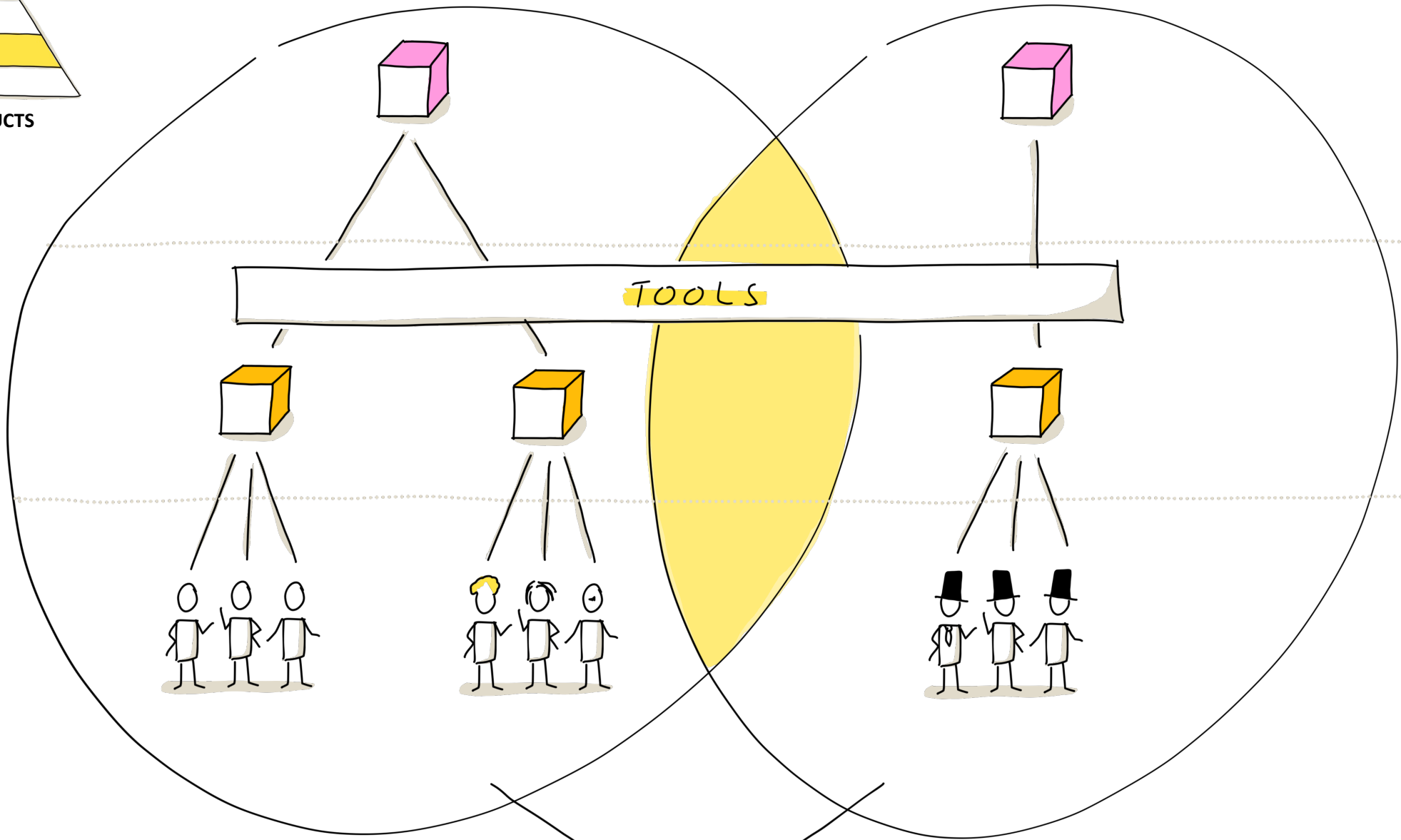
PAYMENT CONTEXT

SUBSCRIPTION CONTEXT





PRODUCTS



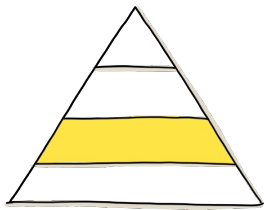
DATA PRODUCT

DATA USE CASE

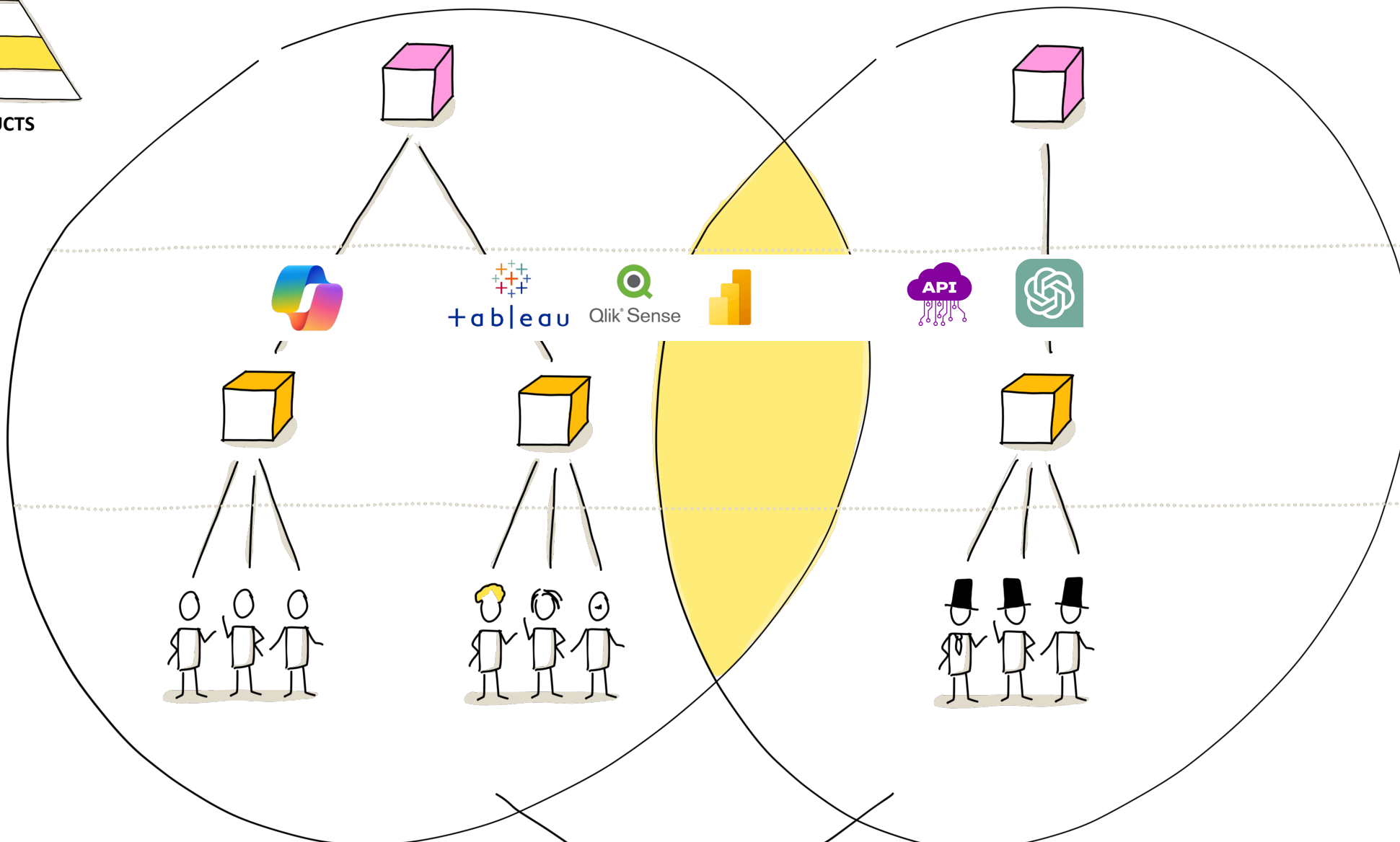
USERS

BOUNDED CONTEXT





PRODUCTS



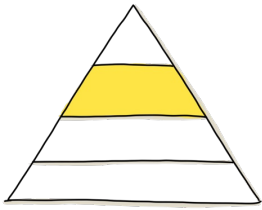
DATA PRODUCT

DATA
USE CASE

USERS

BOUNDED CONTEXT





INITIATIVES

DATA STEWARDSHIP

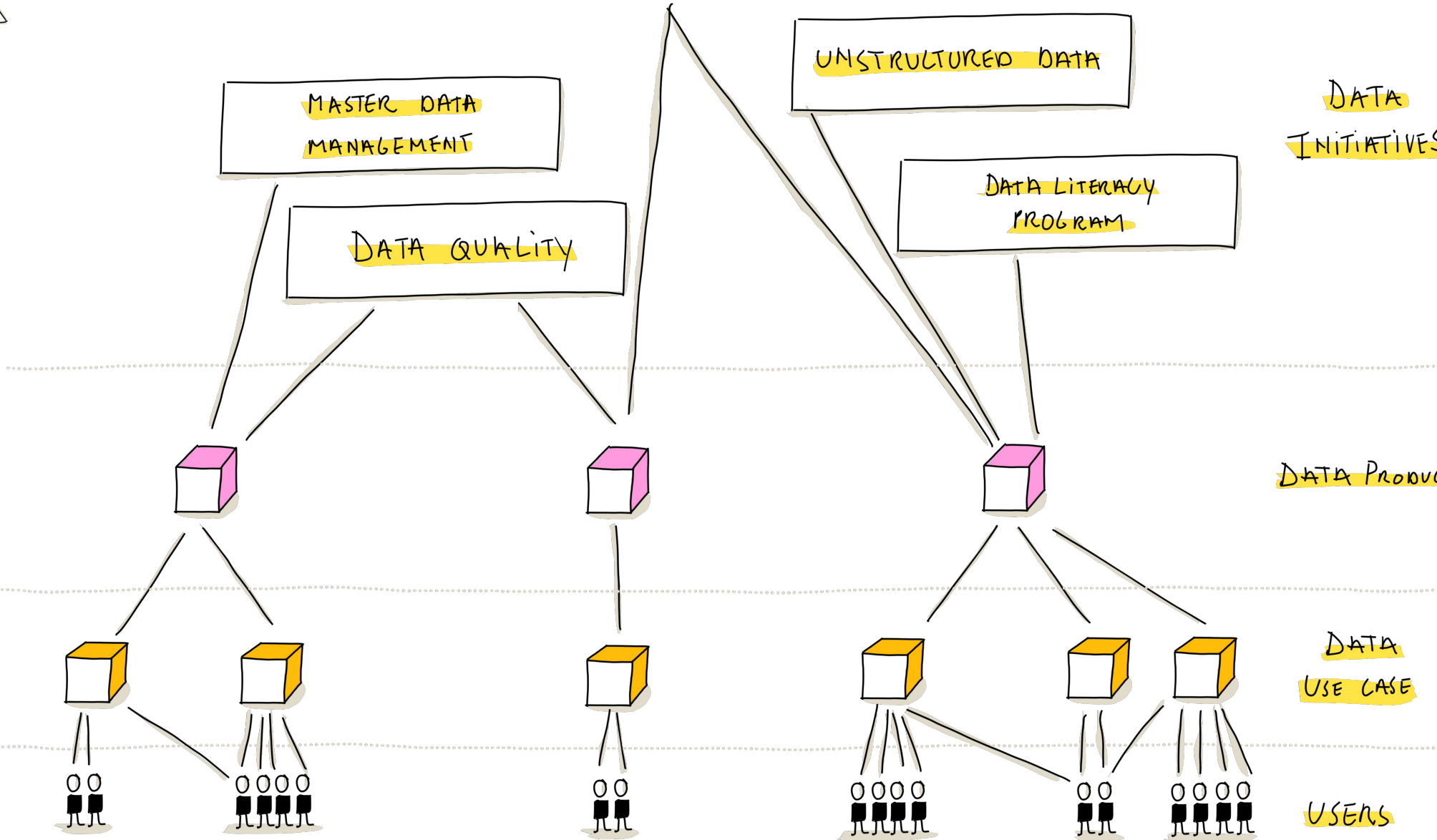
MASTER DATA MANAGEMENT

DATA QUALITY

UNSTRUCTURED DATA

DATA LITERACY PROGRAM

DATA INITIATIVES

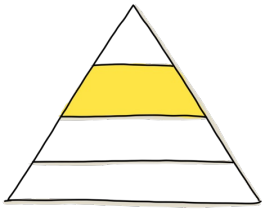


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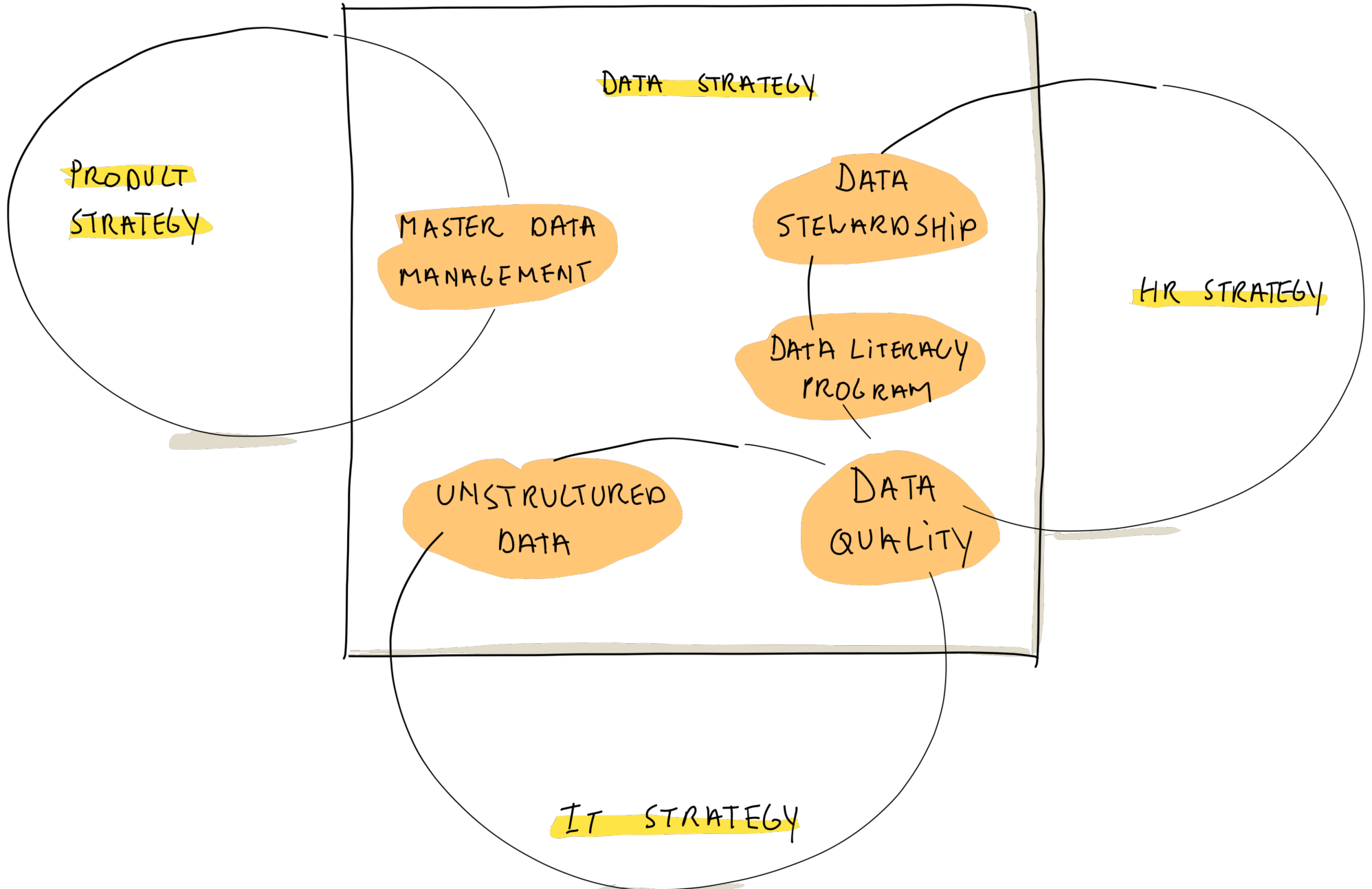
DATA USE CASE

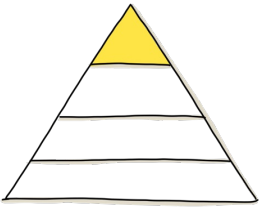
USERS



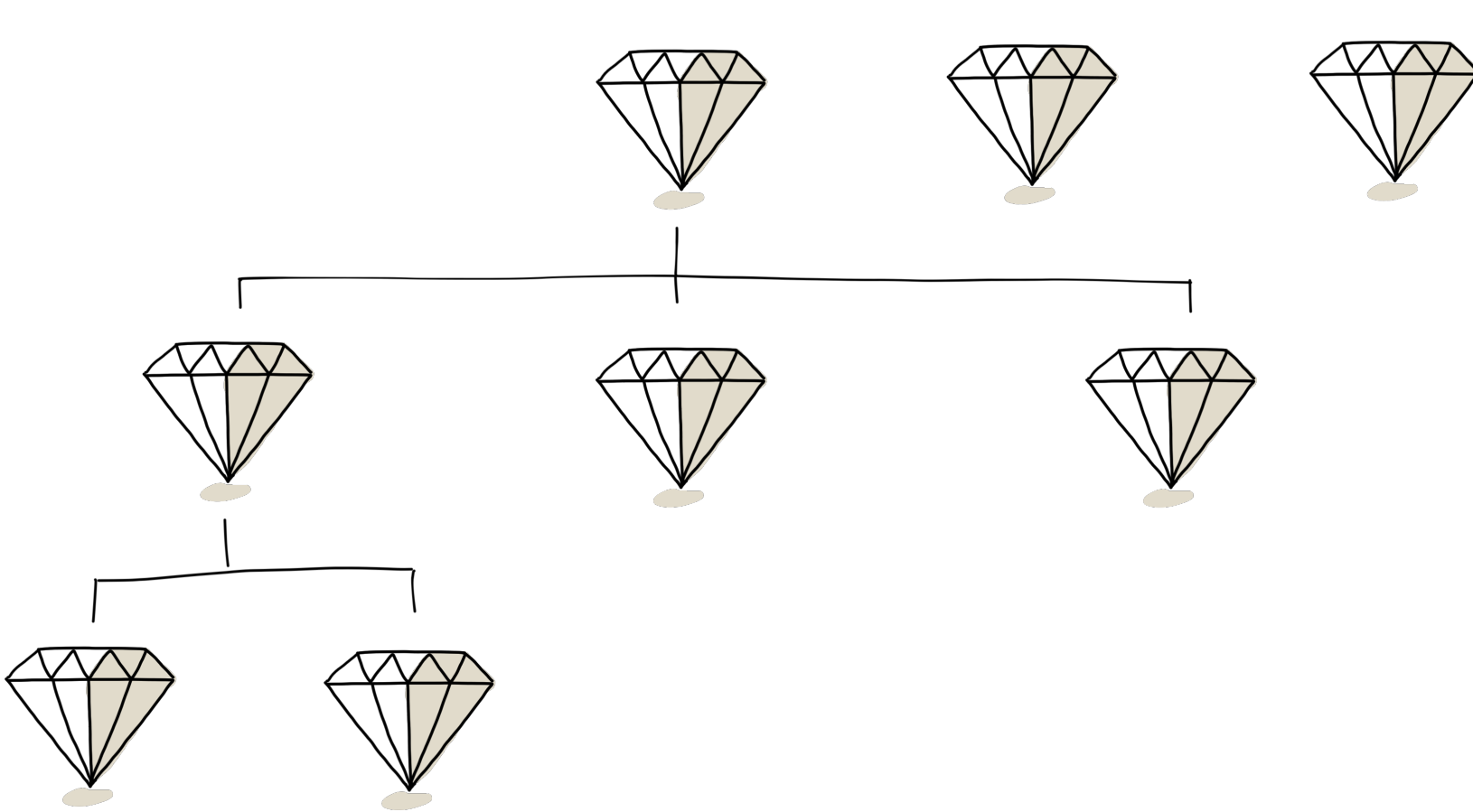


INITIATIVES





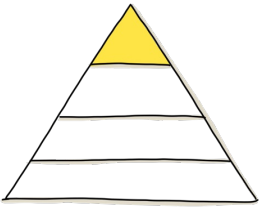
CORPORATE GOALS



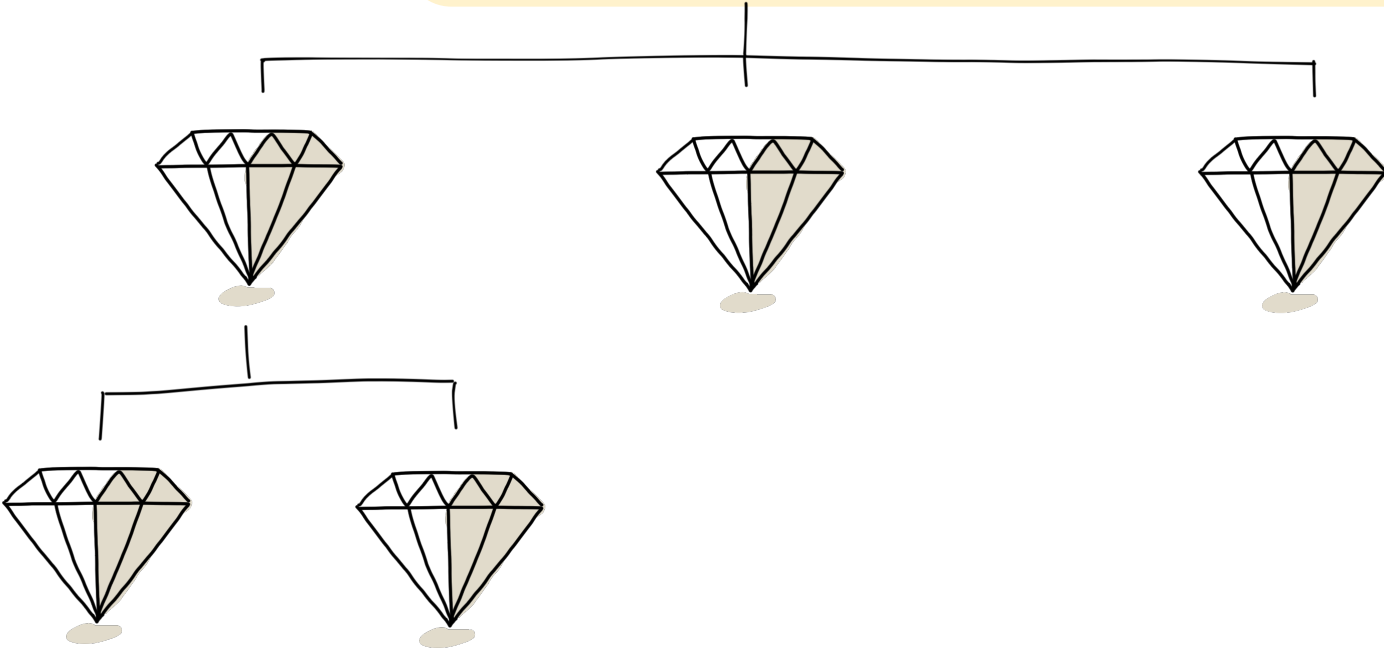
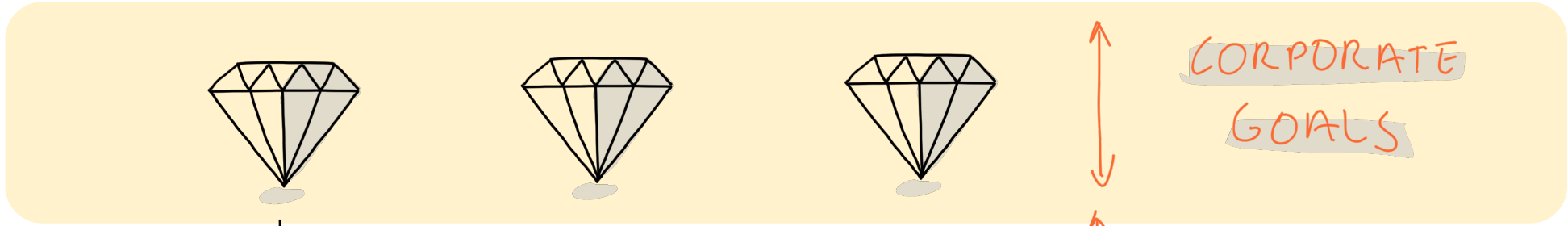
CORPORATE GOALS

SUPPORTING GOALS



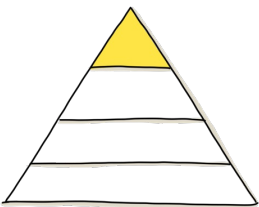


CORPORATE GOALS



SUPPORTING GOALS





CORPORATE GOALS

KEY BENEFITS OF ISO 27701



Safeguard and Reputation

By protecting and building trust in consumer/personal information.

By facilitating effective business agreements.



Target and Compliance

By assisting in demonstrating compliance with GDPR and other Data Protection laws, Regulations, and Standards.



Identify and Mitigate Risk

By implementing rigorous privacy controls.



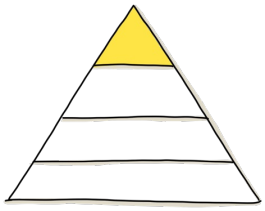
Inspire Stakeholder Trust

By establishing data protection at the heart of your business.

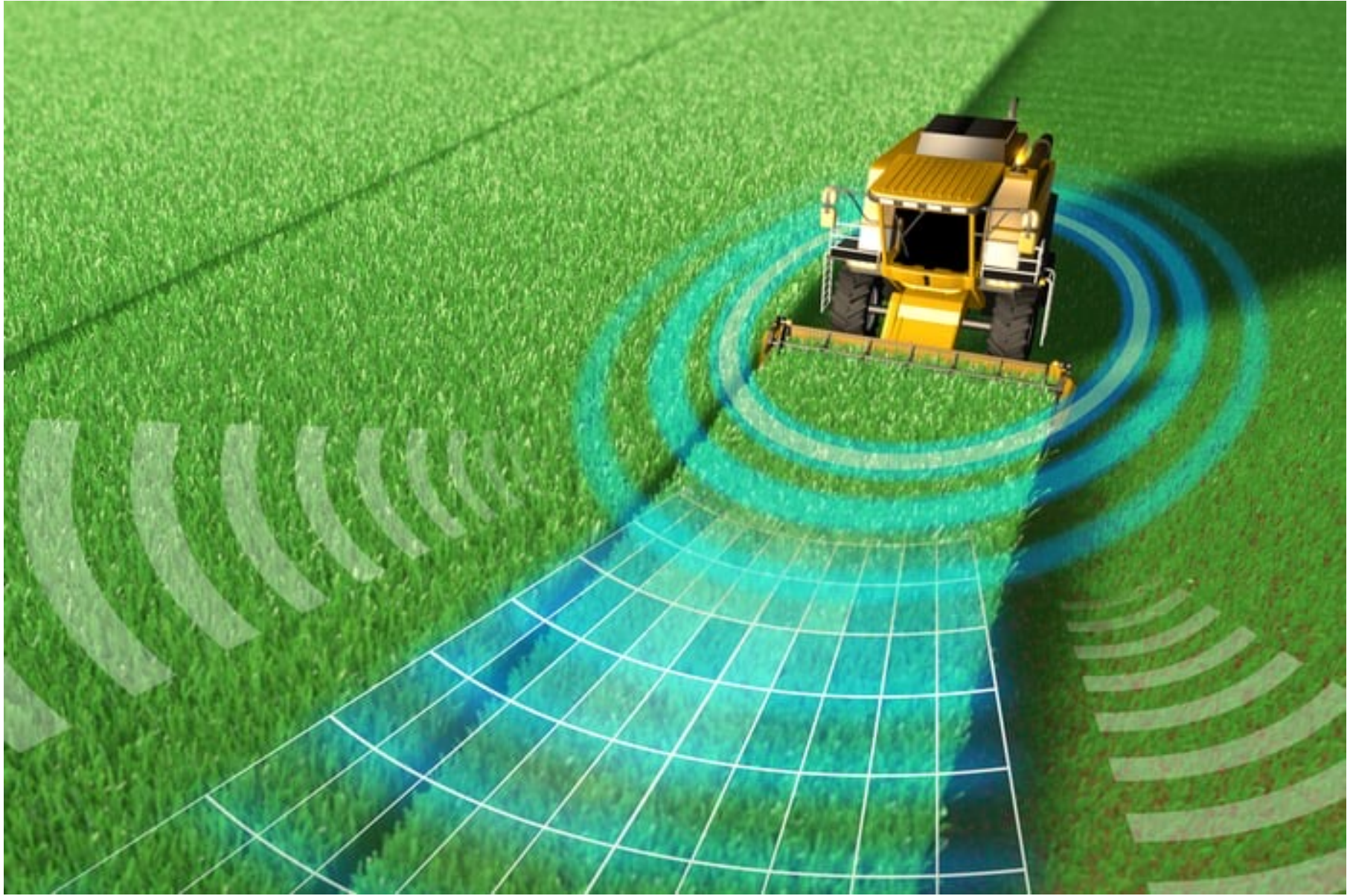
By providing transparency between stakeholders.

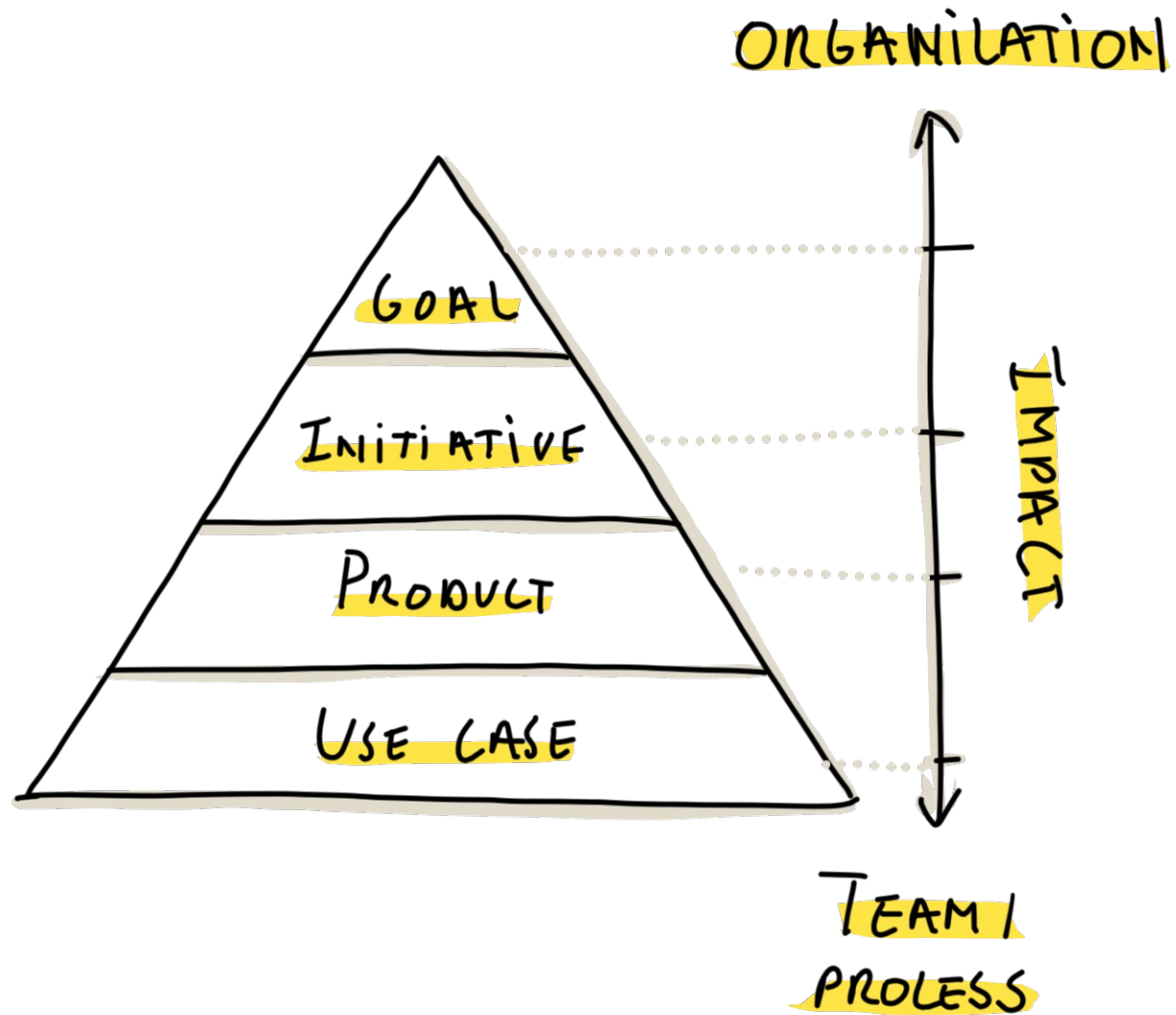
By integrating the industry-leading information security standard ISO 27001 to reduce complexity.





CORPORATE GOALS



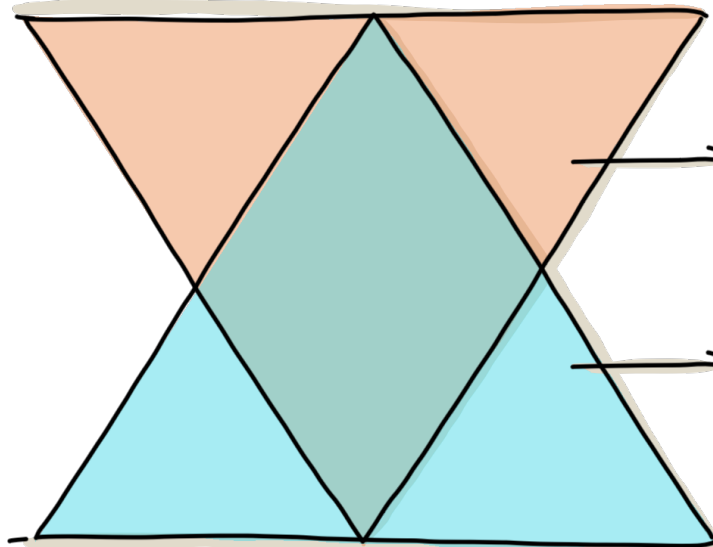


VISION



NORTH STAR

BUSINESS GOALS



DATA LEADERSHIP

DATA LITERACY

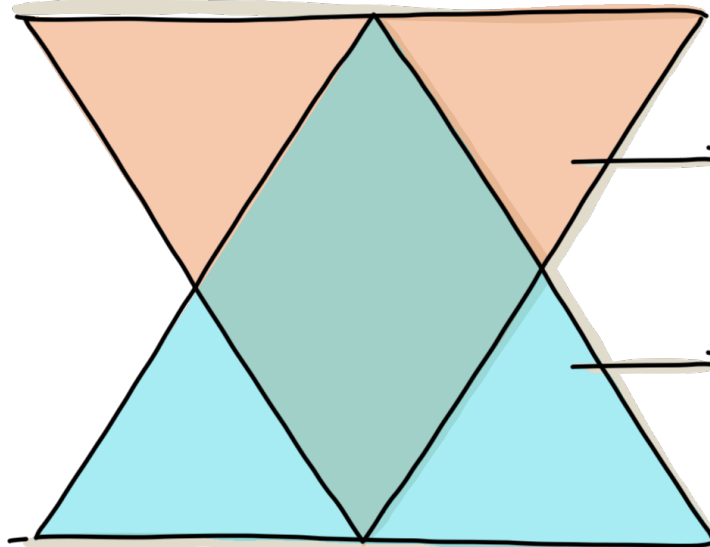


VISION



NORTH STAR

BUSINESS GOALS



DATA LEADERSHIP

DATA LITERACY

BOTTOM UP

TOP DOWN



TABLE OF CONTENTS

