

# Data Detective

## HOW DATA-SAVVY IS YOUR ORGANISATION?

Data is the new oil, the currency for the next strategic wave of change. It is also an important element in your digital and analytics-driven transformation.

### We will assess:

Your current data assets and where they are sourced from, including your point of sale terminals or digital platforms, call centres or financial systems.

### We then rate them with respect to:

- **Integration:** Is the data integrated with other data and systems to provide a holistic view?
- **Utilisation:** is the data utilised by the enterprise for analytical purposes?
- **Coverage:** How much data is collected at an enterprise level within the information domain?
- **Data Latency:** Can the data be analysed in real time or as a batch? What is the data latency?
- **Data Availability:** Is the captured data available for analytical modelling?
- **Quality:** How good are the data that are captured (e.g. gaps or duplicates in the data)?

*Are you managing your data as an asset with quality control and are you able to access it when you need it?*

*Do you know what data assets exist in your organisation and what they can do for you?*

*What are your most critical KPIs and where does the data come from?*

*To help you answer the questions above, let our Data Detective do the job for you.*

### We will deliver:

- An executive-ready report that shows a high-level 'map' of your data assets with a usability rating
- Commentary around the findings
- Recommended next steps on how to leverage the assets in line with strategic goals to create business value

RATE	CUSTOMER IDENTITY	CALL CENTRE DATA	DIGITAL CHANNEL DATA	SALES DATA	SUPPLIER DATA	PRODUCT DATA
Integration	*	*	****	***	*	**
Utilisation	**	**	**	***	**	****
Coverage	****	****	****	***	**	*
Latency	***	*****	****	****	***	**
Availability	**	**	****	****	*	***
Quality	****	***	****	***	**	*****

*Talk to us today, we can harness your organisation's data to help deliver long-term business value.*

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