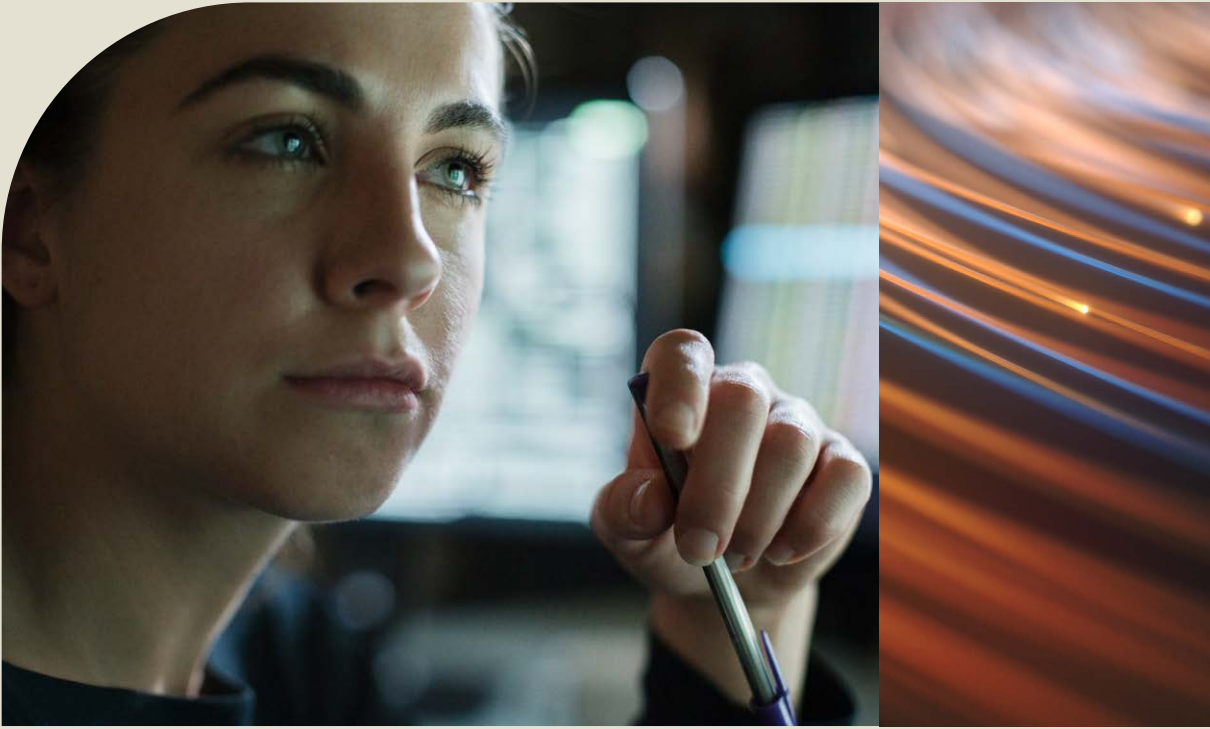


Data Maturity Assessment

A proven approach to assessing an organisation's data maturity and increasing the business value from data.





The Modern Data Challenge

The world has never seen more data than exists today, and a new record will be set each day. Our appetite for collecting, using and producing data continues to grow and has become insatiable. There will always be a use case for more. Add to that system architecture landscapes with ever-growing complexity and the ongoing whiter-than-white promises that accompany each new generation of technology.

All of this makes it difficult for businesses to manage data and can erode the value of an organisation's data assets and put them at risk. At the same time, eliminating data from your business isn't an option. These days, if you do not have data, you do not have a business.

The Solution: Aligning Data with Business Objectives

Organisations that want to overcome the modern data challenge, and ensure they leverage data to the fullest, need to take a mature approach to data management – which starts with aligning information ecosystems to business objectives. This can not only support those objectives but can often go even further by helping realise strategic advantages within the market. The opposite – failure to properly align data to business objectives – often increases costs, delays time-to-market, and introduces data security and reputational risk.

How do businesses align their information ecosystem with their business objectives? It starts with assessing their data maturity.

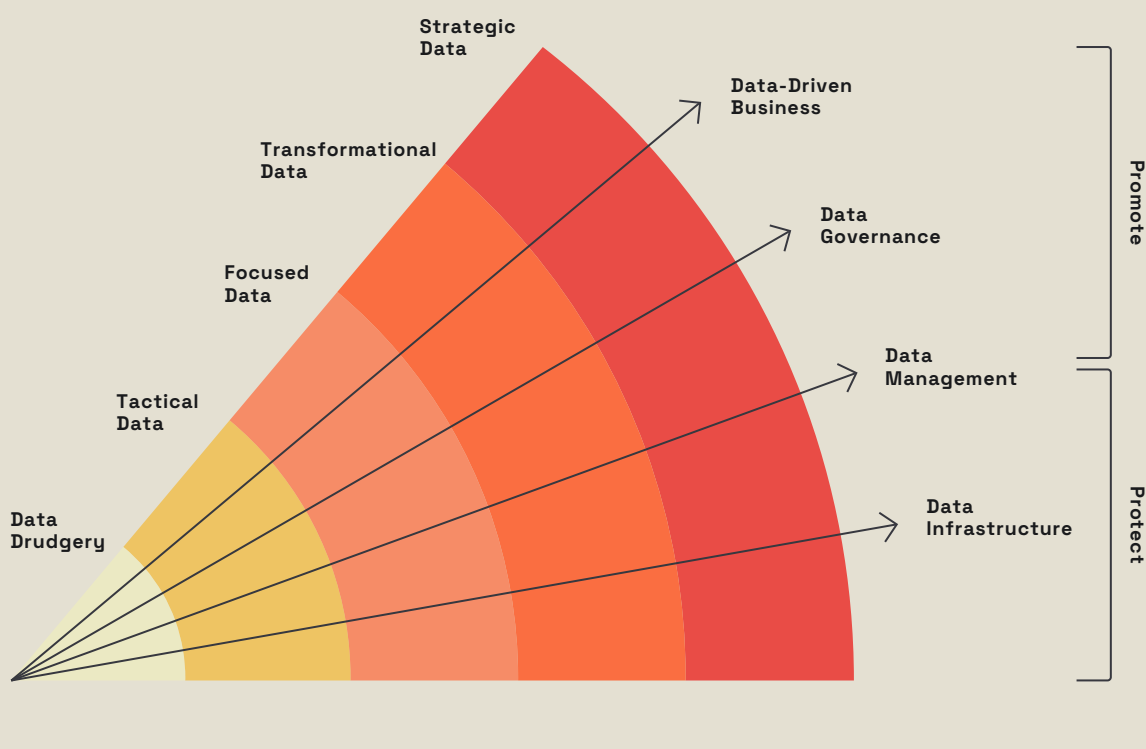
Assessing Data Maturity

Assessing data maturity requires linking your people, capabilities and delivery across your information ecosystems. The assessment not only looks at the quality of the data but reviews how data is captured and managed, if it is used appropriately, whether the data is secure, can be trusted and is readily available when needed, and whether key people are trained to manage and use data correctly.

Assessing data maturity within your business is a way to determine the status quo, as well as critical risks and opportunities for improvement. By providing clarity around the organisation's current maturity level within a proven framework, a Data Maturity Assessment not only tells you how you're currently doing, it also shows a clear path forward.

A Proven Approach to Assessing Data Maturity

Want to know how mature your data management systems and processes are and how you can improve? Certus Insight has a proven approach to assessing an organisation's data maturity and can provide practical recommendations on how to uplift the maturity of your data assets, enabling your business to realise the full potential of your data.



Maturity Levels

The Certus Data Maturity Assessment will identify at which of the five levels your business currently sits overall, as well as individually across the data assessment areas (Data-Driven Business, Data Governance, Data Management, and Data Infrastructure) and how you can reach the desired level.

1__Data Drudgery

Many silos of data exist. Excessive time and effort are required to analyse and report on even the most basic information, typically resulting in manual, hand-crafted presentations facilitated by MS Excel-based analysis. Data ownership and custodianship are interchangeable; the data owner is whomever the current custodian is. There is no organisational vision of data.

2__Tactical Data

Some raw data consolidation exists, although the capability to farm these repositories for insight is still in its infancy. Data quality issues undermine data value, and processes are not scalable. Dashboards are overused and lack business relevancy.

3__Focused Data

The organisation has established a clear end goal for data analysis and has invested in critical senior roles such as Chief Data Officer to help manage data as a corporate asset. More advanced tooling to automate model deployments that generate business value is now in place. As a result, some key datasets are integrated, and data can now 'tell a story'. Measurable results are emerging but still very operationally focused. Master Data and Reference Data sets are actively managed to promote a single source of truth.

4__Transformational Data

Evidence-based decision-making is commonplace, with solid levels of trust placed in the data by the business. A data-driven culture has enabled reporting to evolve to include forecasting and predictive models. More advanced tooling to support metadata management and data quality is now in place.

5__Strategic Data

Data has evolved to become a strategic asset and enabler for business strategy providing new insights and prescriptive analytics that drive new levels of knowledge and provide strategic advantage. Data and data teams have crossed organisational silos and are fully integrated within an optimised data architecture. The linkages between systems, business processes and data are intimately understood. Effective data governance has been thoroughly inculcated within the business culturally.

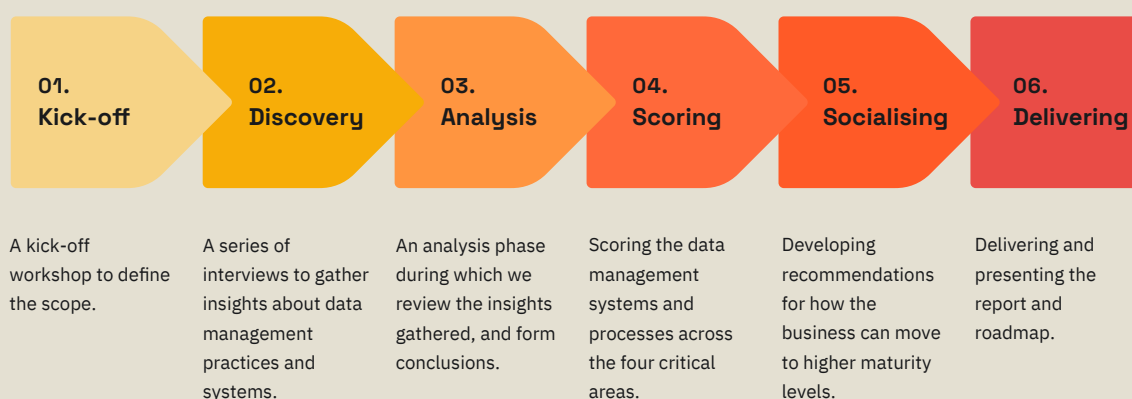
Data Assessment Areas

The Certus Data Maturity Assessment will review data management systems and processes across four critical areas of the business. In the scoring, we call out Data Quality in its own category. This is because of the importance the role of Data Quality has to the success of your business.



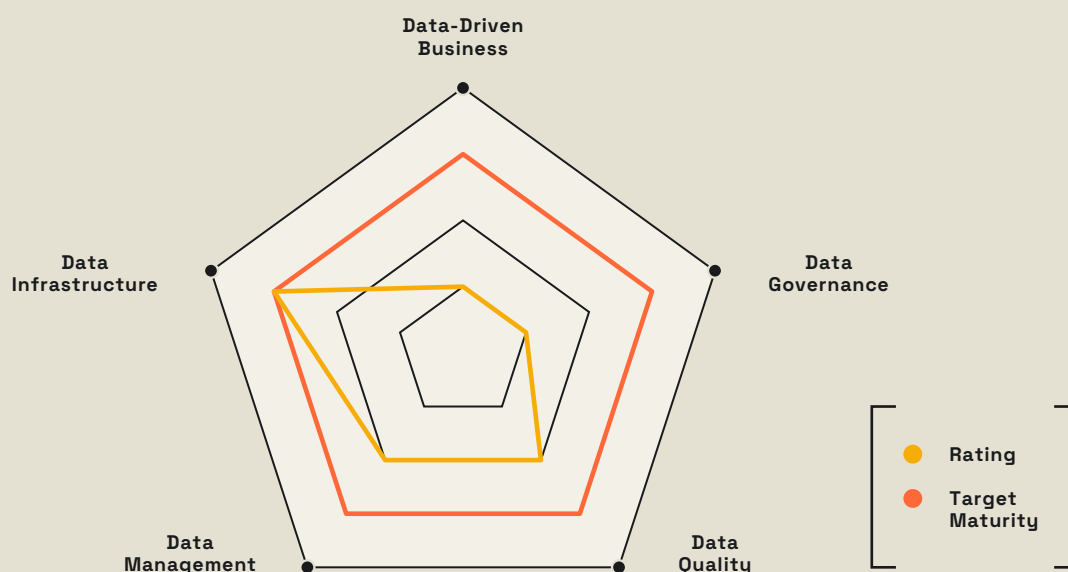
How it works

Each Data Maturity Assessment will be tailored to the specific needs and complexity of the organisation. On average, an assessment takes about 20-30 days of work, carried out over 2-4 months. However, this scope is flexible, and we can work with you to develop an approach and timeframe that suit your business and won't disrupt other critical work. Generally speaking, a Data Maturity Assessment consists of six steps.



The Output: A Roadmap for Improvement

Once the review is complete, Certus will prepare a findings report showing your maturity rating across the various maturity and data dimensions. We will work collaboratively with you to agree upon a target maturity level for your organisation and provide an indicative roadmap of key initiatives to achieve it with budget allocation to help with your forward planning and market engagement.





Getting Started

If you are looking to increase the business value from your data and would like to know more, don't hesitate to get in touch with Julien Redmond.

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