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Analysis of data strategy potential

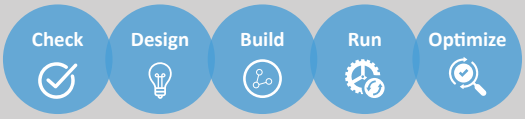
b.telligent
smart data. smart decisions.

Challenges for companies

- How important is data for corporate development?
- How can data help to optimise business models?
- How do you set up the organisation, responsibilities, and processes for dealing with data?
- Where do you begin and what solutions are available to help?
- How do you find an IT infrastructure that suits your corporate strategy and business models?

b.telligent's areas of expertise

- Data strategy & data governance
- System architectures with cloud components
- Additional expertise:
  business intelligence, customer relationship management, data warehousing, big data, data science, and cloud technologies
- Services offered:



Specialist framework

Project results

	Specialist framework	Project results
Strategy	Strategy	• **Roadmap: From data strategy to target data architecture, processes and organisation;** identification of fields of action and associated measures for implementation, including initial assessment of costs/benefits
Organisation and processes	Data management organisation	• **Document the current state** and classify into best practice models for data management organisations and roles
Organisation and processes	Data management processes	• **Data-management process map** with gap analysis of best-practice data-management processes (MDM, DQM, metadata management)
Organisation and processes	Use of data in operational and planning processes	• **Registration and documentation of the bandwidth of data-driven use cases** (reporting, analytics, IOT, ML ...) in business processes; classification into best-practice models
Data	Data domains	• Creation of a **data-domain model at the first level**
Systems	IT architecture	• Actual situation of core data architecture at the first level (operational, dispositive, analytical) • **Target data architecture** for analytical infrastructure, **including development procedure** and **initial estimate of effort**

Project procedure

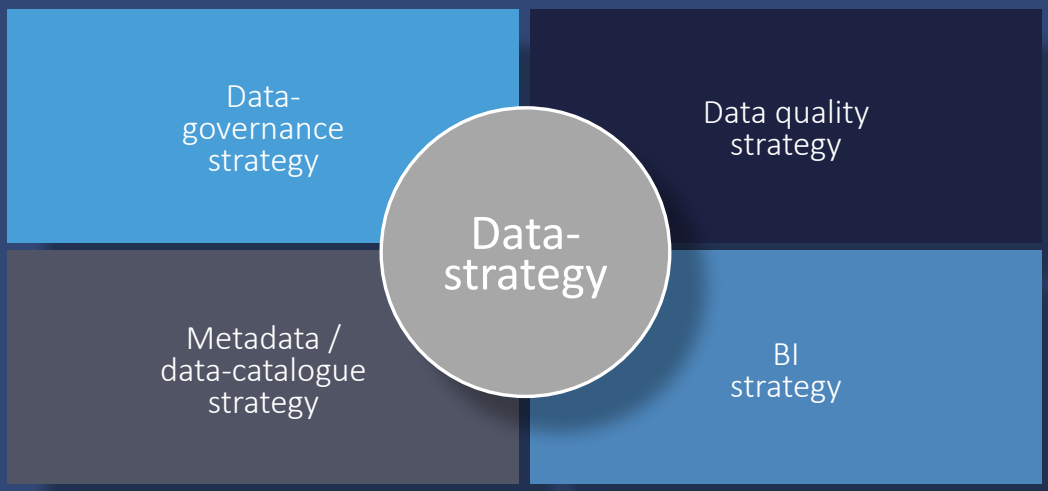
Time period: 2 - 4 weeks

Kick-off call (2 hours)	Explanation of the project procedure and anticipated outcome. Clarification of corporate strategy. Coordination of scope of analysis. Interview planning. Presentation of interview content.
Interviews (30 – 60 minutes each)	Interviews, for example, with the management, IT and 2 – 3 selected business departments
Strategy, data use, organisation	Interviews, for example, with IT and 2 – 3 selected business departments
Data management processes	Interviews, for example, with IT
Data architecture	Use-case evaluation and prioritization (TOP 3) • Representation of data architecture requirements • Development of data usage scenarios for digitalization (analytics, IOT, ML ...) • Development of envisioned goals and sketching of the roadmap
Workshop: Envisioned analytical data architecture and processes	
Final presentation (90 minutes)	Final presentation with discussion of the roadmap and next steps.

Our data-strategy consultancy portfolio

Services

We offer our clients comprehensive consultancy. In accordance with their needs, we concentrate on one or more focal points in the area of data strategy:



About b.telligent

b.telligent is a technology-independent consultancy specializing in business intelligence, customer relationship management, data warehouse, big data, data science and cloud technologies.

With over 250 employees at seven locations in Germany and Switzerland, b.telligent supports companies in all phases, starting with strategy, proceeding through analysis, design and implementation, right up to operation and advancement of solutions. The focus here is on optimising digital and data-driven business processes as well as customer and supplier relations.

The business magazine brand eins Wissen distinguished b.telligent in 2021 for the sixth consecutive time as one of Germany‘s best consultancies in the category of „data analytics & big data“.

FOCUS Business also named b.telligent in 2021 as one of the top consultants in the areas of analytics & big data, digitization, IT consulting / implementation, as well as the sectors comprising automotive, banking and private equity, chemicals, life science and pharma, commerce (including e-commerce), advertising, marketing & media, telecommunications and insurance.

Learn more about us on **www.btelligent.com**.

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