

# Data-driven business

Is your data strategy aligned with business goals? Do you make decisions based on facts and insights? Do you have control over your data and its qualities? Do you get value out of the data you have? Is it easy to run reports for everyone in your business? We have solved these issues for several customers in Norway.

## Problem

1. Reports are resource intensive to assemble and don't meet all your needs
1. Decisions are made on a lack of factual basis, insight, and outdated data
2. Where the data is located, who owns it and whether data is up to date is unclear
3. A data strategy is not aligned with business- and IT-strategy
4. Sharing data across silos, partners and customers is challenging
5. A data strategy is in place, but you don't know how to get started
6. Establishing a data platform is a major investment and a demanding business case to establish, how to get started with low risk and less investment

## Solution: Data-driven business analysis

A maturity analysis can discover where you stand compared to data-driven businesses. If you have a vision for your business target state, then the analysis can give a recommendation on what measures need to be taken and what low-hanging fruits can be picked. If you do not have a vision, we can help you establishing it as part of the analysis and align it to the business- and IT-strategy.

The analysis will be used as input for our recommendations for what investments (financial and organizational) need to be made to realize your vision of becoming a data-driven business. The assessment will include a mapping for data sources, data quality and maturity in both technology and organization, etc. using data for insight and decision-making work. Sopra Steria assessment framework is adaptable to your situation, whether it is at the very beginning stage or if you are well on your way, the analysis will provide good insight and priority recommendations in a roadmap.

## Results of the analysis

7. Target image and roadmap with priority recommendations
8. Insight and overview of user stories to drive value creation
9. Input to strategy and vision
10. Recommendation for data platform and architecture based on existing investments and needs that the business has
11. Recommendation and decision basis for the next step your business should take to get started

## Gains from becoming a data-driven business

1. Decisions made from data and insights
2. Advance from simple descriptive reports to predictive and prescriptive analysis
3. Data democratization
4. Data is available for business users
5. Increased innovation capacity
6. Increased insight and ability for digital transformation
7. Measures and Key Performance Indicators

**Service from Sopra Steria**

8. Data-driven business analysis (4 weeks)
9. AI feasibility analysis (2 weeks)
10. Establishment of Data Platform MVP (3 weeks)
11. Establishment of IoT platform MVP (3 weeks)