Data Value Discovery

More than ever, organizations are recognizing the need to unlock the value hidden within their data. In today's fast-paced world, it's increasingly evident that an organization's success is dependent on its ability to effectively engage with its data resources.

Many companies are actively exploring or have already initiated efforts related to data governance, data quality, and master data management. Despite the promises of these initiatives, numerous leaders find themselves uncertain about how to translate these efforts into tangible value.

Depending on where you stand in your transformation journey, you may recognize the following questions:

What steps can we take to establish a strategic data initiative that truly adds value?
How can we persuade the organization's leadership to invest in data and recognize its significance?
How can we make a roadmap for our data strategy that ensures future success?
What enhancements can we make to our current data architecture to enhance overall business performance?

Credon has developed a **"data value discovery" approach** to provide you with concrete answers to these pressing questions.
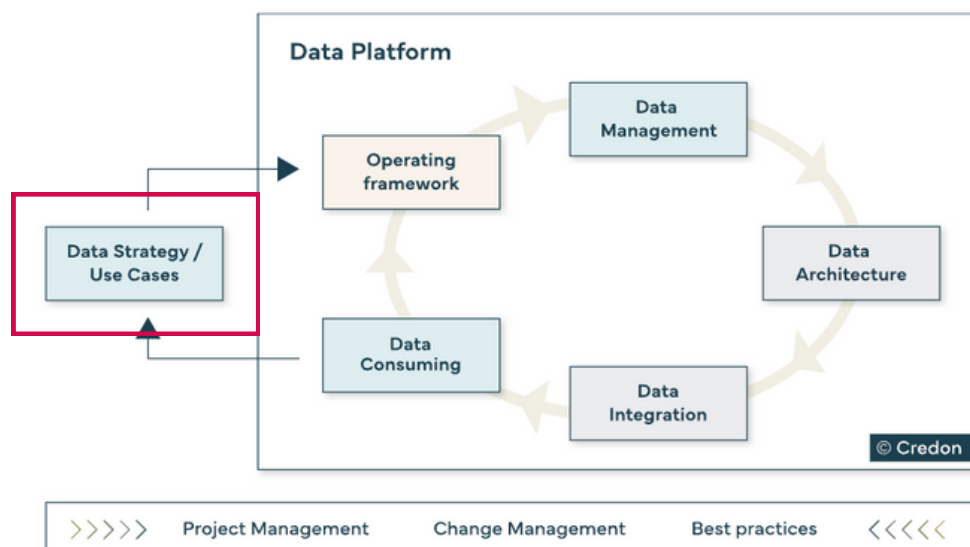
Our Data Value Discovery Process

Our approach to guiding your data project consists of three main steps, each designed to ensure a comprehensive and effective strategy.
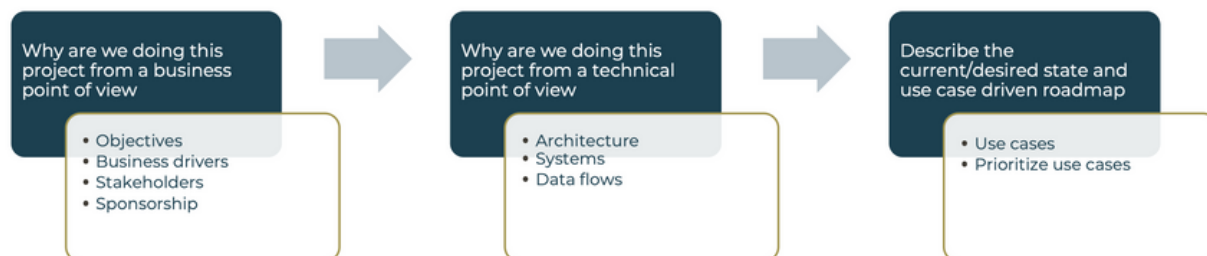
Step 1: Understanding the Business Perspective
In this initial phase, we delve into your business's point of view. Our primary goal is to gain a clear understanding of why you're embarking on this data project. This involves examining your business objectives, the driving factors behind this initiative, the stakeholders, and those providing sponsorship or support.

We want to know what you aim to achieve and what challenges and opportunities this data-driven approach addresses. By doing this, we can align our strategy with your business goals and develop a roadmap that ensures we're moving in the right direction.

Step 2: Exploring the Technical Perspective
After grasping your business vision, we shift our focus to the technical side of things. We collaborate closely with your technical team to gain insights into your existing systems, the current architecture in use, and the flow of data within your organization. This examination helps us identify any potential obstacles or areas where data quality might be compromised.

By analysing your technical landscape, we can precisely determine your project's technical requirements, ensuring a seamless integration of the data platform with your existing infrastructure.

Step 3: Creating a Use Case-Driven Roadmap
With a solid understanding of both your business and technical needs, we move forward to the final step. Here, we craft a roadmap tailored specifically to your requirements. We prioritize use cases based on their potential value to your organization, considering your business objectives and technical prerequisites.

The roadmap serves as a clear and actionable guide, outlining the necessary steps to transition from your current state to your desired state. It ensures alignment between your business goals and your technical capabilities.

Benefits

Our approach provides the following benefits:

- **Evangelizing Data Projects**
  - We help you communicate the importance and advantages of data projects within your organization. Ensuring that all stakeholders understand the necessity and benefits of these projects is crucial for their success.
- **Flexibility in Engagement**
  - We offer flexibility in our engagement. While we provide a comprehensive roadmap, you're not obligated to work with us throughout the entire project. You can choose to involve our team to the extent that meets your needs, whether it's advisory, leading, or supporting roles during the implementation phase.
- **Cost-Benefit Analysis**
  - Our discovery and planning process enables us to estimate the expected benefits and costs of the data project. This empowers you to make informed decisions and ensures that the project delivers the desired outcomes.

Deliverables

We provide a comprehensive set of deliverables, including:

- **Business Perspective**
  - An overview of involved departments, use cases, challenges linked to use cases, and a functional roadmap with prioritized use cases.
- **Technical Perspective**
  - Insights into data flows, system mapping by department, data types per system, target architecture, roles and responsibilities, and technological needs and gaps.
- **Overall**
  - Clear insight into solution directions for a data platform within your organization, a use case-driven roadmap, and an estimation of the expected budget for your data platform.

Target Audience

The Data Value Discovery caters to organizations in the mid-enterprise segment with a strong appetite to get value out of their data and are looking for answers on the following questions:

- What steps can we take to establish a strategic data initiative that truly adds value?
- How can we persuade the organization's leadership to invest in data and recognize its significance?
- How can we make a roadmap for our data strategy that ensures future success?
- What enhancements can we make to our current data architecture to enhance overall business performance?

Timeline

The Data Value Discovery timeline includes:

Week 1	A ½ day preparation meeting
Week 2-4	• 2 business related workshops • 1 technical related workshop
Week 5	Elaborate the set of deliverables
Week 6	A ½ day presentation of the results

* Based on the preparation meeting, additional workshops might be requested.

Budget

The budget for the Data Value Discovery as described above is:

Data Value Discovery	€ 13.000
Additional workshops	€ 4.300 / workshop