Data Innovation Studio

Data#3

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Data-driven organisations are:

- **23 times more likely to acquire customers**
- **Six times as likely to retain customers**
- **Nine times as likely to be profitable[1]**

In today's business climate, there is no lack of need - or desire - to embark on new data and analytics initiatives, but many organisations are unsure as to how to begin the journey. In Data#3's research, we found that 80% of customers reported 'knowing where to start' as a key problem[2].

With so many available options and solutions to consider, the decision can be overwhelming or lack tangible ROI.

Are you struggling with:

- Delivering on business objectives that rely on organisational data?
- Understanding how to unlock value from your enterprise data?
- Current initiatives that do not provide value for your business?
- Justifying spending on data-driven initiatives?
- Finding ways to harness your data to drive business growth?

You need the Data Innovation Studio!

Making decisions based on information

We have found that:

- Many organisations have data in silos, across disparate systems, making it hard to combine the data
- Business users have a desire to become self-sufficient, but only have a limited set of skills to do much more than basic reporting – assuming they have access to the data source in the first place
- IT teams are busy, and don't have the time to be across modern approaches to data analytics

How much time do your teams spend processing data, often buried in spreadsheets?

Current initiatives do not provide value, to justify spending and demonstrate ROI

We have found that:

- Customers often deploy expensive data warehousing and reporting tools, with mixed success
- The growth and scale of available data outpaces legacy systems
- Customers don't know what they don't know
- The investment required to achieve the outcome is often not fully understood

What business objectives are you not achieving?

Not having a clear view or roadmap for data adoption

We have found that:

- Often, multiple facets of the same problem aren't realised across an organisation's thinking with a single-dimension mindset
- IT teams charged with driving solutions don't have a true connection to business objectives
- Agreeing on success measures is key to ensure everyone is on the same page

How connected are your data projects between IT and the business?

80% of business leaders report struggling to become mature users of data and 55% report data silos and data management difficulties as roadblocks[3].

Harvard Business Review (2019), Understanding why analytics strategies fall short for some, but not for others

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What is the Data Innovation Studio?

It can be challenging to know where to start on your data journey. To answer the needs of our customers, we created the Data Innovation Studio. We leverage our framework – the Data Journey Map – as well as design thinking techniques to assist in developing a roadmap that can be used for planning your end-to-end data journey, from planning and priority setting, through adoption and outcome delivery.

Data#3's Data Innovation Studio involves a structured process of interviews and workshops. As an outcome of this engagement, you will be provided with a comprehensive Data Journey Map that will assist you in understanding key use cases, and will provide a high-level plan that can be used to further your data, analytics and AI capabilities.

The Data Innovation Studio delivers your own tailored Adoption Roadmap to further your data, analytics and AI capabilities.

Understanding relevant business use cases and ROI

- We capture the use cases relevant to driving data related projects in your organisation
- The use cases are prioritised by stakeholders from your business, which helps to shape the adoption roadmap
- Expected benefits for the use cases inform an ROI illustrating the return on developing further capabilities for data analytics and related projects

Personalised Adoption Roadmap

- Incorporates priority use cases, focusing on what is important for the business
- Identifies quick wins, to provide immediate value, and ensures dependencies can be identified
- Non-technical aspects are incorporated, to ensure skills development and user adoption

Supporting Technical Architecture

- Aligns to the Data Adoption Roadmap and IT strategy of your organisation
- Utilises existing technology investments
- Forecasts investment and spend required for Azure consumption and effort

What to expect from the Data Innovation Studio?

To ensure data solutions are aligned to your objectives, we use the Data Journey Map. By focusing on the organisational opportunity and the desired business outcomes, we correctly align a solution that best fits the status of your organisation's data journey along the four paths of Data, Information, Knowledge and Intelligence.

The Data Innovation Studio includes:

- A high-level assessment of your current data estate to assess the technical capability
- A Design Thinking-style Innovation Workshop with business stakeholders to focus on the business problems, as well as the opportunities
- A Data Adoption Roadmap for your organisation, which combines the findings from the assessment and Innovation Workshop. It also outlines a high-level roadmap of prioritised activities aligned to the Data Journey Map
- A presentation of the report to project stakeholders
- A technical workshop to help convey the architectural considerations as part of developing the future roadmap

Why Data#3?

Data#3 has the deep expertise your business needs to maximise its investment in data and analytics. As Microsoft's largest Australian partner, Data#3 has unparalleled competencies in consulting, project services, licensing, system integration and managed services. Through our competencies as an Azure Expert Managed Services Provider, Advanced Specialisation in Windows & SQL Server Migration; Gold Data Platform and Gold Data Analytics partner, Data#3 can connect you with the Data#3 and Microsoft expertise you need.

Next Steps

- For more information, visit our **Azure cloud** page.
- Connect with a **Data#3 Specialist here** or contact your Account Manager today.

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[1] JuiceIT 2019 Customer Survey
[2] Data Modernisation Webinar Poll Oct 2020
[3] https://tools.totaleconomicimpact.com/go/microsoft/AzureAnalytics/

Interested in how Data#3 can help?

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