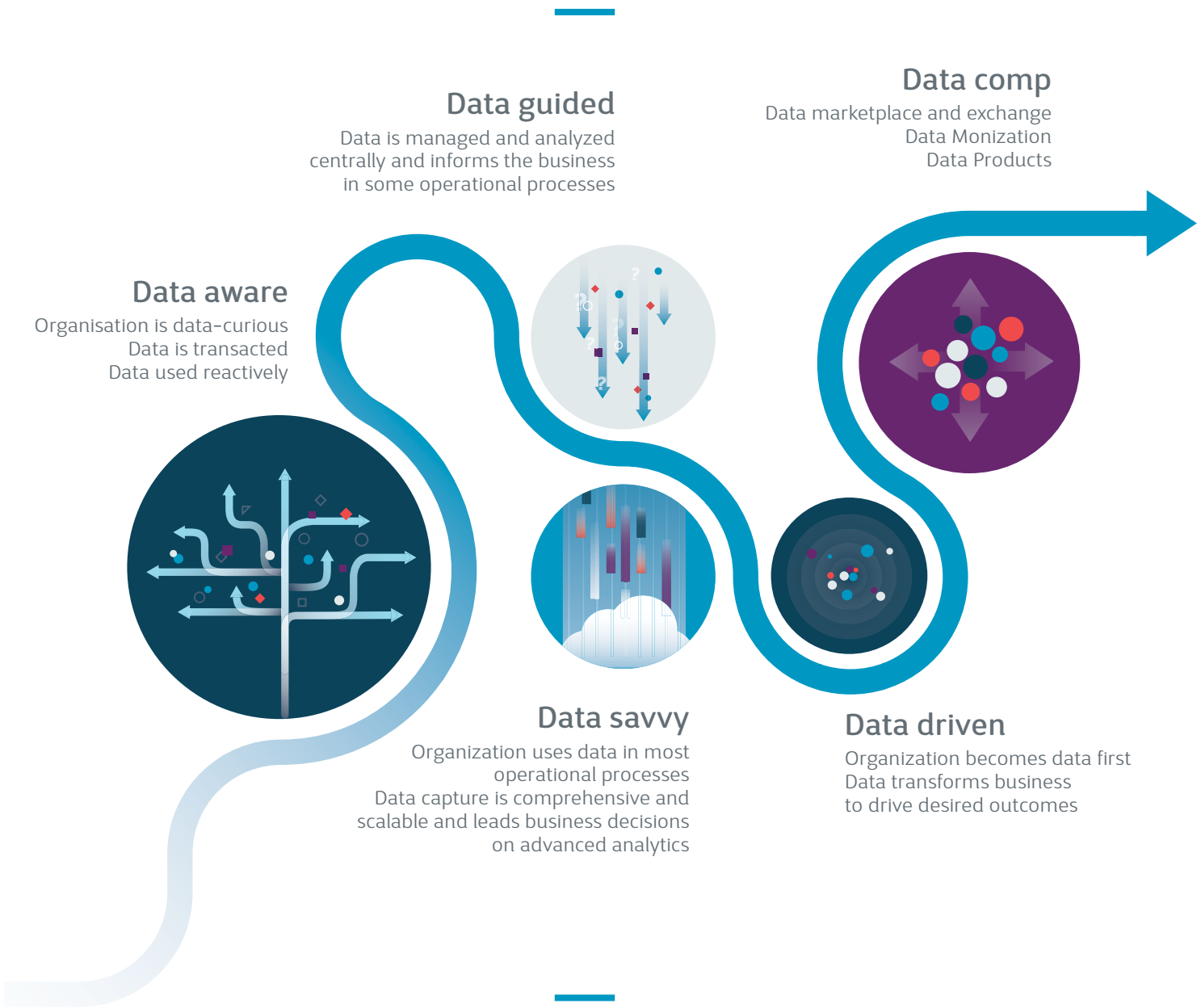




Where do you stand on your data journey?

checklist

Becoming a data company – an organization that relies on data insights to fuel, inform and steer all of its activities – isn't something that happens overnight. It requires new tools, new skills and a new culture. No matter where your enterprise stands on its data journey, there is always a next step toward greater business value, efficiency, agility, engagement, customer satisfaction and competitiveness.



Interested in learning more about your organization's data maturity and what lies ahead on your path? Fill out our checklist.



1

—

**Data
aware**

Phase 1: Data aware

Exploration: you're just taking your first steps, testing the waters and generating awareness.

1 Data aware

- The C level is **aware of the value** of data.

- Operations or business personnel have submitted one or more **data project proposals** to management.

- Suboptimal processes, bottlenecks or manual workflows that could be improved using data have been **formally identified** and monetized.

- Change management initiatives** – basic education, training and employee preparation – around data are planned or underway.

- Basic business **intelligence data is sometimes used** to respond to market, environmental or operational changes.

If you have checked 3 or more boxes, it's the ideal moment to consider taking actions in Phase 2 below.

2

Data guided



Phase 2: Data guided

Integration: you understand your data and are beginning to use it to answer business questions.

2 Data guided

- You are able to **perform data analytics** on a CRM and/or an ERP platform

- Your personnel across all business areas are **aware that data can help** make their jobs more efficient and effective.

- You have introduced **business intelligence** capabilities with **visualization** to your enterprise.

- A **budget** is set aside for **data projects**.

- You have some **in-house data analytics** expertise and/or have engaged with an external data partner.

- You understand **which data is stored where** and how to access it.

- Demonstrated business value (in monetary figures) has been achieved through **one or more small-scale data** and AI proofs of value.

If you have checked 4 or more boxes, it's the ideal moment to consider taking actions in Phase 3 below.



3

—

**Data
savvy**

Phase 3: Data savvy

Permeation: data is becoming central to your organization's functional areas.

- Your company is investigating a suitable **data platform** or has plans for implementation.

- Data siloes** – individual, disconnected apps that collect or use data – have been identified and are being centralized/harmonized.

- A clear data **governance model** is in place.

- Data projects have an indisputable **annual budget**.

- You have introduced **expert data** and analytics expertise or engaged with a dedicated partner.

- There is a **business intelligence competence** center in place.

- Your company is **able to capture** data driven needs in different line of businesses.

- Data insights are used** to optimize operational processes and to support human-driven business decision-making through self-service BI.

- You have started **your first AI** or machine learning projects.

3 Data savvy

If you have checked 4 or more boxes, it's the ideal moment to consider taking actions in Phase 4 below.



4

—

Data
driven

Phase 4: Data driven

Evolution: you are utilizing advanced data-driven techniques like AI, machine learning, IoT, etc.

- A cloud-based data warehouse and/or data lake with integration possibilities that is capable of handling **big data has been implemented**.
- You have **a strategy in place**, with change management, employee education and the right profiles for data success (ref. chief data officer).
- Your company has, in most business lines, **an employee that provides data driven use cases**.
- The business intelligence competence center is **expanded** with an analytics/AI competence center.
- Your company is able to **capture and analyze realtime data** coming from an IoT platform.
- Data insights are structurally used to **guide strategic decision-making**.
- Your **data project budget has grown** by over 25% each year for the last 2-3 years.
- Data insights are used to **identify trends and patterns** or even predict customer behavior, environmental conditions and/or market conditions.
- You have defined a business/commercial **approach** that empowers your sales team to sell/upsell/cross-sell through data use cases.
- You have one or more **intelligent solutions** (computer vision, natural language, etc.) **in place** that support one or more core processes (safety, production, finance, operations) and measurably cuts costs.

4 Data driven

If you have checked 5 or more boxes, it's the ideal moment to consider pursuing actions in Phase 5 below.



5

—

**Data
company**

Phase 5: Data company

Transformation: all decisions you make are empirically based on comprehensive real-time data, and decisions may be automated through the use of intelligent algorithms.

- You offer personalized customer experiences based on behavioral **data that lead to measurable increases** in business results (higher sales figures).

- You offer **personalized employee experiences** through a digital workplace that results in measurably reduced turnover, higher engagement and/or greater productivity.

- Your company is using **real-time data analytics** in data intensive applications.

- You have introduced **robotic process automation** in combination with an AI driven chatbot to your enterprise.

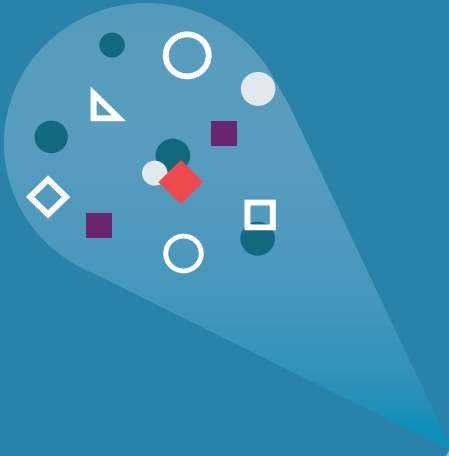
- A large, flexible and continuously **growing pool of financial resources is dedicated to data** projects and this amount is expected to grow annually by orders of magnitude.

- Decision-making machine-learning algorithms** are continuously retrained or adapted to improve the quality of their insights.

- Your company is monetizing data either by **selling** to other companies (data exchange) or offering **paid data services** via an Open Data Hub.

5
Data
company

*If you have checked 3 or more boxes, congratulations! You are ahead of the game in terms of your data maturity and are now a **data company**.*



5
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Cegeka Data solutions

Cegeka is an ambitious and leading European IT solutions provider. In line with our motto 'In close cooperation' we strive to provide the best possible customer service and support our more than 2,500 customers in their digitization journey. Cegeka offers end-to-end solutions in the fields of Data, Applications and Infrastructure, which are strongly interconnected.

Become a Data company

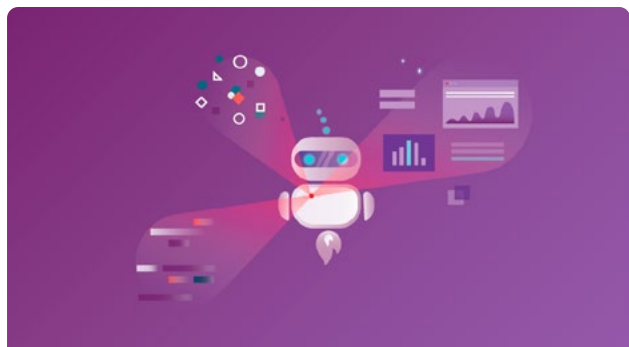
Data is definitively the most valuable asset when it comes to surviving – and thriving – in today's business environment. We believe that data is more than just a buzzword; it's essential to gaining a competitive advantage, enabling growth, reducing risks and saving costs.



Business Intelligence

Making right decisions based on data

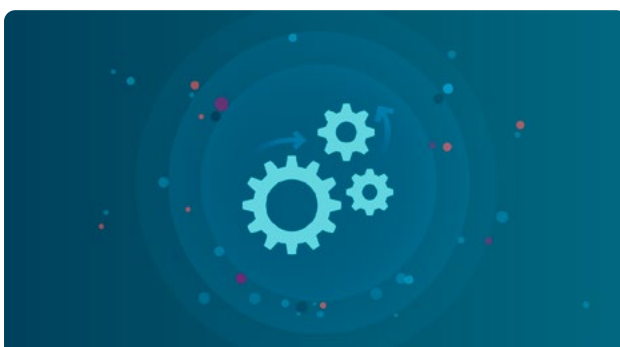
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Data Science

Predictions and automation based on data and AI

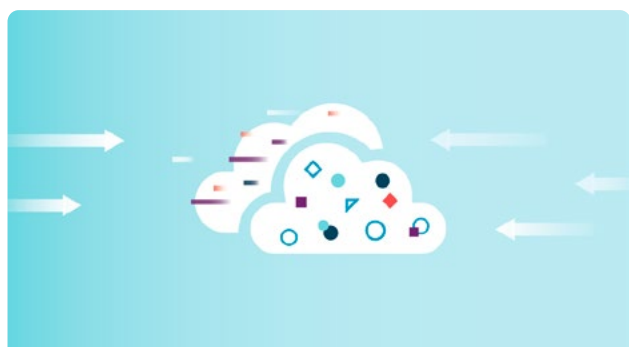
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