

Starting with the end in mind

Making Data a Strategic Asset

Aligning technology initiatives to business objectives is critical. Given the ever growing choice of technologies, solutions, and architectures this continues to be a challenging outcome to achieve. Defining a pragmatic strategy and a plan to implement this strategy greatly improves chances of success. Aligning business and technology goals will ensure transformation programmes are set up for success, doing the right things for the right reasons. Proper planning and governance supports the selection of suitable technologies and methodologies, ensures budgets are allocated correctly, and sets a baseline against which to measure success and pivot where necessary.

THE CHALLENGE

- › Lack of data ownership and accountability
- › Lack of education on the impact and importance on data accuracy
- › No data-driven decision making
- › Data not readily available, decentralised and a lack of understanding as to where to find data
- › Data existing in 'protected' silos, not available to the larger organisation
- › Lack of common business understanding of data

THE OPPORTUNITY

- › Improved control and risk management
- › Improved efficiency in information delivery
- › Increased trust in information and data
- › Drive data integrity back to source
- › Improved information management planning
- › Elimination of duplicate effort
- › Improved speed of access to information

HOW TELEFÓNICA TECH CAN HELP

Telefónica Tech brings together technical, architectural, industry and business expertise to work with key stakeholders and business decisions makers. This helps us to understand your organisational vision and, together, assess the current state of your organisation, the challenges it faces and the opportunities available to it.

Together, we will develop your target operating model around data, analytics and analysis, and a detailed roadmap for the people and processes necessary to enable and support your organisation to make better decisions based on your data.

A successfully crafted and implemented strategy will help your organisation fully understand how your data should be collected, stored, integrated and leveraged.

A ROBUST DATA STRATEGY WILL ENABLE:

- › Data integrity through improved data quality
- › Improved corporate decision making by aligning information and data to business requirements
- › Improved data management control through improved governance & appropriate organisational structure
- › Improved data sharing and communication
- › Integrated data sources using technology as an enabler
- › The development of a corporate culture of treating data as a corporate asset
- › Efficient and measurable processes underpinning the data value chain

OUR APPROACH



- › As-is Assessment - During which existing capabilities are identified and assessed and any bottlenecks or pain points identified.
- › Vision - This identifies the business objectives motivating the technology initiatives and highlights the technology drivers necessary to support the achievement of the business objectives.
- › Findings and Recommendations - This includes both the business change and technology recommendations which should result in a number of initiatives.
- › Strategy - The initiatives are used to create a pragmatic business plan, with a supporting business case.

Leading the Way in *Digital Transformation* for our Customers

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.

