

DATA MASTERY

How data-powered organizations outperform their competitors



70%

22%

Higher profitability Higher Revenue

per Employee

245% Higher Fixed

Asset Turnover

¹ Capgemini Research Institute, "The data-powered enterprise: Why organizations must strengthen their data mastery," November 2020.

Four best practices the data masters follow

WHAT CAN WE LEARN FROM THESE DATA MASTERS



Create a data-driven

strategy driven by the

overall business goals

• Align your data strategy with the business strategy

- Have a forward-looking data collection strategy



Bridge the data

• Invest in trusted data availability

trusted Al

trust gap

• Focus on data democratization

Establish guidelines for



Revamp your

data landscape

 Decommission legacy in phases

• Prioritize value streams

- Migrate to cloud and integrate multi-cloud
- Customize data-discovery tools as initiatives scale

Accelerate innovation

with DataOps



Drive data-powered

decision making and actioning Create a streamlined

data organization

- Facilitate data-powered
- innovation across the value chain Foster a data-powered culture across all levels

of management

Source: Capgemini Research Institute analysis.

CREATE A DATA STRATEGY DRIVEN BY THE

OVERALL BUSINESS GOALS

Align your data

strategy with

the business strategy

> Ensure a strong top-leadership support to the data organization Identify the right metrics

Define a data strategy that meets

the business priorities

Invest in data sharing ecosystems

Have a

forward-looking

data collection strategy

BRIDGE THE DATA TRUST GAP ACROSS AND

Source: Capgemini Research Institute analysis.

INVEST IN ESTABLISH

GUIDELINES FOR

TRUSTED AI

OUTSIDE THE ENTERPRISE



PRIORITIZE

VALUE STREAMS

TRUSTED DATA





ACCELERATE

INNOVATION WITH

DATAOPS

FOCUS

ON DATA

DEMOCRATIZATION

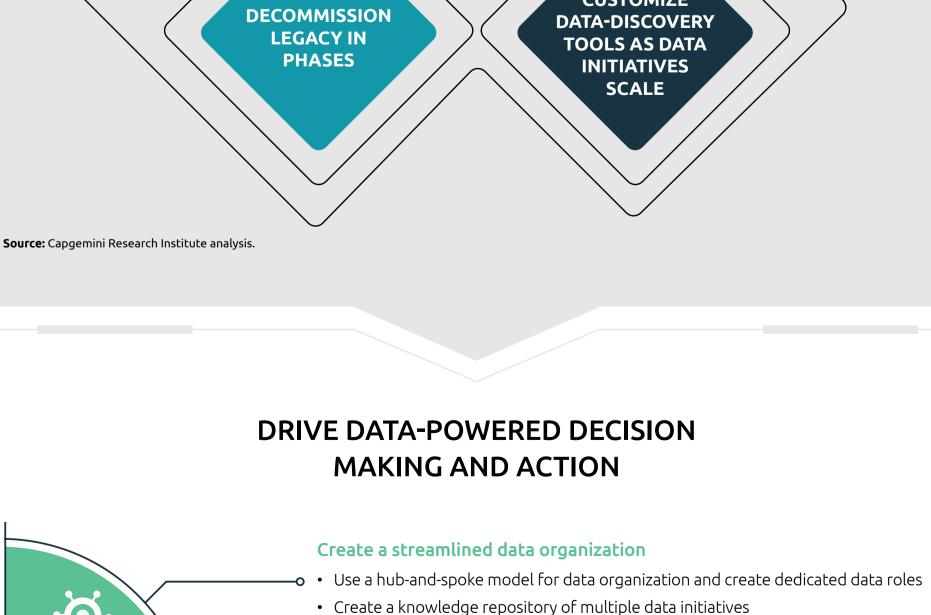
CUSTOMIZE

MIGRATE TO

CLOUD AND

INTEGRATE

MULTI-CLOUD



Facilitate data-powered innovation across the value chain

Foster a data-powered culture across all levels

• Incentivize innovation and promote a learning culture

Actively engage with data-sharing ecosystems to feed innovation

• Identify champions to promote the cause

Lead by example

Source: Capgemini Research Institute analysis.

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