

DATA MASTERY

How data-powered organizations outperform their competitors

DATA MASTERS ENJOY A SIGNIFICANT PERFORMANCE ADVANTAGE COMPARED TO THEIR PEERS:¹

22%

Higher profitability

70%

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.

WHAT CAN WE LEARN FROM THESE DATA MASTERS

Four best practices the data masters follow



STRATEGIZE

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



ENTRUST

Bridge the data trust gap

- Invest in trusted data availability
- Establish guidelines for trusted AI
- Focus on data democratization



MODERNIZE

Revamp your data landscape

- Prioritize value streams
- Decommission legacy in phases
- Migrate to cloud and integrate multi-cloud
- Customize data-discovery tools as initiatives scale
- Accelerate innovation with DataOps



ACTIVATE

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

Define a data strategy that meets the business priorities

- Ensure a strong top-leadership support to the data organization
- Identify the right metrics
- Invest in data sharing ecosystems

Have a forward-looking data collection strategy

Source: Capgemini Research Institute analysis.

BRIDGE THE DATA TRUST GAP ACROSS AND OUTSIDE THE ENTERPRISE

INVEST IN TRUSTED DATA AVAILABILITY

ESTABLISH GUIDELINES FOR TRUSTED AI

FOCUS ON DATA DEMOCRATIZATION

Source: Capgemini Research Institute analysis.

REVAMP YOUR DATA LANDSCAPE

PRIORITIZE VALUE STREAMS

MIGRATE TO CLOUD AND INTEGRATE MULTI-CLOUD

ACCELERATE INNOVATION WITH DATAOPS

DECOMMISSION LEGACY IN PHASES

CUSTOMIZE DATA-DISCOVERY TOOLS AS DATA INITIATIVES SCALE

Source: Capgemini Research Institute analysis.

DRIVE DATA-POWERED DECISION MAKING AND ACTION

Create a streamlined data organization

- Use a hub-and-spoke model for data organization and create dedicated data roles
- Create a knowledge repository of multiple data initiatives

Facilitate data-powered innovation across the value chain

- Actively engage with data-sharing ecosystems to feed innovation
- Incentivize innovation and promote a learning culture

Foster a data-powered culture across all levels

- Lead by example
- Identify champions to promote the cause

Source: Capgemini Research Institute analysis.