

# **INFORMATION STRATEGY**

USING YOUR DATA ASSETS  
TO ACHIEVE BUSINESS OUTCOMES

**YOUR CATALYST  
TO GROWTH**



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**Data can turn  
into insights,  
but insights  
without data  
are just  
assumptions.**



# DATA TRANSFORMATION JOURNEY

Supporting you to plan, run and modernise your data estate.

## HOW DO WE HELP?

Whether you're launching a platform initiative, moving to the cloud, or modernising your existing data estate, Decision Inc. can help your company go from data to insights.

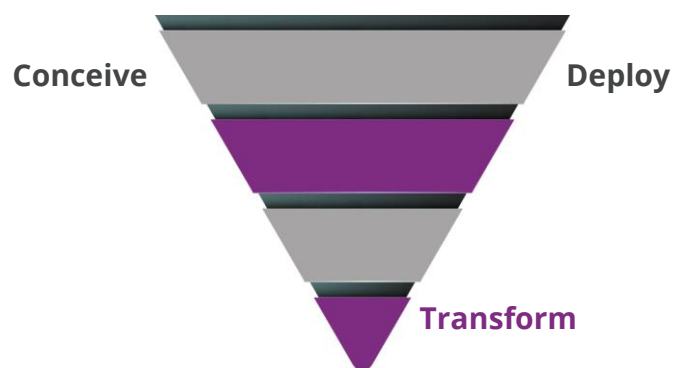
Maturing your analytics capability requires a program focused on business outcomes, operational excellence, and continuous improvement. We assist you in formulating a clear data & analytics strategy that achieves real business outcomes and support you throughout your data transformation journey.

### EXISTING ANALYTICS ENVIRONMENT



Transform your existing environment by refreshing your data strategy and modernising your data platform.

### NEW ANALYTICS ENVIRONMENT



Develop a robust analytics strategy, build out a transformation programme, and then deploy the data platform.

## KEY CLIENT THEMES



Modernising your data estate



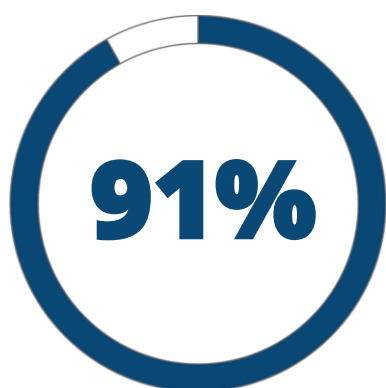
Integrate critical business data



Turn data into business outcomes



## STRATEGY



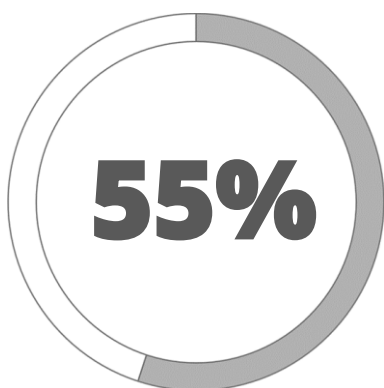
**91%** of global executives say that **effective data & analytics strategies** are essential for business transformation.

## BUSINESS OUTCOMES



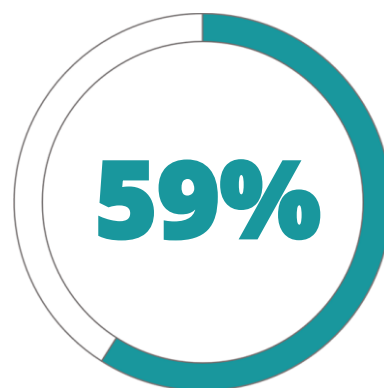
**62%** of executives from mature companies say that **data insights** are directly linked to better customer experience.

## DATA MANAGEMENT



**55%** of organisations name data silos and data management difficulties as the **biggest challenges** to data & analytics strategies.

## ENABLING USERS



**Self-service analytics for business users** is ranked at the top of their investment priorities by **59%** of executives.



# INFORMATION STRATEGY

Realise the value of your data assets by transforming data into insights.

## WHAT’S THE CHALLENGE?

Most organisations build out a data and analytics capability without a clear focus on achieving strategic business outcomes. Over time, an organisation’s data estate can become complex and difficult to manage. Legacy technology, complex integrations and key-man dependencies leave organisations in a place where they feel that they've lost control of their valuable data assets.

## WHAT SHOULD IT LOOK LIKE?

We aim to answer the simple questions. Our information strategy aims to simplify your information challenges. Business information should be experienced as automated, accurate, frequent and accessible. Take back control of your data estate and obtain real business value from your data assets.



### Automated

Data should seamlessly integrate into intelligence systems



### Accurate

Reports and dashboards should be trusted and accurate



### Frequent

Information should be real-time



### Accessible

Information should be accessible and secure

**What Your Business Data Should Look Like**



# A SIMPLE EFFECTIVE APPROACH

In three simple steps.

## HOW DO WE DO IT?

### STEP 2: Establishing an Architecture

- Logical
- Technical
- Process
- People



### STEP 1: Data Strategy Development

- Vision
- Needs Analysis
- Challenges
- Opportunities



### STEP 3: Developing the Journey

- Roadmap
- Funding



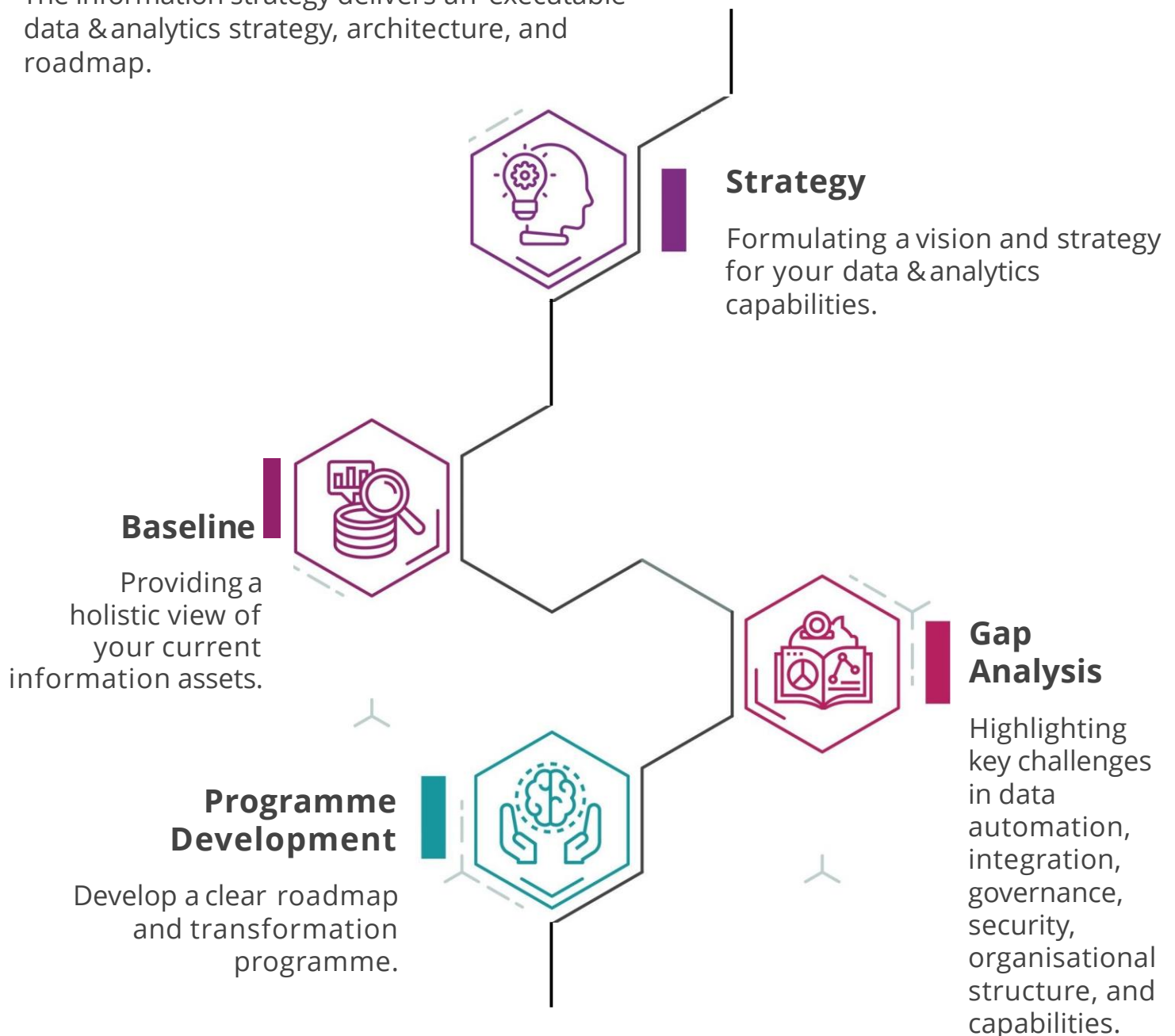


# INFORMATION STRATEGY OUTCOMES

Delivering an actionable analytics strategy.

## WHAT CAN I EXPECT

The information strategy delivers an executable data & analytics strategy, architecture, and roadmap.



# OUR STRATEGY FRAMEWORK

A clear audit framework that incorporates all your data and information requirements.

## OUR FRAMEWORK

Our mature framework ensures that we assess all aspects of your data & analytics environment - focusing on what's most important.



### Growth and Measurement

Does the technology, data, applications and information help me to be more effective and competitive?

### Insights and Actions

How do end users experience information within my organisation?

### Tools and Users

What application do I have in my business and how well do they serve the end user?

### Purity & Governance

"Is my data clean, accurate, frequent, relevant, accessible and safe?"

### Right Fit

Do I have the right technology in place?

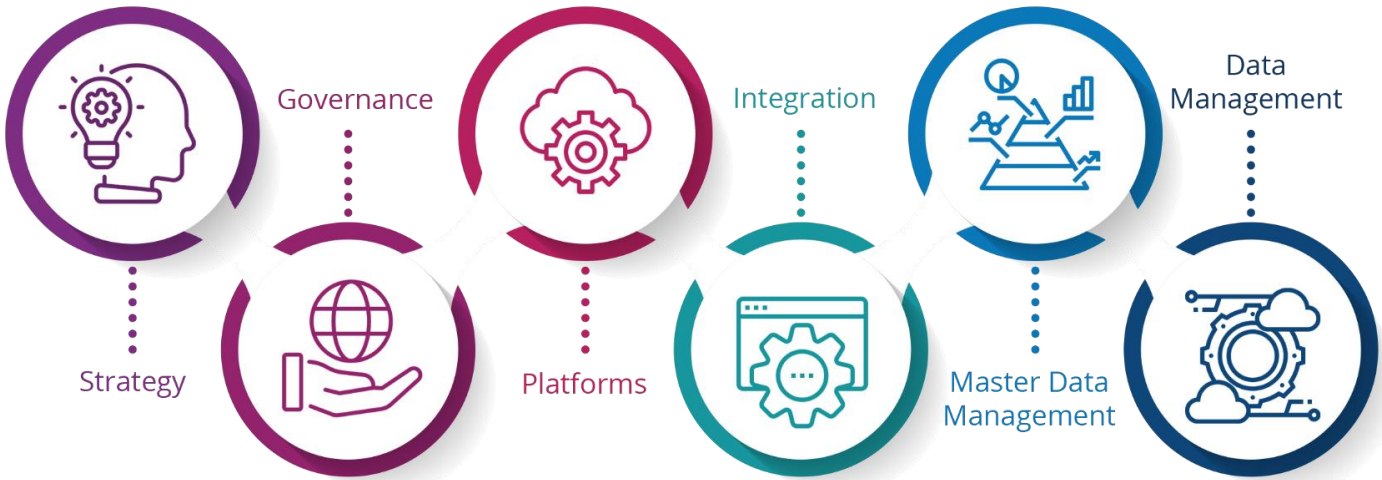




# MASTER YOUR DATA

Take control of your data assets and achieve tangible business outcomes.

## OUR DATA SERVICES



## OUR TECHNOLOGY PARTNERSHIPS



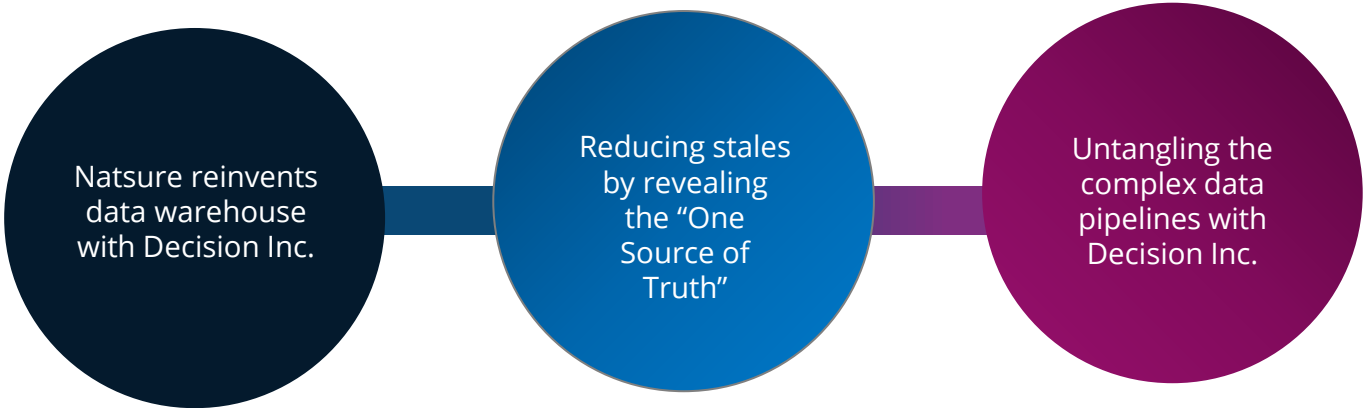
Data & AI  
Azure





# OUR CLIENTS

Let's take the journey together.





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