

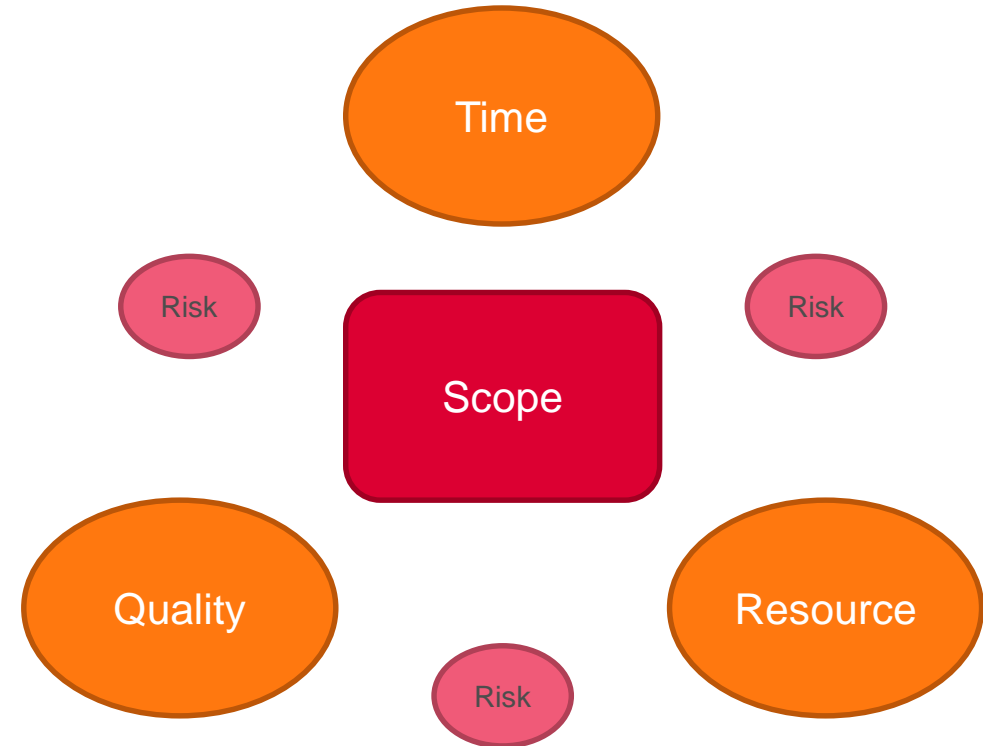


# Connecting all data to get a holistic view of the customer

Critical Success Factors

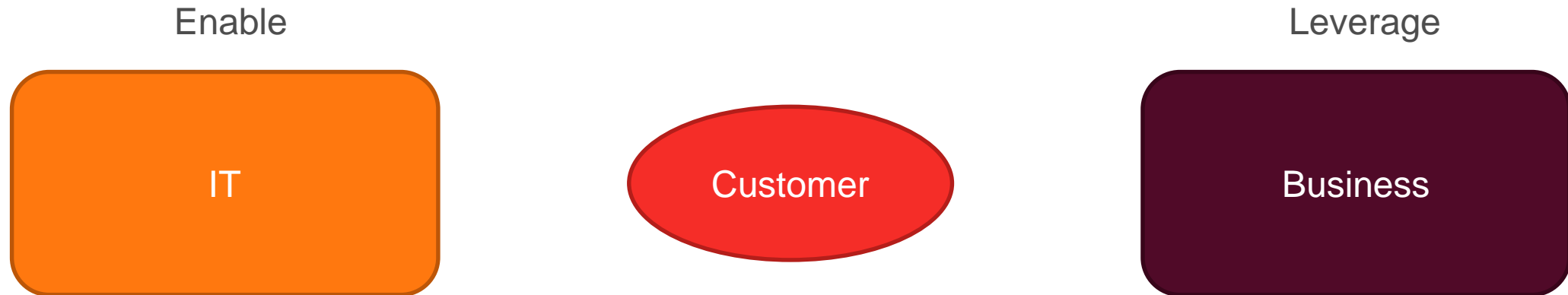
# Agree the right scope

- Start small
- Demonstrate value (sooner better)
- Empower ownership
- You have an enterprise view
- You have a cluster view
- You have a unit view



# Design and E2E integrated solution

- Don't overlook granular data design
- Meet both business and IT requirements
- Understand impact on other initiatives



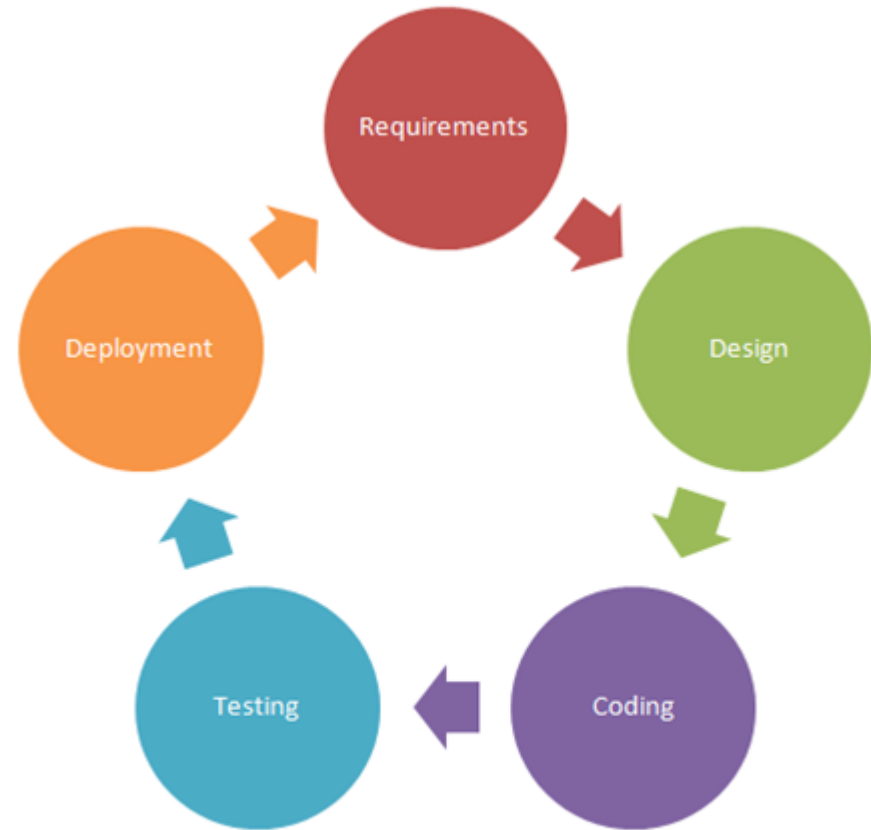
# Engage stakeholders and communicate

- Commit to progress within short timeframes
- Demonstrate insight
- Communicate the value of the approach



# Adapt an iterative development cycle

- Visualise business outcomes
- Build iteratively with business
- Manage releases



# Manage quality

- Don't underestimate the impact of bad quality data
- Cleansing activities drive the critical path



# Avoid scope creep

- Manage the change in business needs
- Downstream analytics requirements can have upstream implications
- Consider agile / devops methodology



# Embed governance

- Data governance is a BAU business process, not a project
- Establish clear decision rights and accountability
- Educate your stakeholders





# Validation and testing are critical

- Have a comprehensive data validation plan
- Test against business outcomes
- Don't underestimate the impact of data quality



) Thank you (