

# The digital data factory: Data goes in, intelligence comes out

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In our current analysis economy, data is the driving force to gain a competitive edge. In that context, maintaining digital operations and deriving maximum value from data are prerequisites. However, transforming data into usable intelligence is not easy. It requires a high degree of knowledge, competencies, and mutual collaboration. That is why data needs to be approached from a factory state of mind in which these elements are joined together, resulting in usable insights.

Discover the value of data

Start with the data already available in the organization and supplement it with data sources that are not part of your own systems yet, but could be interesting. That will result in a pool of raw data that can be explored more in-depth. Discovering what gems are hidden in the data requires specific knowledge.

So brainstorm with experts. Your domain experts know your client well and based on their experience, they will have ideas about optimizing services. Next, analytics experts sift through the data to test these ideas by means of

visualization, combinations of data, a smart algorithm, or even a machine learning model: are they valid or not?

Digital data factory

The next step is making valid ideas production-ready as soon as possible by coming up with a worthwhile use case. After all, an idea will only gain value when it is used in daily practice. Just like in the physical world where you need a factory to transform input into output, you need a virtual data factory in the digital world to transform raw data into intelligence.

And the final step is to embed this intelligence in the organization. Only then will you have completed the circle. At that point, data models can start providing actual value for the organization as a whole, for instance in the form of an app or automated work instructions.

Discover the value of a data factory at  
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