

Data Accelerator

An actionable path to unlock business value with data

Why a Data Accelerator?

It's no secret that data is a key component of driving business growth and performance. But what if your business **can't access that data easily**, or, even worse, you **can't trust the data** you do have access to? What if you have that data and trust it, but your **data teams aren't aligned to business** use cases and are worthless?

The goals of our Data Accelerator are simple:

- [1] Achieve data confidence
- [2] Make data accessible (internal & external sources)
- [3] Create a holistic data strategy & actionable roadmap
- [4] De-risk future data investments

While "real-time, always-on insights fueled by artificial intelligence and machine learning" all sounds great; the reality is that most organizations struggle way before they can get to that with their foundational elements of data. *Simply creating a single view of customer across systems and products* often isn't *simple* at all.

Our six (6) week Data Accelerator programs recognize data can't be solved with a "one size fits all" approach. To make meaningful and lasting change, our team works to truly understand an organization's business challenges, technology ecosystem, and the way work is done on a daily basis. The result—an actionable roadmap and the foundational structure needed to unlock data value.

Common Challenges



- Can't trust, access, or share key data effectively
- Lack of data roadmap transparency / accountability
- Lack of holistic data strategy
- Inability to make data-driven decisions
- Need to de-risk data investments (cloud, data lake, BI, etc.)
- Disparate internal or external data sources
- Inefficiency related to manual tasks / lack of automation
- No unified view across customer journey touchpoints
- Lack of alignment between data teams and business stakeholders
- Inability to respond quickly and effectively to data and trends
- Ineffective intake and prioritization of new initiatives

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Engaging the experience and wisdom of the Intevity team for complex problem solving has become key to my overall customer success strategy within enterprise clients.

— Greg Hull

Vice President, Strategic Retail Solutions at Salesforce



How does a Data Accelerator work?

We deploy a small, senior team of data scientists, and experience strategists for six (6) weeks to collaborate, assess, and strategize the use of data within your organization. This begins by first understanding how data flows (or doesn't) through your organization and the role it plays within your business, both internally and externally. We map current dependencies and callout areas of friction and pain, before switching to explore your vision for data and definition of success for data in your organization's future.

While each accelerator is unique and designed to address the specific challenges of an organization, the process generally flows through the following stages:

- [1] Technical Data Kickoff (TDK) Workshop:** A one-day workshop to layout key decision points and foundations for data flows through the organization
- [2] Application, Data, and User Group Inventory:** Detailed current and candidate data sources, including any customer applications and database dependencies, user groups, and data to be integrated
- [3] Technical Architecture Documentation (TAD):** Document key design decisions from the TDK, including architecture diagrams and data migration strategy. Document key decisions and design of the operational-level technical architecture
- [4] "First Movers" Assessment and Migration Planning:** Conduct an assessment and capacity plan to determine path to unlock value from disparate data sources such as BI, IoT, and 3rd party sources. Begin adding value through de-risking and future-proofing chosen "first mover" opportunities



Actionable outcomes

Our Data Accelerator ends with a Data Strategy and roadmap tailored specifically for your organization to achieve its business goals. This includes a technical design document, design and architecture recommendations, and a report of your infrastructure, operations, and organizational readiness (including foundational architectures) to ensure that you have everything you need for integrating and optimizing your data infrastructure. After your strategy is complete, you have the option to have our team move seamlessly into next step implementation or handoff all of the outputs to your internal team.

Regardless, we know that things change once rubber hits the road—that's why we bake in 30- and 60-day adjustment sessions into all of our Accelerator Programs to see what has changed and refine the guidance / plan.

Intevity is a digitally-focused management consultancy that takes organizations from Strategy to Execution.

Since 2003, we have been delivering world-class service to Fortune 500 companies across Financial Services, Insurance, Retail, and Technology Industries, as well as Federal Government Agencies. Through design thinking, pattern recognition, and deep technical acumen, we execute end-to-end solutions around meaningful business outcomes.

