

Data Strategy Workshop



Available 100% remotely using best business practices for remote engagement.

Apps Associates Data and Analytics practice is pleased to offer this workshop to help you define and develop your data strategy. In today's world, data needs to be treated as a valuable corporate asset. Data helps companies achieve strategic goals, maintain competitiveness, develop new and innovative products and transform the customer experience. However, using data effectively and extracting value from data does not happen by accident - it needs to be planned out. An effective data strategy codifies how data is treated by the organization, defines who is responsible for what roles pertaining to data and defines how data will be used to support and enable the strategic objectives of the organization. The data strategy must be a living breathing document. Companies without a data strategy tend to lag behind their competitors. Many companies are not sure how to get started on developing a data strategy or how to implement the strategy once defined. Apps Associates has developed and refined a 6 step process to help companies define their data strategy and develop an implementation roadmap.

Workshop Approach

This workshop process is conducted by Apps Associates over a series of meetings with key executives, LOB management and functional area stakeholders - typically spanning 3-4 weeks. We work one-on-one with you and your organization, so our recommendations are unique to your situation. To make the meetings most effective, we request that you perform about 2-3 hours of pre-meeting preparation work and we provide guidance about what should be analyzed.

Workshop Deliverables

- ✓ Top 5 Data Use Cases to Support Strategic Business Goals
- ✓ Organization, Skill Set and Data Culture Recommendations
- ✓ Technology Platform Assessment and Recommendations
- ✓ Data Strategy – Aligned to Business Goals
- ✓ Data Strategy Implementation Roadmap, Plan and Estimate

Data Strategy Methodology

Apps Associates executes the Data Strategy workshop process using our world class 6 step methodology for developing a data strategy:



Align to Business Value

what business problems do we need to solve and/or what questions do we need to answer in order to achieve our strategic business objectives? How can data help us achieve our strategic goals and objectives?



Identify Data Needs

what data do we need to collect to achieve business goals? What are the top 5 most impactful data use cases?



Define Data Organization and Culture

how should our organization be structured to optimize our ability to extract value from data? What roles and responsibilities should exist?



Envision Access, Presentation and Usage

how will people access the data and use the data to make strategic business decisions? How do we strike the balance between freedom and appropriate security concerns?



Validate Technology Platform Needs

what hardware, software and technology infrastructure do we need to extract value from our data?



Develop Data Strategy and Implementation Roadmap

what initiatives do we need to implement our data strategy and support and enable strategic business objectives? What is the priority and order of these initiatives?

Factors That Drive Data Strategy

In developing your Data Strategy and related implementation roadmap, we will work with you to factor in the considerations outlined below:

- Strategic business goals and objectives
- Competitive landscape, industry trends and market drivers
- Maturity level and 'data culture' of your organization
- Regulatory and compliance imperatives
- Data availability
- Data literacy and skill sets of existing personnel
- Capabilities of existing technology platforms
- Short term vs long term priorities and goals

Benefits

- Clear and agreed strategy and plan to leverage data for competitive advantage
- Alignment of data-related activities with strategic business goals and objectives
- Agreed consensus across key executives, LOB management and functional area stakeholders
- Detailed plan ready for execution

How to Get Started

If you are interested in having Apps Associates conduct a Data Strategy Workshop for your company, please visit our [landing page](#) and submit a request.

Our Strategic Partners



About Apps Associates

Apps Associates is an enterprise application and data services leader with a customer-first focus.

Apps Associates has more than two decades of experience helping organizations innovate through digital transformation initiatives. Customers such as Brooks Automation, Hologic Inc., Edwards Vacuum, and Take Two Interactive Software turn to Apps Associates for strategic counsel, system integration and the services required to solve their most complex business challenges - utilizing experience in data and analytics, application modernization, process automation, digital systems, technology and operations.

To learn more about how Apps Associates can help you align your business with the right technology, visit: www.appsassociates.com, or follow Apps Associates on social media on [Twitter](#) and [LinkedIn](#).

