

The Path to Your Data Strategy

Keller Schroeder's Data Strategy Framework is built on practical data management and analytics experience.

Exploratory

Answers: "What does data strategy mean to us?"

Method: Self-assessment and strategic value.

Outcome: Position paper is created.



Architecture

Answers: "What are the requirements?"

Method: Design target state capabilities.

Outcome: Design and technical specifications.



Implementation

Answers: "What occurs during implementation?"

Method: Building environments and workflows.

Outcome: Readiness to execute.



Investment

Answers: "What's the opportunity and investment?"

Method: Writing the business case.

Outcome: Data strategy business case developed.



Procurement

Answer: "What's the planning and procurement?"

Method: Evaluation and selection tools.

Outcome: Executed contracts and purchases.



Execution

Answers: "How will we see the return on investment?"

Method: Analytics projects and tracking benefits.

Outcome: Value realization.

Did You Know?

- "63% of chief executives don't believe their companies make good use of their analytics."¹
- "60% of business & IT leaders say more than half of their data is 'dark,' i.e. goes unused or can't even be found."²
- "Only 13% of organizations are delivering on their data strategy."³



manage data. do science. get better

Ready to learn more?

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