Data Clarity Engagement

Art of the possible (data)

Data is the "oil"

- drives growth, profitability and future opportunities

Whether you are:

- Going through digital transformation
- Adjusting or changing your business model
- Evolving focus on customers, vendors, or employees
- Reduced time to decision, time to insight

A key step is to turn data into actionable information

A Data Clarity Engagement (DCE) is a CATALYST

Why it matters…

Art of the Possible (data)

- Business strategy mapping to data opportunities

Goal - Industrialize your data

- Open windows into your applications – minimize data silos
- Allow more people to discover, opportunities for insights

Develop a process

- align your business strategies with key strategic data assets (proper nouns)
- discover a shared business data language to bridge your business and IT communities
- Business Data Stewardship – clean it, provide it, maintain it and grow it

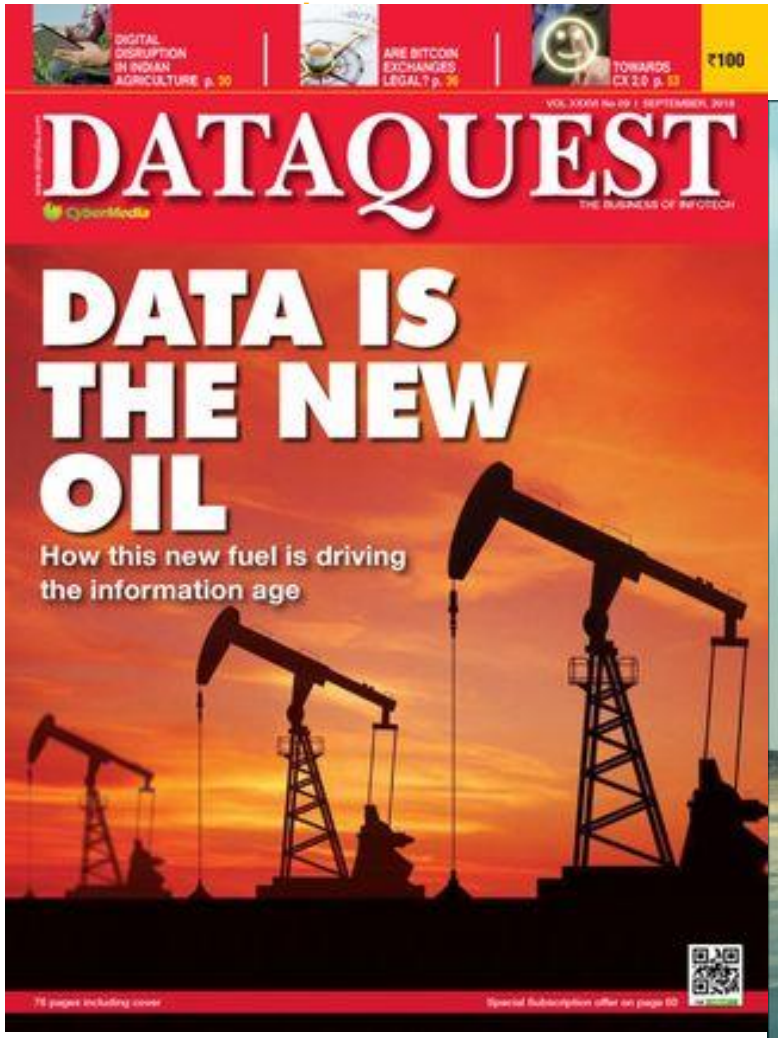
Who we are

- Discover
- Cultivate
- Create
- Multiply
- Produce
- Coach
- Care

We seek clarity and strive for practical solutions to complex business challenges.

What we bring

- Our culture
  - Partnership and Trust
  - Roll up our sleeves and get in the trenches
- Experience
  - Focus on your business strategy to identify actionable **data** opportunities
  - Tactical data solutions to help drive your business strategies
- Business to technology translators (biztech)
  - Seasoned Business and IT leaders
  - Catalyst to both business and IT
  - Ability to simplify biztech communication
  - Data and Business experience – explore the journey with you



Your data - discover the value!

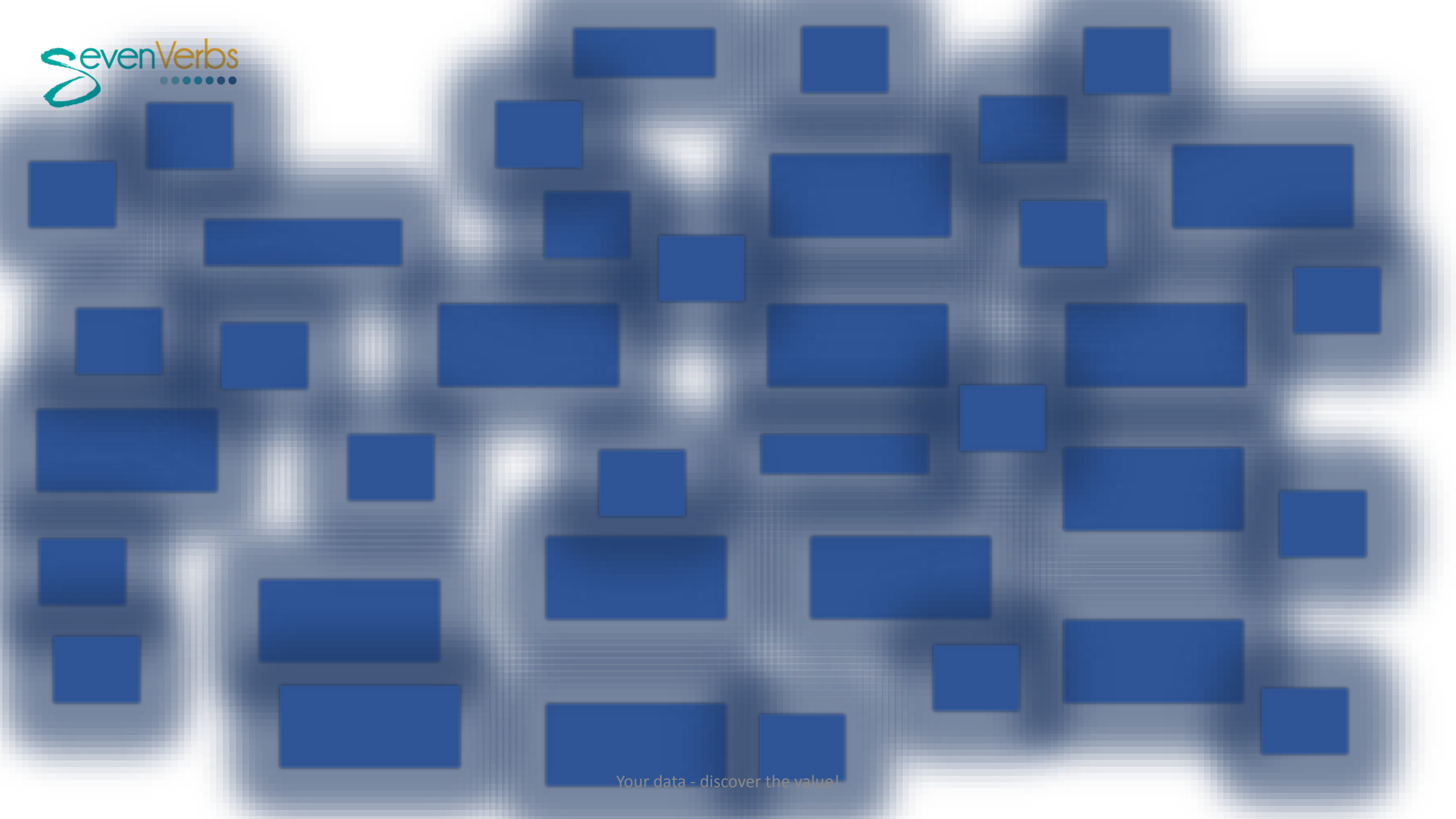
The Story…

While data is the new “Oil” to achieve growth, profitability, innovation and ultimately success, several factors get in the way:

- A good business understanding of “data”
- An IT understanding of what business needs from its data
- Multiple and varied sources
- Quality - correctness of the data

Data is everywhere but many times useful information is elusive!

- *For many companies, their view of data and the data domain is blurry!*


SevenVerbs
Your data - discover the value!

This Engagement will endeavor to…

Change the perspective of your data

From a blurred vision

To one of clarity and then

Provide the relationship connections

Allowing “raw” data to be transformed into “useful” INFORMATION

To be successful this process needs to ***Bridge the GAP between Business and IT***

Bridging the gap…

Link the Business Reference Stack to the Technology Stack

- Engaging in an open /collaborative culture

Identify strategic data assets (Proper Nouns)

- Communicate them throughout the organization in a ”meaningful” manner
- Clarify similarities and differences (establish the Nouns and prefixes)

Building a Semantic model (model of meaning)

- Outside of any particular application
- Breaking down application silos and transforming into lighthouses
- Moving towards Industrialized data

This engagement is an **enabler** - providing a practical, tactical approach to bridging the gap

Seven Verbs is your partner on this journey

Key Components

Strong Program Management approach

- We focus on getting things done - quickly but correctly

Strategic Decision Making

- Lack of decisions or changing decisions are key contributors to budget, time and support overruns

We have a *key* ***Strategic Decision Framework***

- Strengthens the decision making process and gains alignment

Critical Success Factors

- Data Clarity Champion – leader, respected, open
- Curiosity - willingness to explore, discover
- Commitment
  - engagement should be “known” in the company
  - calendars available and willing to adjust
- Openness - to sharing and dealing with conflict
- Involvement – requires both the Business and IT engagement
- Decisions – authority and roles understood

A Learning Organization
develops a - **Climate of Openness**

- Boundaries permeable - information flow can be “passed through” so people can make their own observations (non-silos)
- Informal learning – function of daily, often unplanned interactions
- Freedom to express – legitimate disagreement and debate
- Industrialized data is used throughout the organization. It is available, accessible, understood and accurate. You have data you can trust and clarity of information.

Data Clarity Engagement Summary

Journey not a destination

- Seven Verbs will function as a catalyst – an active agent along with your Data Clarity Champion
- Linkage - Bridge the business "reference" stack to the data tech stack

Strategic Data Intent Workshop

- Map Business strategy to Data strategy
- Identify Data Assets - begin calling these Nouns
- Data Assets that map specifically to business strategy
  - Will call out 3 to 5 and refer to them as Proper Nouns
  - Key Strategic - name them, capitalize, call them out on our heat map

Data Clarity Engagement Summary

Strategic Collaborative Conversations

- Bring Clarity
  - Leverage Data Clarity Champions
  - Engage with key business/technology catalysts
  - Flesh out the Nouns (definition – adjectives, clarifiers)

Modelation

- Business Communication Models
  - surface the nouns and adjectives
- Models that communicate, collaborate and integrate
  - tech stack - data pipeline opportunities

Strategic Data Intent workshop

Day one we start

- Relating your data to your business strategies
- Internally creating a business data language to help bridge the gap

- 3 to 5 of your strategic data assets (Proper Nouns)
- Preparing a path to a strategic data road map
- Bridging the conceptual to practical application of data
- Creating a business view of your data

Collectively demonstrating the "Art of the Possible for your DATA"

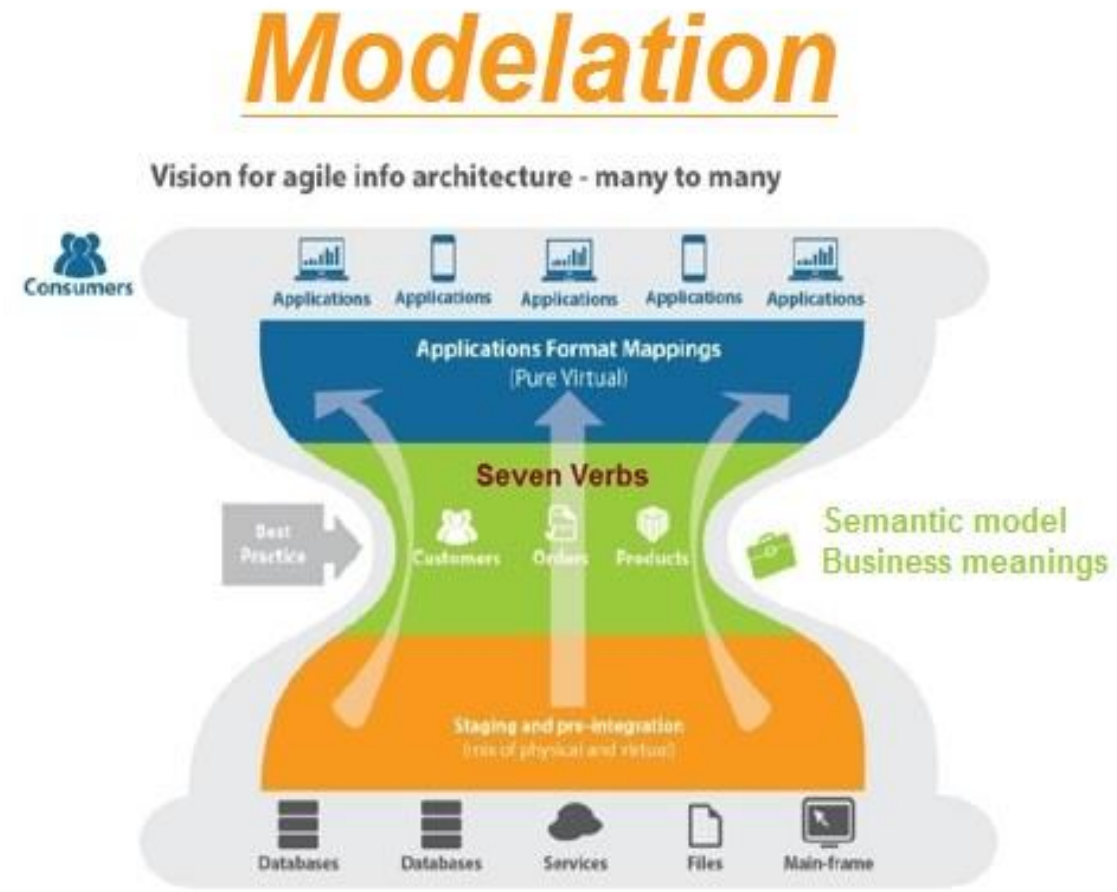
Building your data strategy

Top down – beginning with Business Strategies, we start establishing the Business Reference stack of nouns and Proper Nouns

Bottom up - to tie to the technology stack, we leverage your most efficient and active agents such as:

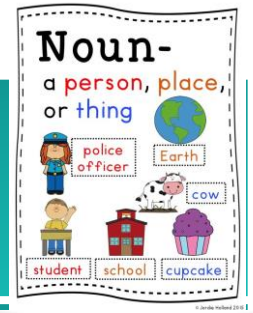
- Data Governance
- Data Integration
- Data Architecture

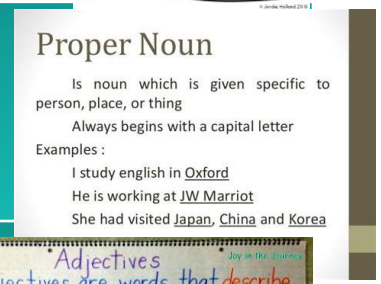
To **bridge these two stacks**, we begin building a **model of business meanings** (**Semantics)** in order to industrialize the data needed to drive your business strategies

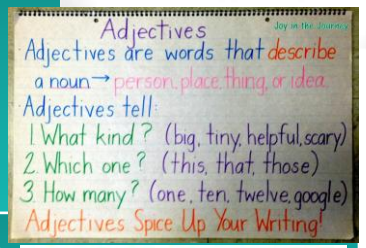


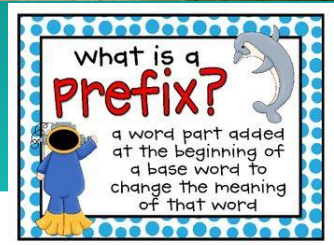
Some Shared Data Language…

Noun	**(common, general use) data assets, business concepts** **Subject Matter Areas (SMA), categories of things, big buckets** **Tech – entities, classes, data domains**
Proper Noun	**Strategic Data Assets – give them a name, Capitalized, high priority** **Map to specific business strategy, Will call out 3-5 of these…**
Adjective	**Clarifiers – additional definition/descriptors around the nouns** **Tech – attributes**
Prefix	**Identify the differences, place those in prefixed groupings - perspective** **Example: Experiment (Lab, Field, Greenhouse)** **Tech – subclass**









Timeline

Week 1 - Understand your environment, your business strategies and key initiatives through individual sessions. Start linking strategy to data. Also, partner with your leadership and give homework for next week's workshop approaching the subject of prioritization

Week 2 .. Conduct the Strategic Data Intent session(s), which will

- Start identifying data assets (nouns)
- Focus on those key strategic data assets (Proper Nouns)
- started establishing the "heat" map on how these nouns are all related
- Prioritization some of the key targets to focus the engagement towards
- Start linking the Business Reference Stack to the Technology Stack

Weeks 3 and 4 start linking the nouns and Proper Nouns and flesh out definitions (Adjectives)

Week 5 - forms the models. The Semantic model is really the model of meaning for your business

Week 6 - communicate and get alignment of the recommendations

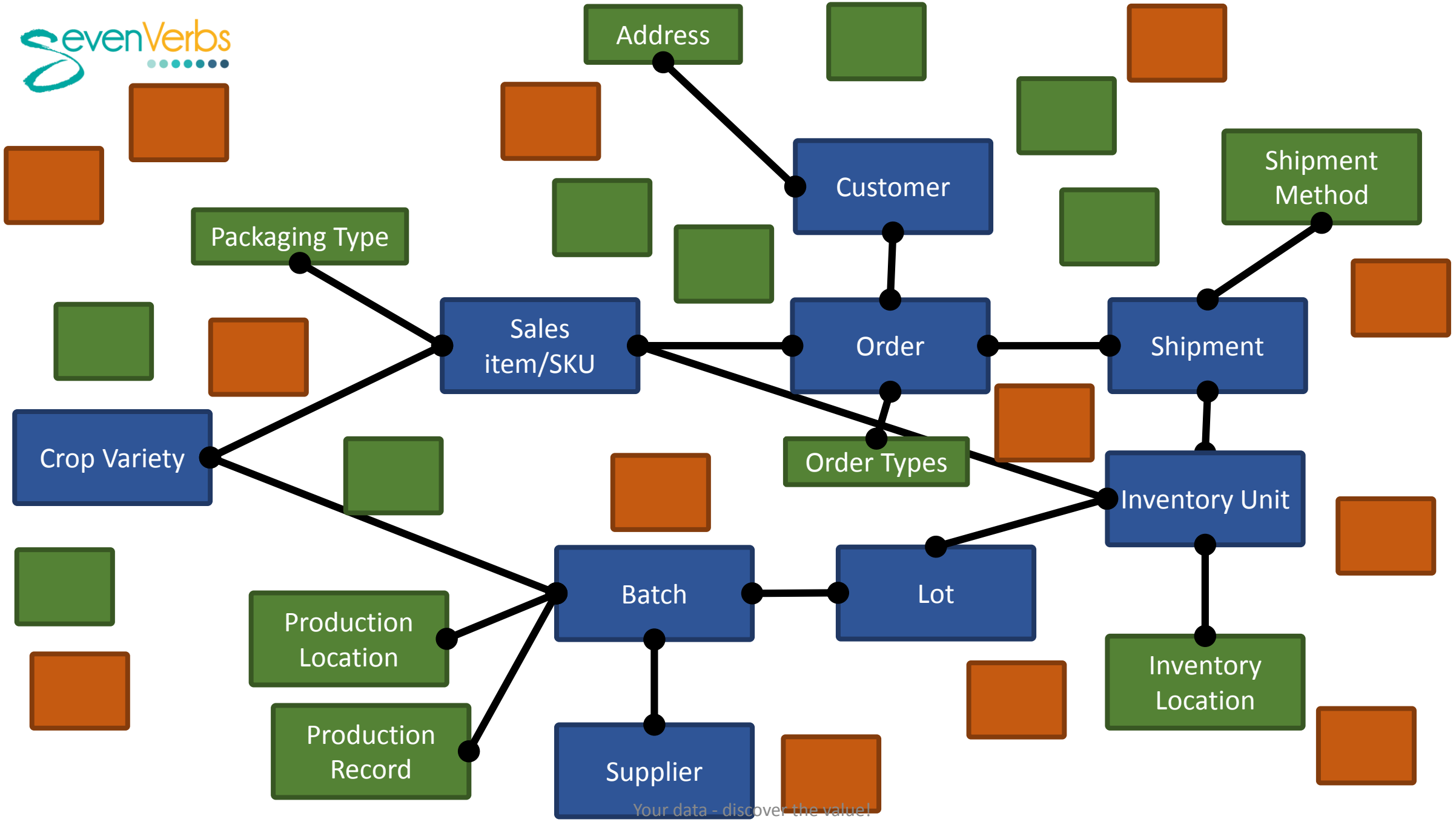
Deliverables

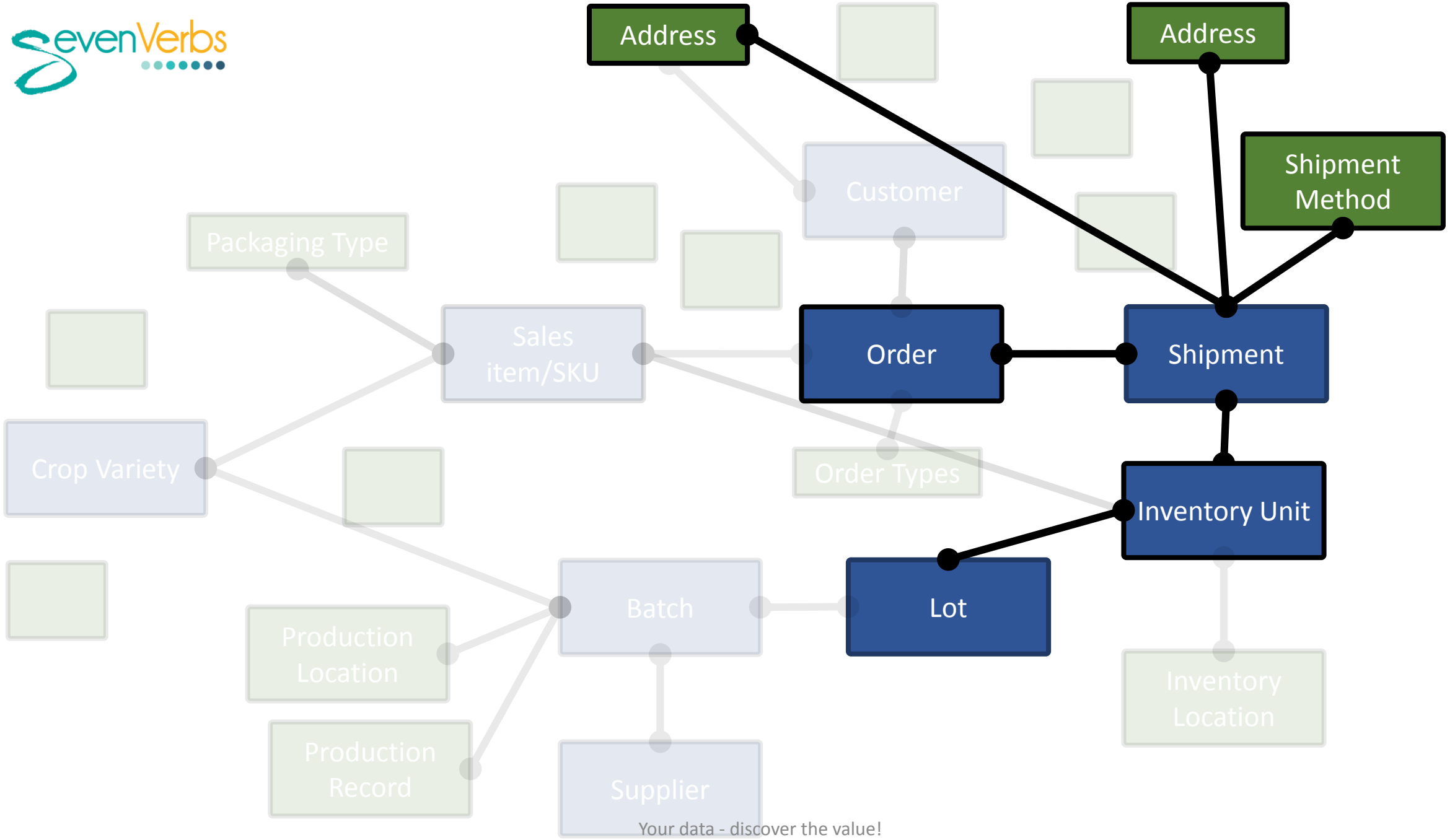
Landscape (forest) View

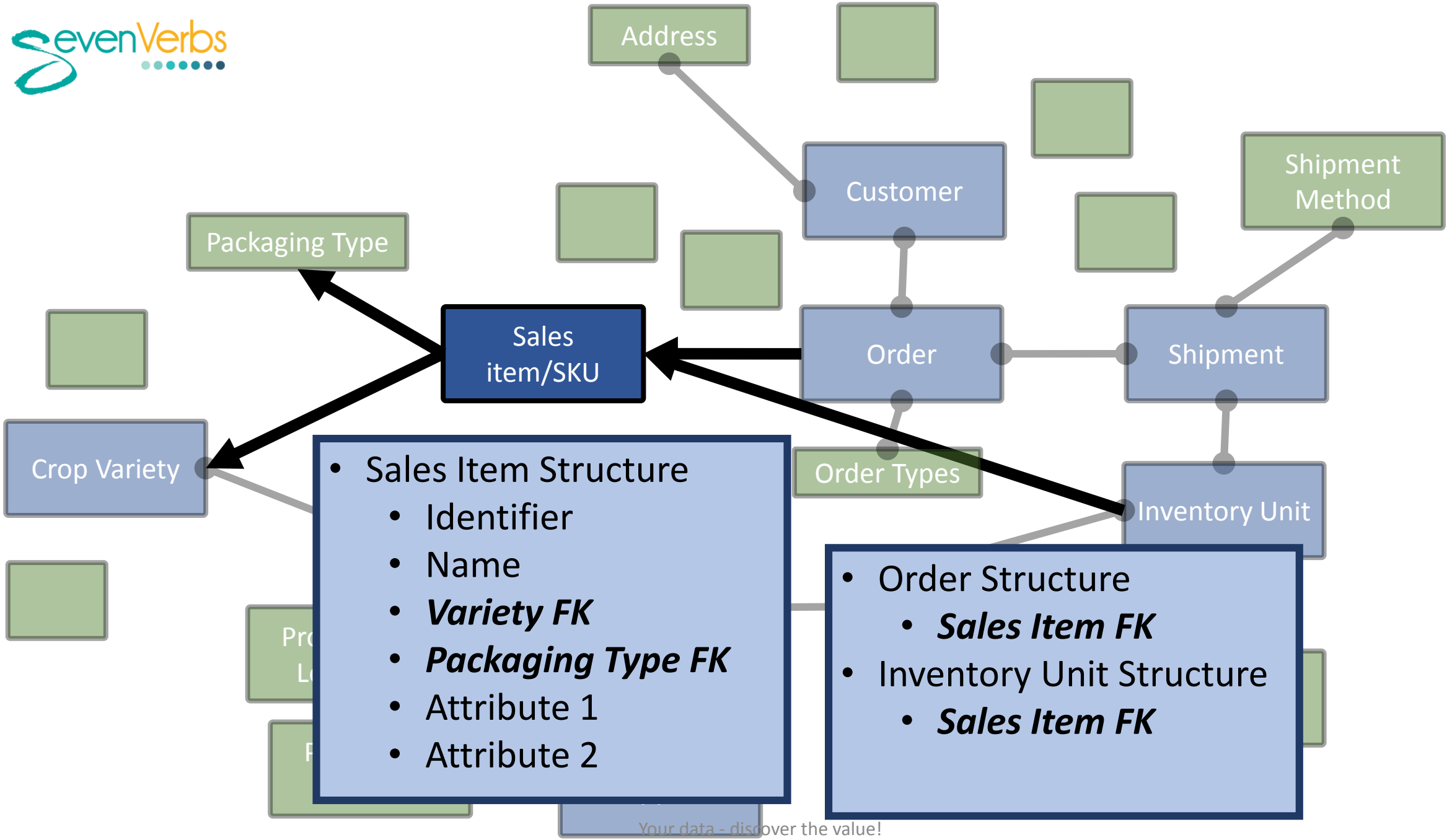
- business concepts in a heat map
- identify priorities and some minor relationships (forest view)

Tree View

- Individual Data Concepts (Nouns) – can be transformed into “logical” technical data models and pushed into technical stack
- Business Information Models used as a communication tool
- Published and automated approach to manage change to these models
- Iterative process to “discover” and communicate business opportunities


SevenVerbs
Address
Customer
Shipment Method
Packaging Type
Sales item/SKU
Order
Shipment
Crop Variety
Order Types
Inventory Unit
Batch
Lot
Production Location
Production Record
Supplier
Inventory Location
Your data - discover the value!

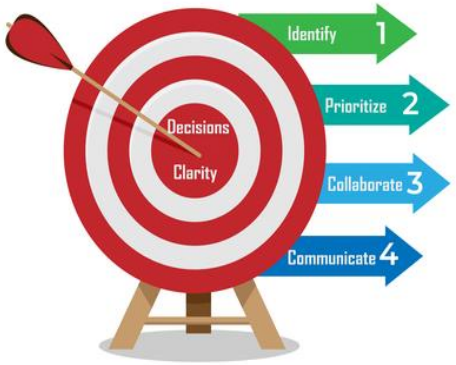

Address
Address
Shipment Method
Customer
Packaging Type
Sales item/SKU
Order
Shipment
Crop Variety
Order Types
Inventory Unit
Batch
Lot
Production Location
Production Record
Supplier
Inventory Location


Address
Customer
Shipment Method
Packaging Type
Sales item/SKU
Order
Shipment
Crop Variety
Order Types
Inventory Unit
• Sales Item Structure
• Identifier
• Name
• Variety FK
• Packaging Type FK
• Attribute 1
• Attribute 2
• Order Structure
• Sales Item FK
• Inventory Unit Structure
• Sales Item FK

Modelation

Semantic models

- Communicate/Collaborate – Business concepts
- Seek consensus on similarities (80)
- Prefixes - identify & clarify differences (20)



Automate

- Leverage “metadata”
- Transform into reusable / self-documenting models

Integrate

- Opportunities to push models into data pipelines
- Integrate with data governance (data catalog, shared publishing…)
- Leverage modern data architectures
- technical tools that can provide Enterprise, Shared, Business views of data

Semantic Model Opportunity
Data Virtualization (Denodo)

Reduced costs

- Forrestor says:
  - delivered 83% reduction in time-to-revenue
  - 65% decrease in delivery times over ETL
  - Quicker payback < 6 mo

Simplified data access / availability

- Move technical jargon away from the users
- Increased productivity (with less reliance on IT)
  - reduces friction
  - allows for more rapid innovation/discovery

Semantic Models

- The "Business" value of a shared data language

denodo Silver Partner

Fixer Upper Options

- Integrate with data catalog (Collibra, Alation…)
- Integrate with data virtualization (Denodo, AtScale…)
- Other…

Where are you in your data maturity journey?

- Is your data strategy linked to the business strategies?
- Is management committed to ensuring quality, confidentiality, and robustness of data?
- Do you have a common data language to provide clarity across the organization?
- Does Data Governance have a clear understanding of its role and responsibilities?
  - Does it have any data clarity authority? Example: key terms, use of prefixes, etc.

Strong change leadership is needed as data is industrialized across the organization!