The Information Lab

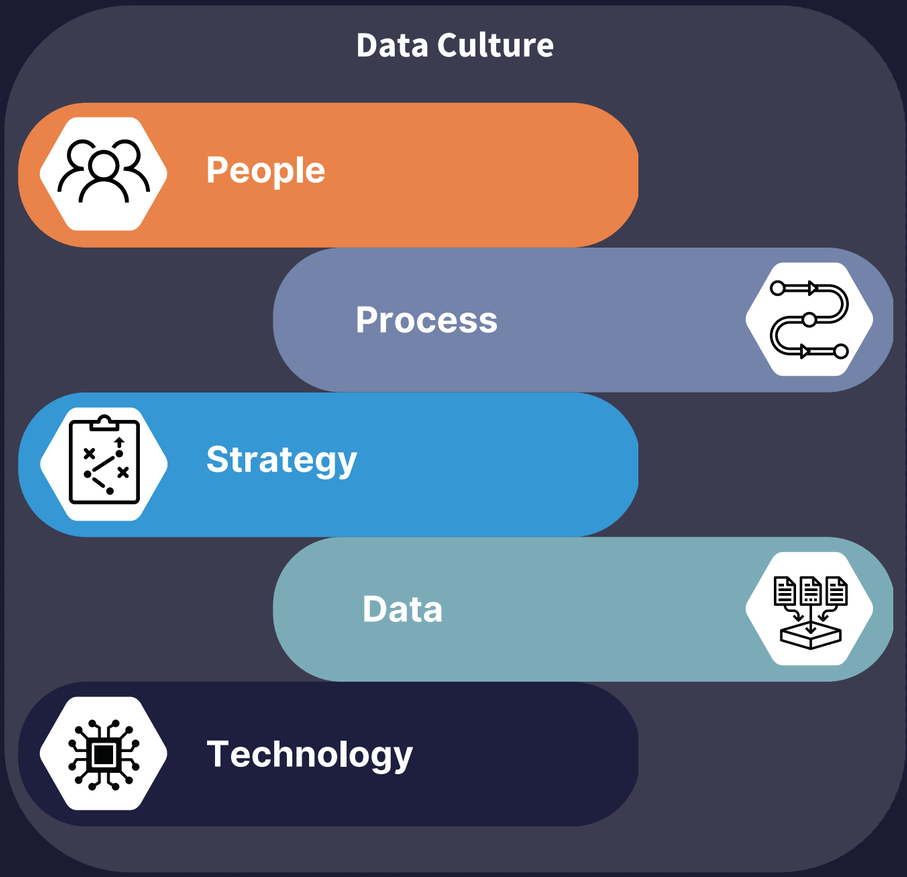
Unlocking the power of Data & Analytics: A playbook for your Digital Transformation

Building an effective analytics organisation

An effective analytics organisation refers to making informed decisions and drive better outcomes by combining your personal experiences with analysed data. The Digital Transformation playbook helps you to adopt and harness the power of technology and streamline processes to gather and analyse data, providing you with valuable insights.

In the digital age, businesses face new challenges that require a comprehensive approach to transformation. To succeed in this environment, companies must adopt a **digital-first mindset**, embrace new technologies, and adapt their business models to remain competitive. Digital transformation is a complex process that involves five components, including people, process, strategy, data, and technology. It is evident that there is no fixed sequence for implementing a digital transformation, as **all components are related** to each other. To achieve success, companies must address all five components in a way that all aspects of their operations are included.

This playbook will provide you with an approach for creating and fostering successful a digital transformation within your organisation. It provides insights by using the five components **People**, **Process**, **Strategy**, **Data** and **Technology** in order to tackle existing and future challenges. We help you to adopt and harness the power of technology and streamline processes to gather and analyse data, providing you with valuable insights to make informed decisions and drive better outcomes.



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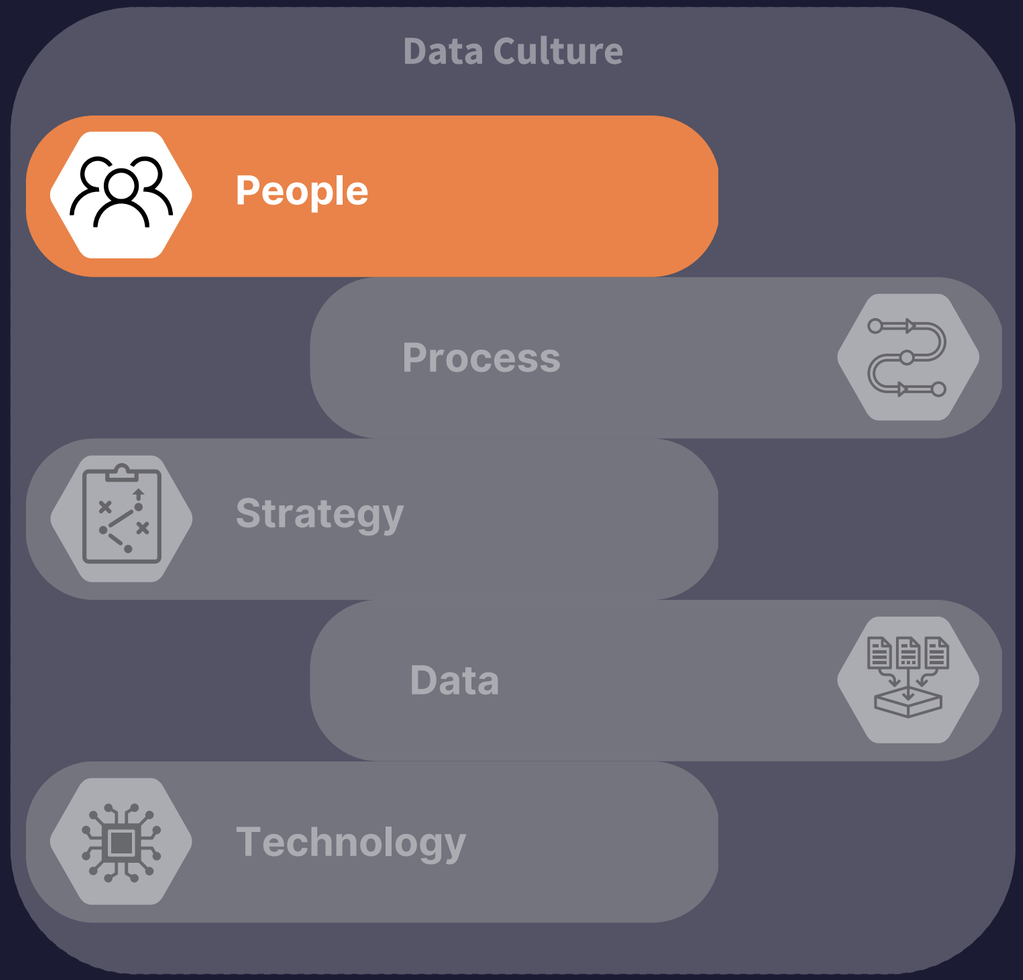

01

Empower people to reach their full potential

The goal

Leaders and key employees across the organisation empower people to use information as a second language, stimulate continuous learning and sharing and create the right mindset.

What does it look like

The organisation will use Information as a Second Language (ISL) to understand, analyse, engage and reason with data. They can leverage information for their benefit and the best interests of the organisation.

To be able to understand that data can be used in such ways, the right mindset needs to be set and stimulated. Accepting failure, accepting the risk of something new to prioritise learning over certainty and accepting that we are and forever will be a “work in progress”. Persisting through obstacles, learning from criticism and seeking out inspiration in others’ success. Learning and sharing will be one of the keys to success.

Take action

- **Observe, stimulate and challenge** your organisation in using ISL. See how they are using ISL in their day-to-day work and give advice in what can be improved.
- **Find out what drives individuals** and how you can inspire and guide them in fulfilling their needs and reaching their goals.
- **Continuous experimentation, learning and sharing** are key to reaching full potential. Create learning content to attract and stimulate everyone in the organisation, but with a focus on individual needs and goals.
- **Determine the roles and skill sets.** Not everyone needs the same skill set to do their job and reach their goals. Discuss what is needed for each individual.
- **Build learning paths** for better personal development prospects and up-to-date knowledge of the organisation.

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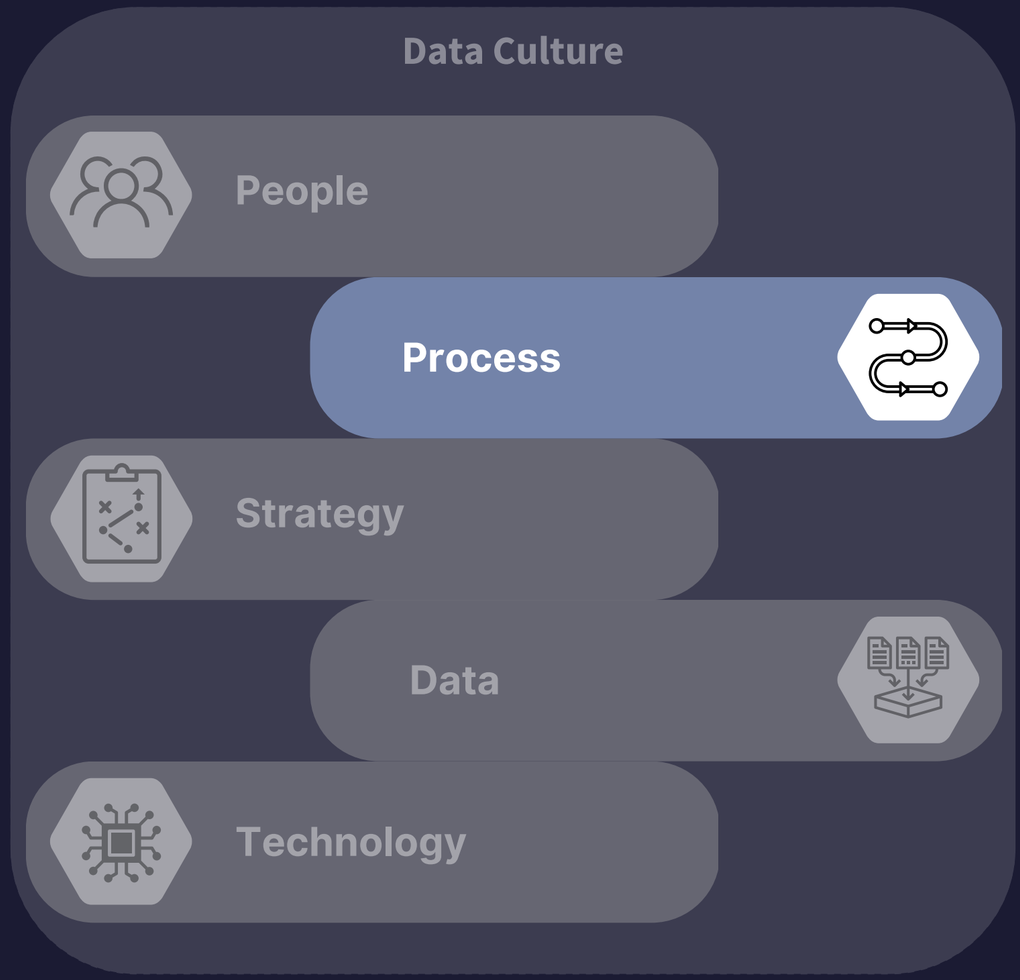

02

Stimulate the use of data to make data informed decisions

The goal

All decisions are data-informed and are fully integrated into everyone's day-to-day work. A Central Data & Analytics team with data experts exist along with business domain experts who also have a good understanding of data.

What does it look like

Key employees stimulate the use of data when making decisions and inspire the organisation to transition from 'gut feeling' to data-informed decisions. This requires a change in the day-to-day work of the organisation and they must be guided in how to do so. Current processes will be improved, standardised, documented, executed and continuously improved based on new experiences and findings.

To make decisions based on data, knowledge must be throughout the organisation about the use of data within different business domains. A central Data & Analytics team with data experts, like analysts, scientists and developers exist along with business domain experts. Domain experts have a good understanding of data and the business. Together their different backgrounds and thoughts bring unique viewpoints to the organisation that help tackle problems for optimal results.

Take action

- **Define a set of metrics** to understand if business goals are reached. All metrics should align with the key metrics of the business.
- **Create a safe haven** where no one will be humiliated for speaking up, raising new ideas, asking questions, signalling concerns, trying something new or admitting mistakes.
- **Stimulate reusable and scalable solutions** by standardising and documenting processes.
- **Create purpose-built data assets** like interactive visualisations, addressing key business processes and decision points.
- **Inspire, guide and educate** data experts and business domain experts on how to add value to each other by working closely together.
- **Measure the ROI** of business improvements by analysing the impact on strategic metrics.
- **Document learnings and opportunities** to share with other teams who could benefit from the same data and analytics solutions.

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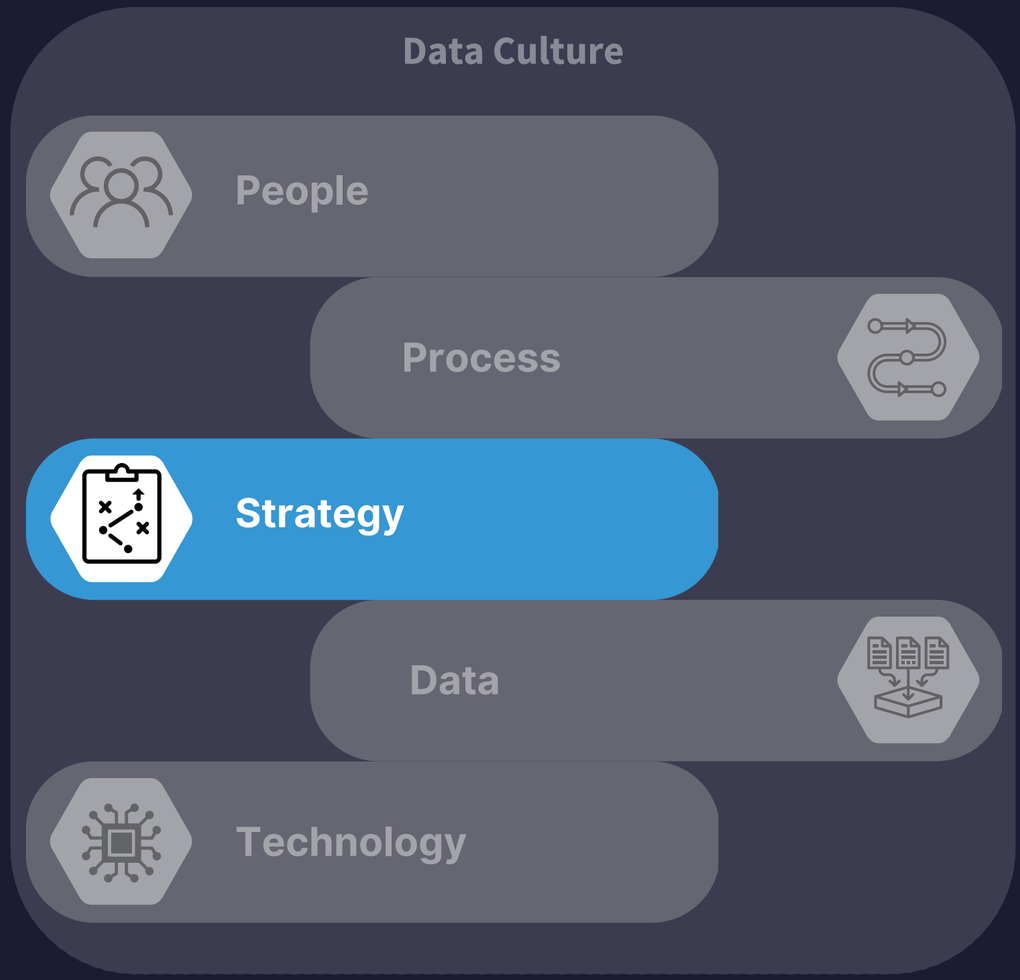

03

Align everyone towards the same goals

The goal

Leaders and key employees have a strategy where the short- and long-term goals of the organisation are defined. They will guide and inspire the organisation to reach these goals by all means possible.

What does it look like

Leaders and key employees will make sure that everyone in the organisation is working towards the same goals and that these goals are reached. Critical assets that are needed to reach key business goals are identified. Critical skills, processes and other resources will be secured to ensure the continuous creation of business value.

The data ecosystem is determined and will provide a clear flow in which the data will be available and used to create business value. To make sure the data can be used by everyone, in and outside, the organisation, a governance structure is created. This will be implemented when the technology is in place.

Take action

- **Know the 'data' questions** of the organisation to make sure the right ecosystem and governance structure is implemented.
- **Determine a data ecosystem** in which is clear what the path is of the data from collection to business value.
- **Create governance structures** to provide freedom for all the users. Simple rules will provide much more freedom to the user than no rules.
- **Spread the word** and involve the organisation when a new strategy is created. This will align everyone and get everyone on board.
- **Secure critical assets** to make sure business value will always be delivered.
- **Identify bottlenecks** and refine your strategy if needed to make it future-proof.

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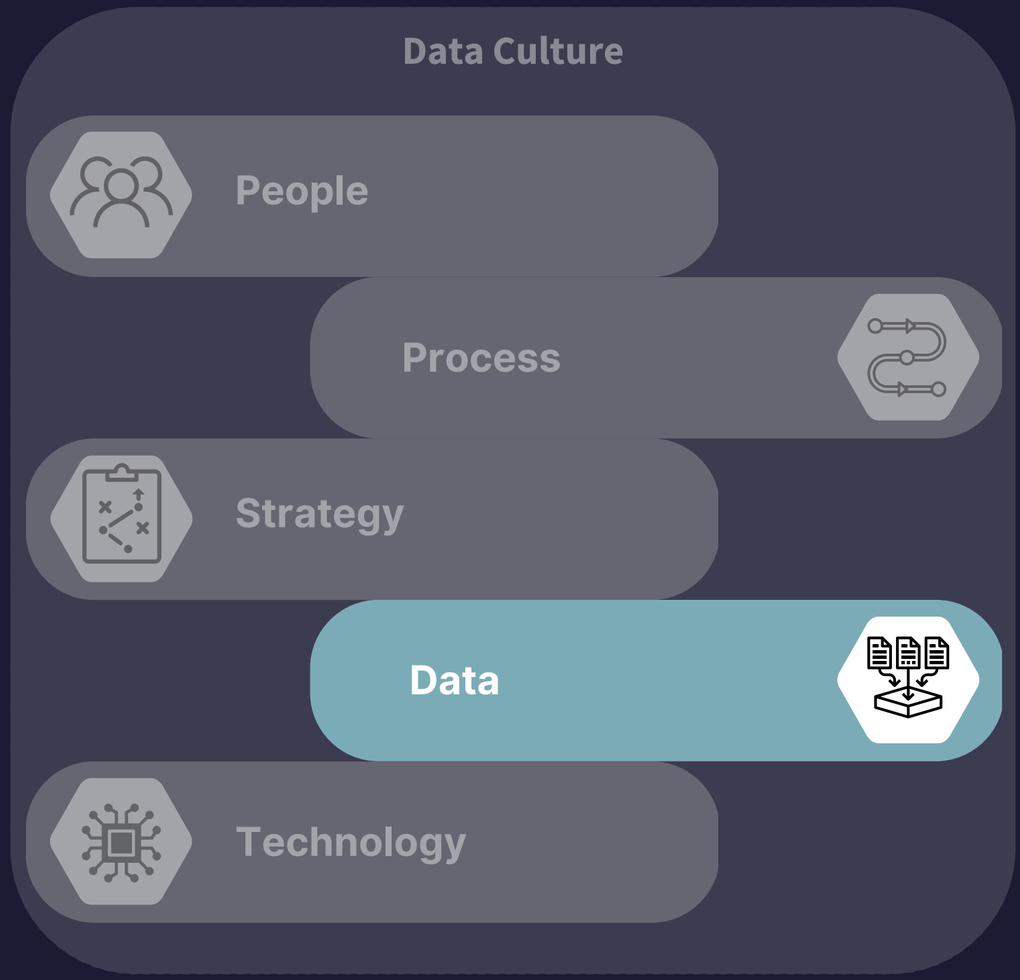

04

Collect and store the right information

The goal

Everyone knows what information is important and the right data is collected, stored and delivered in a consistent way. Data quality is measured and monitored on several topics to ensure a single point of truth.

What does it look like

Data is considered a 'product' but is also available as 'ready-to-use' data for advanced analysis. Data will mostly be collected, processed and stored (near) real-time (depending on the use case). The data is monitored to gain insight into what the data contains and what the data quality is.

Data quality refers to the overall accuracy, completeness, consistency, and timeliness of data. High-quality data allows you to make better data-informed decisions, avoid costly mistakes, and improve the effectiveness of your operations.

Take action

- **Focus on the most important business needs** first when starting collecting and testing if the data meets the definition of 'high quality' data.
- **Partner up with the business** to find out what they need most and make sure the right information is delivered and available to them when they need it.
- **Define user stories** to determine what information and data are important and why.
- **Audit the existing data** to get an overall understanding of what data is currently present.
- **Create a data quality strategy** on how to measure and monitor data quality and what to do when requirements are not met.
- **Support the organisation** in its quest to use data that supports more advanced ways of analysis.
- **Show what information is available** to the organisation and how they can benefit from it.

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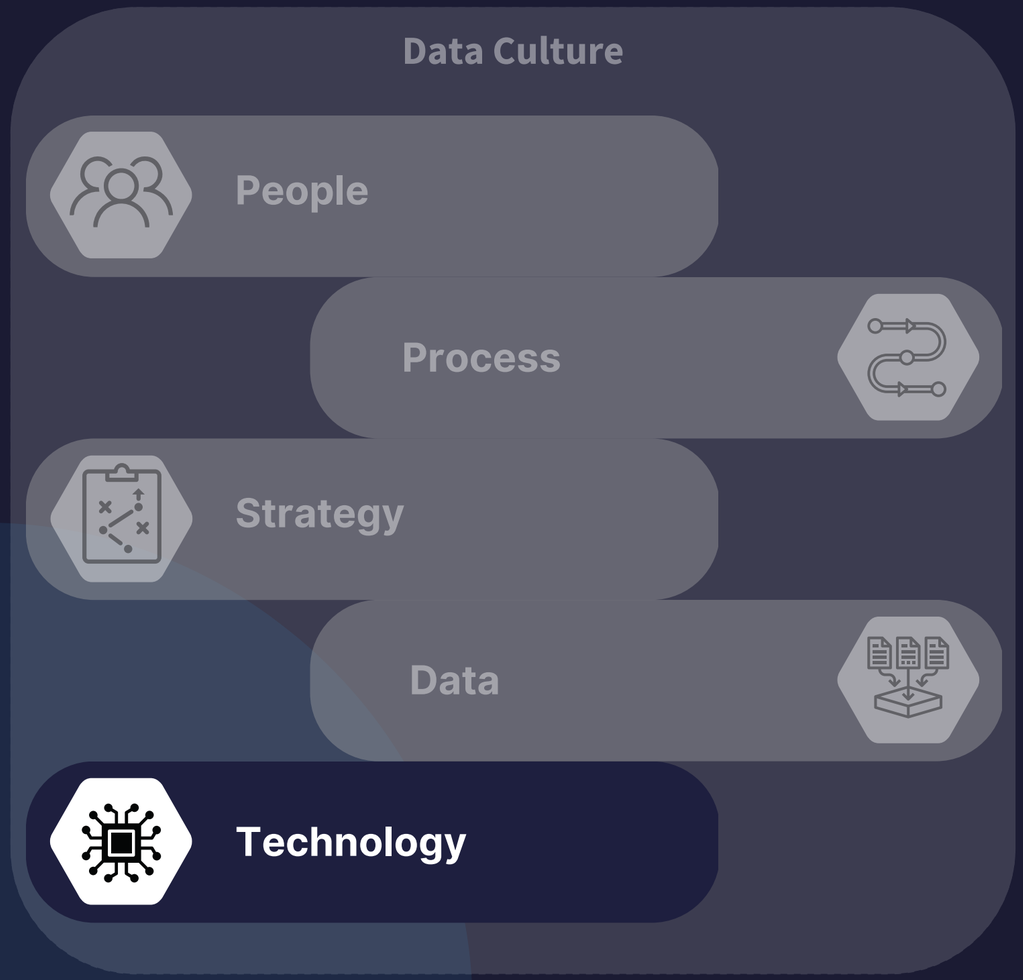

05

Create a secure, stable and scalable data ecosystem

The goal

A secure, stable and scalable data ecosystem based on the needs of the organisation will be created. The governance strategy is implemented and automated for optimal privacy, security and resilience.

What does it look like

Systems are always operational, connected to each other where needed and designed for flexibility. The needs of the organisation are easy to implement and the ecosystem allows you to automate data flows. Your system is ready for all the questions of the organisation!

The governance strategy is implemented and automated for optimal privacy, security and resilience. Monitoring and maintaining the data ecosystem is made easy and will cost less time.

Take action

- **Define how the technology will be used** and try to understand data flow through business cases.
- **Find innovators** who are not afraid to try new things and see the potential of the new technology.
- **Scalability is key** in order to grow with the organisation! If you can't keep up with the demand of the business, they will eventually lose faith.
- **Launch and test, test test!** Start working on the use cases the business provided. The use cases will show if the data ecosystem is the right fit for the organisation to drive value.
- **Monitor data lineage** along the way to make sure everything is stable and working as supposed. This tests the capability to identify potential errors and the way to identify them.
- **Automate as much as possible** to make sure maintaining the ecosystem is easy, but doesn't compromise its privacy, security and resilience.

Be ready for the future

Being ready for the future often involves being able to adapt to new situations and technologies. Developing a digital-first mindset and culture is key! This will help you to adopt and harness the power of technology and streamline processes to gather and analyse data, providing you with valuable insights.

By educating, inspiring, guiding and encouraging people to use data, they will make more informed, evidence based decisions. This helps to **identify trends and patterns** in your operations and the broader market. It will provide you with valuable insights into **potential opportunities and challenges,** anticipate and prepare for future changes and developments, and make you more **resilient and adaptable**.

A **stable, secure and scalable data ecosystem** typically includes a variety of topics, such as data storage and management systems, data processing, analysis, visualisation and reporting tools. These components work together to enable organisations to eventually analyse and visualise the data to **gain insights and inform decision making**.

Using data to measure and track the performance of your organisation's systems and processes can help you to identify areas for improvement and make adjustments to **increase efficiency and effectiveness**. It helps you to **stay competitive** and maintain a **strong position in the market**.

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The Information Lab

The Information Lab is an IT consultancy company that helps you adopt and harness technology's power. We help you to streamline processes to gather and analyse data, providing you with valuable insights to make informed decisions and drive better outcomes. We embrace innovation, adopt the latest technologies and implement the most successful data & analytics solutions in organisations within healthcare, finance, transport & logistics and other industries. Our experts have knowledge and experience in data strategy, governance, engineering, visualisation, and agile and low-code solutions. In addition to high-quality consulting and data platform implementation, the Information Lab offers training that helps you work smarter and faster.