

Data Asset Management

Service Description



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About Anmut

Anmut provides public sector decision-makers with the tools and insights to understand how data supports their organisation's goals and where to invest to create measurable value.

We specialise exclusively in data management. Our multi-disciplinary team has proven experience delivering evidence-based outcomes for government organisations. Typical results include clearer prioritisation of data investments, reduced rework and processing costs, strengthened governance, and faster, lower-risk cloud or digital programmes.

We are Cyber Essentials Plus certified and operate an Information Security Management System aligned to ISO 27001. We treat data protection and responsible handling as core to every engagement. For more information visit anmut.co.uk.

"Anmut is unique in that they bring the best of both worlds: the rigour of a Big Four combined with the agility and creativity of a start-up."

"Anmut apply data science to data problems."

CDO, UK Government organisation



Overview of our Data Asset Management offering

Imagine if you could quantify the impact your data has on your organisation, and as a result transform data from being a risk, to be managed into an opportunity to improve profitability, performance and public good.

Instead of relying on gut feel, hindsight and the painful experience of costly mistakes, Anmut helps you design, develop and deliver the Strategic Data Asset Management (DAM) capabilities that are needed to deliver data that is fit for its intended purpose.

We transform how mission-critical and complex organisations create value from data, by treating it as an economic asset. Helping them prioritise data for the outcomes that matter most to their stakeholders.

We provide an integrated set of products and services that scientifically measure the impact data is having on the organisation and identifies how capital should be allocated to optimise the return on an organisation's investment from data.

At Anmut, we specialise in data asset management, working with our clients to maximise the value of their data by helping them to: Unlock the data that delivers improved outcomes; Invest intelligently in trusted, decision grade data; and build the organisational capability to manage data as a strategic asset.

Our strength lies in our focus on data asset management and our unique team of data scientists, computer scientists, software developers, business leaders, world-class academics, performance management experts, governance specialists, data architects and programme managers who deliver our core solutions.

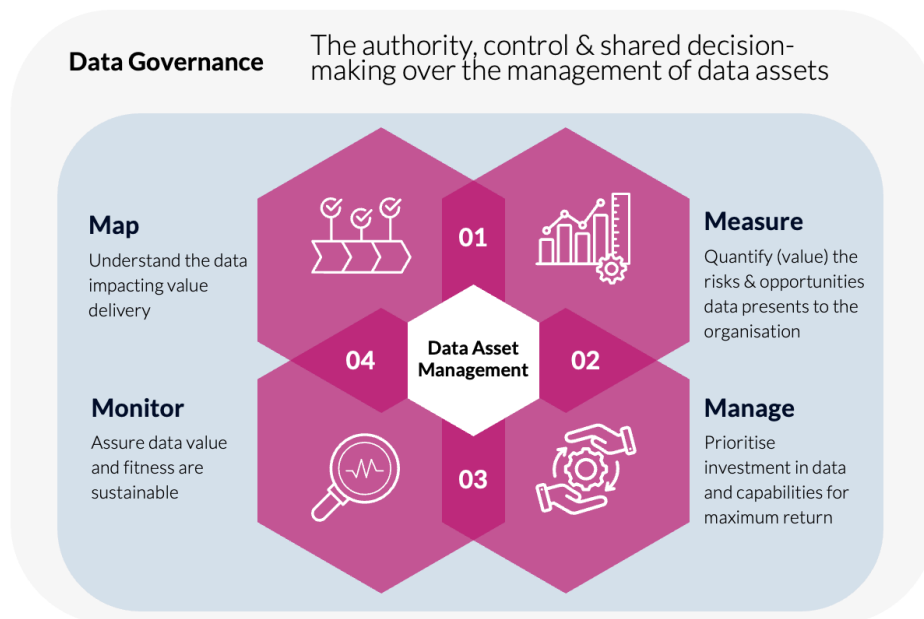
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How Anmut delivers Data Asset Management services

Our experienced data asset management practitioners work collaboratively with you to clearly define your problem statements, and tailor our suite of DAM services to deliver the most cost effective and fit for purpose solutions. The components of our Data Asset Management approach are as follows:



MAP

- Build a map of your strategic data assets and how they enable your desired organisational outcomes.
- Communicate where your data assets are, who uses them, and for what purpose.
- Understand the flow of data across your business processes and system landscape.
- Consolidate the principles, policies and processes that govern how your data is managed.

MEASURE

- Understand your data maturity at the organisation level, and down to individual data assets.
- Analyse the target outcomes for your organisation.
- Understand which organisational capabilities your stakeholders value.
- Quantify how much each of these capabilities depends on data.
- Put a monetary value on your data assets.
- Specify the conditions required for your data to be fit for purpose.
- Analyse the gap between the data you have and the data you need.
- Translate business requirements into measurable data performance.

MANAGE

- Focus on your most urgent and important data gaps to close.
- Define your strategy for ongoing Master Data Management of business-critical data assets.
- Specify new organisation capabilities and expected costs and benefits.
- Find opportunities to rationalise in-flight projects and consolidate good practice.
- Establish prioritisation criteria to optimise your data's return on investment.
- Secure appropriate budget and buy in for all your data capabilities.
- Deploy the financial and organisational capital to ensure your data is fit for purpose.
- Embed new ways of working and incentives across your organisation.

MONITOR

- Establish metrics that matter to measure your data performance.
- Monitor your data asset condition and performance.
- Build data assurance into business-as-usual activities.
- Measure your stakeholder satisfaction and benefits delivered.
- Report data performance and return on investment.
- Alert your organisation to data threats and opportunities.
- Reflect expected data performance in incentives.
- Challenge with confidence the projects and initiatives that are unlikely to deliver.

DATA GOVERNANCE

Data governance as integral to the successful execution of ongoing data asset management. It complements Anmut's wider set of services, by providing the mechanism for governing the data assets that matter the most, defining accountability and decision rights, and assuring the fitness-of-purpose of data over time.

- Link organisational outcomes directly to data assets, framing governance not as bureaucracy but as a value enabler.
- Translate business needs into unified policies and procedures for managing, utilising, and protecting data assets.
- Establish and enforce minimum integrity and quality standards for critical data assets.
- Set expectations for data protection and utilisation, minimising risks across integrity, security, privacy, and compliance.
- Define clear ownership, roles, and shared decision-making that runs horizontally across the enterprise.
- Enable continuous change management for data, steering and nudging operations to meet evolving business needs.

At Anmut, we are passionate about using data to drive positive change for the benefit of our clients, their stakeholders and society. We care enough about our clients to solve their most important problems. We do this by building relationships based on trust and empathy, as well as continuously learning so that we can continue to develop industry-leading solutions which help our clients create the most value from their data investments.

During the onboarding phase of projects, we work with clients and their key internal stakeholders to confirm project goals, scope, deliverables, approach, and project plan. We set our projects up for success by running design principles and project alignment sessions with

the appropriate functional and technology leaders. By spending time upfront with the principal sponsors to understand expectations and gain alignment on the objectives and outcomes, we ensure that our project work is delivered efficiently, deadlines are met, and stakeholder engagement is built in from the outset.

For the duration of projects, we work closely with our client teams. This means our clients gain a detailed understanding of our innovative tools and methodologies and can build up the knowledge base required to make the most out of our data asset management services long after our work is complete. As part of our approach, we work with our clients to define the required deliverables, be that written reports detailing our data valuation methodologies, or visualisations and insights from our product tool set. The analysis produced based on these methodologies doubles as user training for our client teams to ensure an effective handover of our project deliverables.

“What surprised me about working with Anmut was the level of empathy. You spent time properly understanding our business and unique behaviours and were able to provide key insights that we weren’t able to deliver in-house. You worked with us to develop a great understanding of the data value of our business, which has helped us to distil and communicate this value to investors.”

CEO, European digital health organisation



Client requirements

In addition to working collaboratively with our client teams, the following, where available, help to optimise the delivery of our data asset management services:

1. Access to relevant internal stakeholders, which includes key project stakeholders as well as relevant domain SMEs to support identification and validation of business objectives, organisational capabilities, data assets, data access and other relevant aspects of our approach.
2. Access to relevant internal client data, particularly for valuation and condition services.
3. Access to a number of relevant external stakeholder representatives for the stakeholder-driven data valuation service. The number required is based on the size of the stakeholder group and the confidence intervals required by the organisation.
4. List of relevant IT systems and associated data inventory to allow us to efficiently identify data assets and match these to relevant use cases.

As mentioned in the previous section, one of the activities we complete during the onboarding of our clients is to confirm the project scope and approach. As part of this activity we review the above requirements with our client, and in cases where the required inputs are not available, we would suggest options based on our previous client projects and agree a revised approach before moving forward.



An example of our experience

THE CHALLENGE

When the data team at the Driver and Vehicle Standards Agency (DVSA) first approached us, they wanted to help the DVSA unleash the power of technology and data. But they were aware of their constraints. To make that vision a reality, they knew they needed to make as much impact as possible with the limited resources available.

The data team wanted to demonstrate the need for an organisation-wide approach, showing the crucial dependency between successful service delivery and fit for purpose data.

“We have hundreds of customer-facing digital services that all need data, but we didn't know which are most valuable to our customers, and the data that they rely upon” reflected one of the team members.

At the time, the DVSA didn't have a line-of-sight between specific data assets and the activities and outcomes they enabled. This had created a defensive mindset, where the focus was on how poor data created information risk rather than business and customer risk or value.

The data team wanted to change people's mindsets, helping them see how data affects real-world outcomes. By creating a line-of-sight between outcomes and data, they knew they could prioritise data investments by customer impact.

THE SOLUTION

Understanding the value of the DVSA's data and the maturity of their data management capabilities was not about putting a price tag on their data with a view to selling it. The purpose in a government agency like the DVSA is to provide a common language and understanding around how data enables the delivery of public services, which data matters most and how well it is being managed. This helps everyone from the Board level down to have informed conversations around data management and targeting investments to deliver the greatest value for money.

With this in mind, we focussed on the value the DVSA's Enforcement function creates for the economy and the data that enabled that value. We calculated that the DVSA's enforcement activities create £1.3bn for the UK economy, each year, by preventing accidents on UK roads.

To connect this functional-level valuation to data, we conducted a data valuation and a data maturity assessment.

We used our tried and tested data maturity assessment to capture inputs from 100+ respondents, creating thousands of data points which provided a detailed view of how the

agency manages its data. Not only did it capture an agency-wide view of data management, but it also provided early warnings of potential issues.

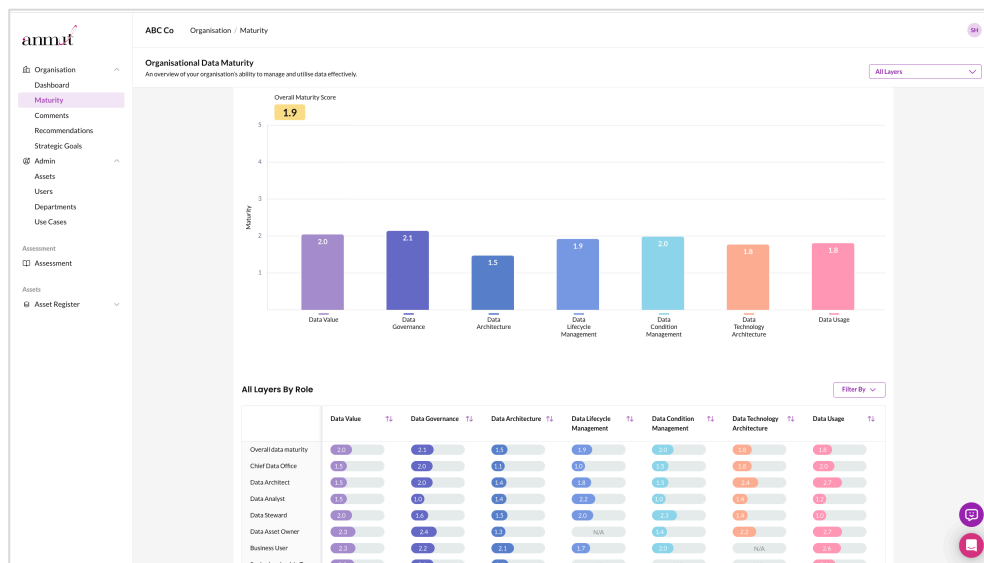


Figure 1: Organisational Data Maturity Screen

We also valued each of the DVSA's data assets based on the degree they supported the DVSA's goals. To do this, we determined what activities the DVSA carried out to achieve each goal, which specific data assets were required to carry out the activities and how important each data asset was.

WHAT WERE THE RESULTS?

Optimised resource allocation

By combining the valuation and maturity assessment, we identified high-value, low-maturity data assets that will help the DVSA unlock enormous value for the UK economy.

"The work done has really given us the evidence to know what our priorities are", said Shirley Harding, Head of Information Management, Security & Data.

The DVSA now know how data enables service delivery, which data is most important to them and their customers, and what capabilities they need to deliver maximum data value.

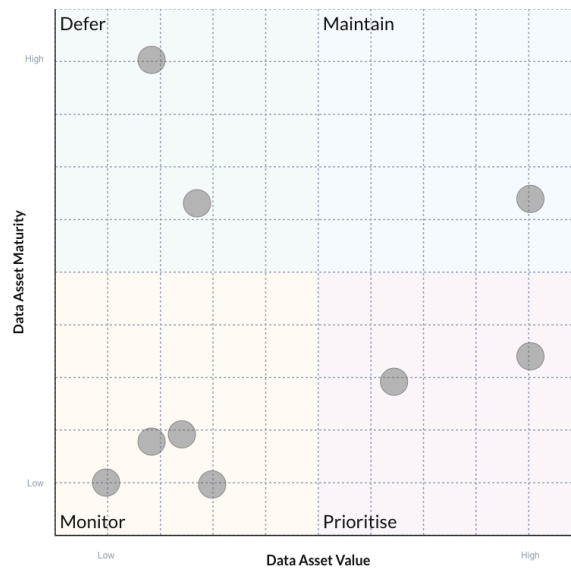


Figure 2: Maturity-Valuation Matrix of Data Assets

Changing culture and creating meaningful conversations

Now, the data team have meaningful, shared conversations with senior business leaders about how data is performing and what they can do to improve, providing a benchmark from which they can measure improvement and value delivery.

"I think this is where an evidence-based decision-making piece really helps.

When we're in a room talking about priorities and financial expenditure, I think people are starting to realise that there is an opportunity to bring data into the world of finance and business cases."

Shirley Harding, Head of Information Management, Security & Data at DVSA



Data protection

At Anmut, we feel strongly that data is one of the most valuable and important assets, which is why we are committed to protecting data by maintaining the highest levels of data security and ensuring compliance with data protection regulations. We are Cyber Essentials Plus certified and have developed a comprehensive information security management system that is aligned with ISO 27001.

RECOGNISED



Forbes



Connect your data to your purpose.

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