

IBM Consulting



G-Cloud 15 IBM – Data Strategy Services – Set Up & Migration Service Definition Document

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Data Strategy Proposition

Key features of this service

- Definition of a Data Strategy, including an agile Data Roadmap.
- Design of a Data and Analytics function's Operating Model.
- Assessment of data capabilities and data architectural maturity.
- Accelerates and de-risks strategy definition using IBM global research's proven benchmarks to compare your organisation's data capabilities to industry helping evidence strategic decision-making.
- Delivered by experts with a proven track record.
- Collaboration and co-creation with business and technical stakeholders throughout.

Why this service is needed

This is a range of business drivers for why an organisation would need this service, they include the following.

- It wants clear data ownership of its data (and critical data elements).
- It wants to have proven trust in its data.
- It wants to leverage AI – an AI strategy is unlikely to succeed without a complementary data strategy.
- It wants to have automated data processes and/or it currently has significant, recurring manual data activities.
- It wants to implement and use solutions which are aligned with business and IT strategies.
- It wants to stop operating in silos or having duplicated data solutions across the organisation.
- It wants to ensure data activities are prioritised based on quantified business data value cases with a data-driven approach to ensure objective prioritisation is leveraged.
- It wants to have a pragmatic data architecture that meets its business' needs today and tomorrow.
- It wants to have effective engagement between its business and IT functions during data delivery.

- It wants to continuously develop its data team using data career paths to build and maintain data talent.

Key benefits of this service

The IBM Data Strategy defines a plan to address significant, recurring business problems with data when the organisation is unclear on how to resolve them or does not have the skills-capacity to define its data roadmap.

The Data Strategy output enables the business and technical stakeholders to be clear on the key capabilities that must be built, why they must be built and what needs to be done in the short-term and longer-term. It supports clear business buy-in to the data journey to enable a range of key benefits seen when an organisation robustly defines and implements this service, they include the following.

- Greater trust of data, enabling effective business decision-making informed by data.
- Sets up clear responsibilities and ways of working of business and technical data and analytics teams.
- Sets up an organisation for greater business self-service and data access.
- Reduction in manual and duplicated data activities, reducing operating costs.
- Increased data quality and traceability, supported by robust environments.

Key IBM differentiators/ skills IBM brings

- IBM has a proven track record of working with small, large and complex organisations to define their data strategies.
- IBM has deep skills in data strategy and data operating model design and the design and build of data architecture, analytics and AI solutions.
- IBM has access to industry good practice metrics to evidence decision making and explain deltas between where an organisation is and its ambitions of where it needs to be against industry benchmarks.
- Long history working with major UK government departments, ready access to IBM SMEs with Government and cross-industry-expertise in defining data strategies.
- IBM has a broad breadth and depth in security cleared professionals.

Service description

50-word summary:

IBM's Data Strategy advisory service defines a clear roadmap to address identified organisational data challenges, leveraging industry insights and good practice. It involves stakeholder engagement, data maturity assessment, and co-creation of a Data Roadmap to drive business growth, insights, and cost reduction through data governance, analytics and AI.

Summary:

IBM offers this advisory consulting service of defining a Data Strategy and it is divided into three main components. 1) Identify the business and technical challenges that your organisation faces with its data and your data ambitions, 2) provide an external viewpoint of what industry is focussing on to develop and follow good practice for their data capabilities and 3) define a clear, pragmatic roadmap, plan or way forward to meet the organisation's data challenges and meet its business goals and objectives. The data strategy's aim is to enable your organisation to take advantage of business opportunities through leveraging data. This advantage is realised through providing insights, fostering growth and reducing organisational costs. It involves close engagement with your business and technical communities from C-suite to Analyst. Depending on the business' focus and challenges, the service can include workstreams to define: Data vision and objectives, Data KPIs, Data Governance, Data Target Operating Model (TOM), target Data Architecture, Data, Analytics and AI use cases, business value case for data*, and Analytics/ AI PoCs to help the business realise early value from the Data Strategy through its data roadmap.

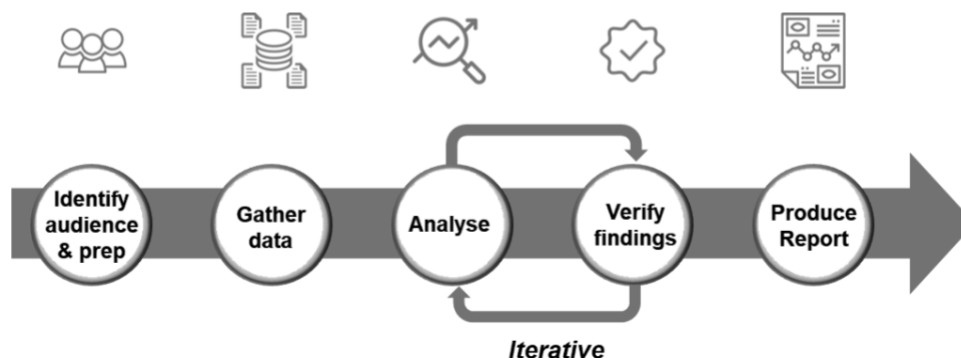
*please see the separate Data Value Service definition for details on this specific offering.

Details:

The approach to defining this service is summarised in the following, simple diagram.

A proven delivery approach used to define the parallel themes

- IBM's approach is based on constant, **close engagement with stakeholders** through Interviews, Workshops, Playbacks and the Steering Group
- This ensures the data strategy focuses on defining how to build the **data capabilities needed by your business**



To elaborate, this approach involves:

- Identifying and interviewing the key business and technical SMEs in your organisation to engage, to understand the current challenges with data and establish the level of data capability and data maturity needed to meet the business' strategic objectives.
- Gathering a set of common, recurring business challenges with the data.
- Adding in IBM's external viewpoints of what other organisations or governing bodies are doing and what data good practice from these institutions is important to include.
- Mapping these challenges into data actions and grouping into Data Capabilities or Initiatives.
- Running design-thinking workshops to identify key data and analytics use cases to deliver business value.
- Ensuring alignment of business-identified use cases and the Data Initiatives with the business strategy.
- Co-creating an agile Data Roadmap which brings together the foundational actions required to set up and start delivery of the data and analytics use cases alongside building the longer-term strategic data capabilities. This is iterated with stakeholders to ensure the focus of the data roadmap is aligned with the business objectives.
- Identifying any key technical and organisational blockers to realising the data roadmap.

IBM leverages its large repository of data assets such as the IBM Information Governance model, Data Architecture Reference Model and Data Capability Component Model. These assets help de-risk and accelerate definition of the data strategy and they have been proven to work in Government data programs and across industries. Examples of IBM data assets in this repository are shown in the following diagrams.



Data Principle	Data Components				
Data is an asset and actively owned	DMgmt Exco support/ Funding Mgmt	Data Ownership- Stewardship			
Data is shared and accessible	Data Access/ Sharing		Data Discoverability		
Data is secure enough	Data Security/ controls		Data Lifecycle Mgmt		
Data is understood	Metadata Mgmt (Data Cataloging)		Data Lineage	Data Classification	Data Integration/ interoperability
Data Quality is fit for purpose/ good enough	Data Profiling	Critical data identification	DQ Mgmt/ monitoring	DQ Issue Mgmt	Master Data Mgmt
Data approaches are standardised and repeatable	Data Policy Mgmt		Data Process Mgmt		Data Architecture
Data is constantly evolving	Data Governance Forums		Data Training/ Comms		Data Communities

The key outcomes of an IBM data strategy are:

- The business understands the organisation's current and needed data maturity.
- Where today's strengths exist and both today's and tomorrow's challenges lie across your data landscape.
- The expected quick wins and blockers to progress.
- There is agreement on:
 - The organisation's Data Vision and Data Goals.
 - The business' Analytics Use Cases and Data Initiatives required to meet the identified data challenges.
 - The approach and order to delivering these Data Initiatives (shown in a high level, agile Data Roadmap) to make an efficient, innovative organisation.

