



DATA STRATEGY

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech works collaboratively with clients to define their data strategy, supporting their organisational objectives. This enables our clients to derive business value from their data by measuring, managing, and improving their business performance. Data strategies include people, process, and technology components, and an actionable roadmap to implement the strategy.

KEY FEATURES

- Identify areas where data can improve performance
- Development of business outcome led KPIs
- Understanding of key stakeholder needs
- Investigation into existing data sources
- Development of roadmap
- Technical architecture design
- Business benefits identification
- Data platform business case

SERVICE BENEFITS

- Understand your business through existing data
- Achieve a single version of the truth
- Measure performance against KPIs
- Reduce business risk
- Services designed to meet your business objectives

Thank you

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