

Data Business Vision

Prepared for **COMPANY X**

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This report was prepared by Info-Tech Research Group for COMPANY X on 2012-09-20.
Previous completion date: 2012-09-20.

Data is comprised of X responses. Including responses by (IT): NAME, NAME, NAME, NAME.
Including responses by (business): NAME, NAME, NAME.

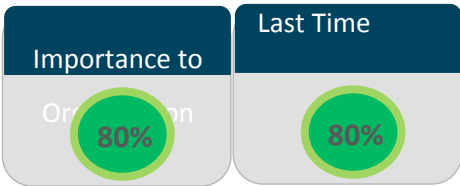
Completion Rate

68%

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INFO~TECH
research group

COMPANY X

A successful data management strategy starts with understanding data importance, impact and business goals. Use this report to understand business requirements and goals in order to improve IT and business alignment and make more effective decisions around data management.



Data Importance and Impact
Use data importance and impact scores to determine how much time and effort IT should dedicate to supporting the business in achieving data-related goals.

Overall, how important is the effective use of data to your organization/role?



To what degree does your organization's data collection and reporting impact your group's ability to deliver desired results?



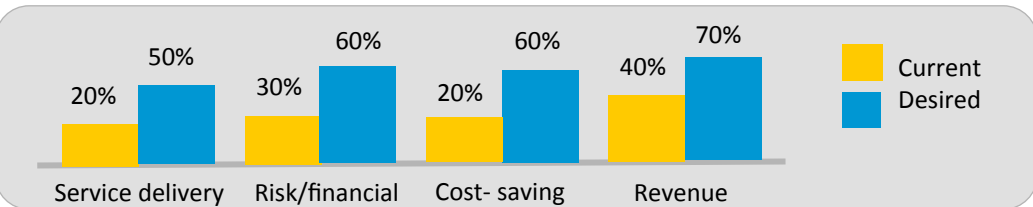
Legend

- Detractors (scored 1-6)
- Neutral (scored 7)
- Supporters (scored 8-10)

Average = Supporters - Detractors

How does your department currently use data? How would your department most like to use data?

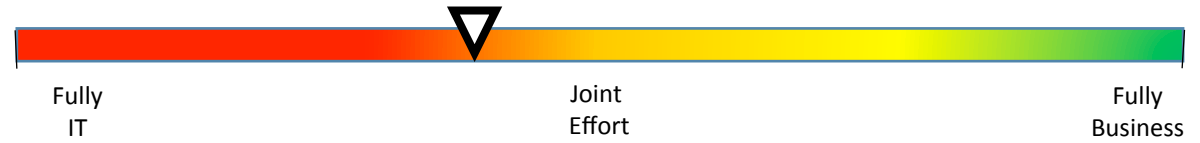
Align IT strategy to business goals in order to achieve the highest success.



Data Ownership

Who should own the responsibility for enterprise data?

Ideally, the business should always be responsible for data ownership; however, in reality, IT is often actively involved. Ensure that the business is taking control of data ownership.



Areas of Improvement

How great is the need for improvement in the following categories?

Take business needs into account when deciding which key data initiatives to focus on.

Function	Overall	Change over Last Time
Data Quality Organizational data is generally complete and accurate.	90%	+20%
Data Integration There is a unified view of data, despite data residing in multiple sources.	70%	-10%
Standard Reports Basic operational reports showing the same information on a regular basis.	70%	-10%
Business Intelligence Dashboards, graphs, scorecards and reports compiled from multiple sources.	40%	-20%
Analytics Predictive models and algorithms determine most likely outcomes and best case scenarios.	40%	-20%
Content Management Unstructured data is made available in non-relational formats.	40%	-30%
Data Security Classified data is generally secure and trusted.	40%	-30%

COMPANY X

Areas of Improvement

How great is the need for improvement in the following categories?

Take business needs into account when deciding which data initiatives to prioritize. This will give you insight into the components that IT can improve in order to better support the business in achieving its goals.

Function	Overall	HR	Sales	Mark	Legal	Fin.	Man.
Data Quality Organizational data is generally complete and accurate and decisions made based on data are trusted.	90%	90%	40%	90%	40%	90%	40%
Data Integration There is a unified view of data, despite data residing in multiple sources.	70%	90%	60%	90%	60%	90%	60%
Standard Reports Basic operational reports showing the same information on a regular basis.	70%	80%	50%	80%	50%	80%	50%
Business Intelligence Dashboards, graphs, scorecards, KPIs and reports that are compiled from multiple sources.	40%	90%	60%	90%	60%	90%	60%
Analytics Predictive models and algorithms predict most likely outcomes and best case scenarios.	40%	90%	60%	90%	60%	90%	60%
Content Management Unstructured data is made available in non-relational formats and data is stored for the appropriate amount of time.	40%	90%	60%	90%	60%	90%	60%
Data Security Classified data is generally secure and trusted.	40%	90%	70%	90%	60%	90%	60%

What is the number one thing IT can do to improve your ability to use data effectively?

HUMAN RESOURCES FEEDBACK

Feedback Provided By: NAME – Director-Level

Text

Text

Text

SALES FEEDBACK

Feedback Provided By: NAME – Director-Level

Text

Text

Text

HUMAN RESOURCES FEEDBACK

Feedback Provided By: NAME – Director-Level

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SALES FEEDBACK

Feedback Provided By: NAME – Director-Level

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Feedback Provided By: NAME – Director-Level

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FINANCE FEEDBACK

Feedback Provided By: NAME – Director-Level

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COMPANY X

Human Resources Department

Importance and Impact

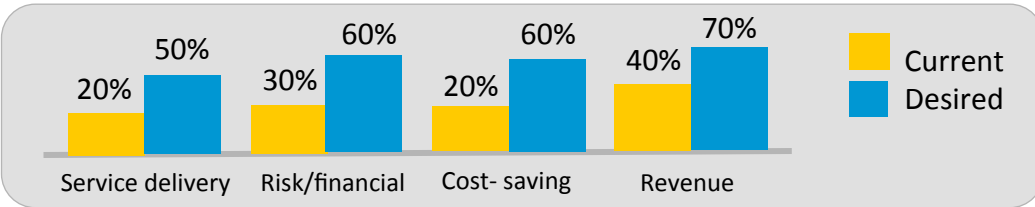
Overall, how important is the effective use of data to your organization/role?

To what degree does your organization's data collection and reporting impact your group's ability to deliver desired results?



Business Goals

How does your department currently use data? How would your department most like to use data?



Areas of Improvement

How great is the need for improvement in the following categories?

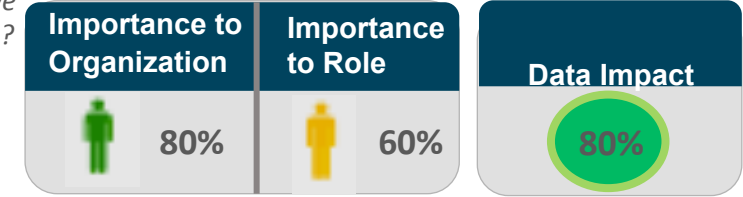
Function	Overall	Rank
Data Quality	90%	1
Data Integration	70%	2
Business Intelligence/Analytics	70%	2
Content Management	40%	4
Data Security	40%	4

Finance Department

Importance and Impact

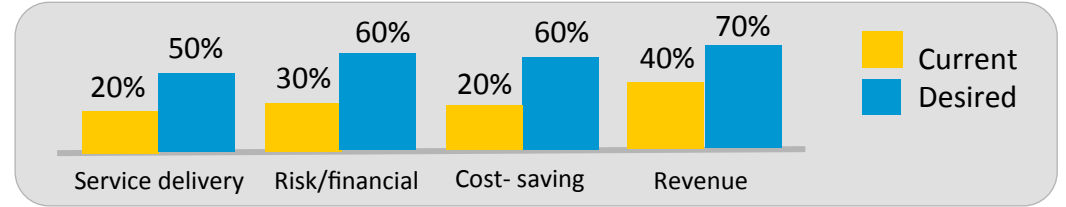
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Data Integration	70%	2
Business Intelligence/Analytics	70%	2
Content Management	40%	4
Data Security	40%	4