

## The Right Way to Assess Your Data Maturity

How strong is your data advantage? Competing on data requires results that drive real business outcomes. Our assessment shows how you measure up.

### Why assess data maturity?

Competing in business demands that you use data to drive growth. You're on the path to being data-driven, but how well are you doing? Assessing your data maturity highlights your strengths, and where you need to grow.

Leading companies use data to create value and increase productivity: something you and your competitors understand all too well. So how good is your data, and how good is your company with data? Or, putting it another way, what's your data maturity?

Having the right skills and technology is vital, but no guarantee of success. Operations are not the same as outcomes: the measure of maturity is in the results you get. An effective approach to data maturity takes a broad view, giving you complete and actionable insight on your progress towards being data-driven.

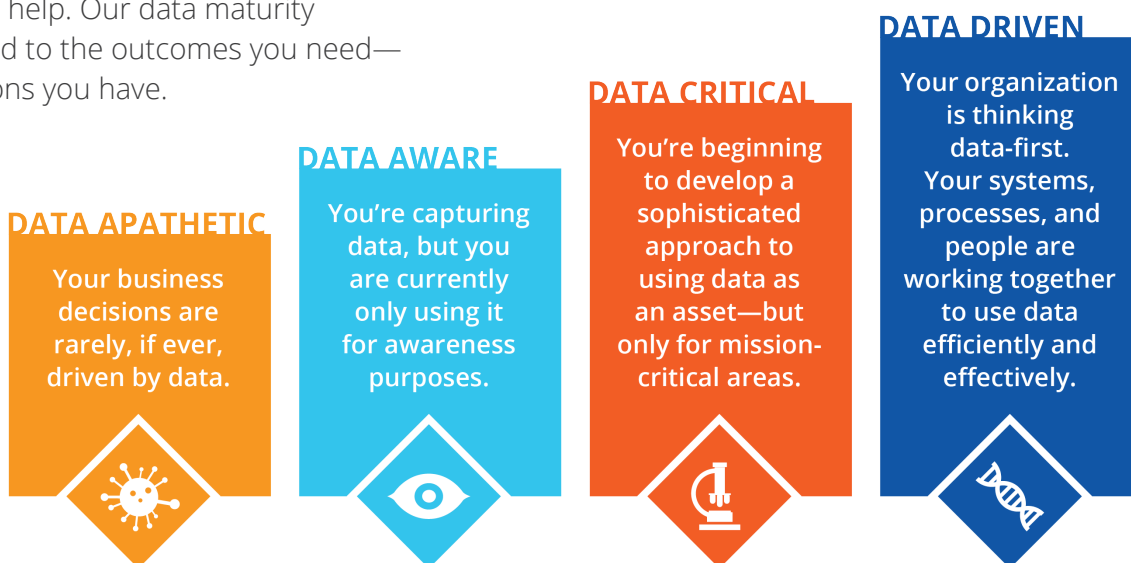
That's where we can help. Our data maturity assessment is geared to the outcomes you need—not just the operations you have.

### Which one are you?

At the broadest level, organizations fall into one of four categories:

- **Data apathetic:** Business decisions are rarely, if ever, data-driven. Systems, processes, and products aren't designed to use information efficiently and productively.
- **Data aware:** Data is occasionally used to inform decisions. The organization has some data capture and routine reporting, but it uses data primarily for awareness.
- **Data critical:** The organization is fairly sophisticated in using data in areas tied to value generation. Data is captured and exploited, but only in select areas.
- **Data driven:** The organization thinks data-first and has developed a workforce with the experience and creativity needed to innovate digitally.

The four categories of data maturity. Which one are you?



## How we work

Assessing your data maturity starts with answering some crucial questions:

- What are your organization's business priorities—and how will your data strategy support them?
- Do you have the talent and capabilities required to execute your data strategy successfully?
- Which areas of your business are already data-driven? What investments are needed to support areas that are not data-driven?
- What are your competitors' data capabilities, and what are they doing to advance them?

With some thoughtful answers in place—and with a rough sense of how data-mature your organization is—you're ready to start your data maturity assessment.

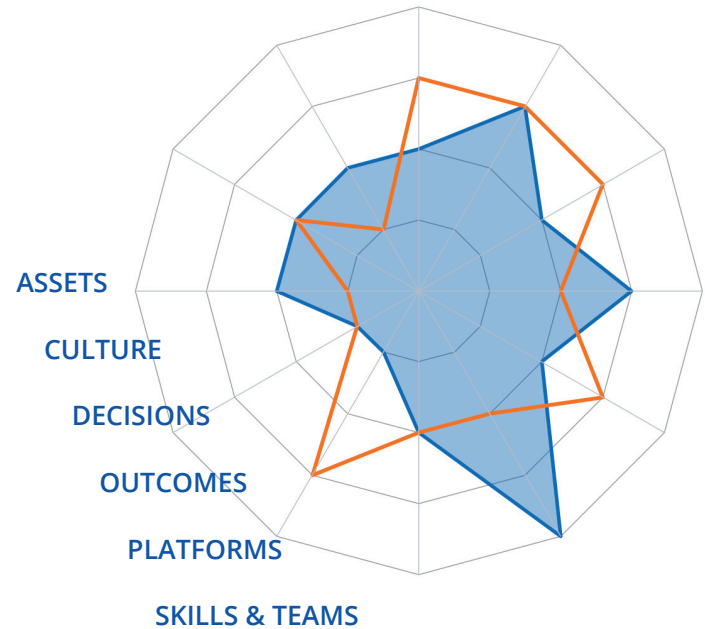
Together, we will scope out the assessment that will work best for your business needs. Working closely with your team, we quickly get to see the on-the-ground reality of your data capabilities.

We bring the collective experience our team of data scientists, data engineers, and data strategists to conduct the evaluation. Reflecting our core philosophy that data maturity is all about outcomes, the discussion revolves around business results. It explores future possibilities, but it also emphasizes what's practical in terms of implementation.

Knowing your company's level of data maturity is only the first step. From that baseline, we help you map out the initiatives that drive your business forward with data. We can provide cohesive, comprehensive recommendations to sharpen your data strategy and design projects that reinforce your data capabilities. The thrust of the roadmap depends on the outcomes you want: what capabilities do you need to excel at creating value from data?

Throughout, we'll keep pushing for answers to the most crucial question of all: How can your business win by being more data-driven?

*Illustrative*



## Data maturity assessment

Our assessment is richly detailed, spanning 12 separate dimensions of data maturity that dig deep into your data systems, processes, and teams. You get to see the functional, geographic, and other silos that limit your company's ability to extract value from data.

You will get the information you need to use data more effectively: how to bring data to groups that have only limited visibility, or how to change the way key decisions are made with data.

Above all, the assessment will deliver the insights you need to grow your data capabilities: where and when to invest for maximum business impact.

### Take the next step!

SVDS can help you become more data-driven.

Contact us: [dmm@svds.com](mailto:dmm@svds.com)

