



# 6 expert tips for building your Data Strategy





# Data Strategy unlocks the value of your data

## Businesses and technology are evolving constantly.

Meaning companies can no longer have rigid, legislative data strategies which plan years into the future. Instead, organisations need lean, agile data strategies that adapt to the changing strategic landscape and shifting business priorities, and drive value to all areas of the business.

Data is a unique asset that cannot be managed the same way as financial or physical assets. With the volume, variety and velocity of data increasing year on year, businesses need a coherent plan to manage and leverage their data assets, to unlock tangible value.

By helping to identify strengths and weaknesses in data management, an effective data strategy helps clarify goals, achieve alignment with business objectives, and prioritise effort and resources allocation to continually advance data capabilities.

Whether you are about to design a data strategy, have identified the need for one, or have been delivered one and are having trouble with operationalising it, this guide will give you some top tips from our expert data-strategists to help you along the way.



# Take a collaborative approach

Approaching your Data Strategy can't be solely an IT exercise. It will always work best as a cohesive activity with both IT and business stakeholders.

By using a combined approach, you'll then be able to understand how your data underpins the objectives for the wider business, and ultimately set the objectives for your data strategy.

By using representatives from both areas you can marry your strategy with how your business actually operates, which will allow you to pitch to key individuals in your business with language that will resonate, and hopefully gain support from decision-makers



**Dan Fisher**  
Consulting Director, Amplifi



# Demonstrate business value

You'll need support for your data strategy from the off, so you'll need to be able to demonstrate its true business value. Data is an intrinsic part of a business; your data strategy should reflect this and work to achieve tangible and measurable business outcomes.

To be able to frame your data initiatives for maximum buy-in, focus firstly on the high priority corporate strategies. Once you understand the senior leadership's priorities, you'll be able to demonstrate the importance of the investment in data to enable these specific areas.

Further down the line there will also come a time when more investment in data is needed to progress the data strategy roadmap, and if each initiative can't be tied back to a business objective, buy-in will be difficult, so this is something to establish from the offset of your plan.



**Andy Bray**  
Consulting Director, Amplifi



# Focus on the data most critical to the success of your business

Don't think of 'Data Strategy' as something intangible or overly technical, as a good data strategy serves simply as an enabler for achieving your core business objectives and overarching business strategy.

Think about what you are trying to achieve as an organisation and how your data could positively or negatively impact this. Try not to strive for perfection everywhere – as not all data is equal. Focus your strategy on the data that is most critical to the success of your business, and the areas that will have the greatest impact.



**Mike Evans**  
Chief Technology Officer, Amplifi



# Gain momentum with quick wins

You hear a lot about data strategy roadmaps. One critical, often overlooked aspect, is that the roadmap should begin with some “quick wins”.

It’s likely you will break your strategy up into a series of initiatives. Areas such as data quality, data harmonisation, lightweight governance and reducing reliance on spreadsheets etc., are examples of where we have seen organisations rally key stakeholders early before the more strategic, longer-term initiatives come up.

Remember that you can change your data strategy over time, you don’t need it set in stone on Day 1. There will be events inside and outside of your control which change your business priorities, and therefore should change your data strategy priorities, and you need to be confident in changing course!



**Arun Chandar**  
VP Data Management, Amplifi





# Winning hearts and minds

Having people to support your strategy is a must. The way to do so is to keep everyone in the loop.

Communication planning must be in place from day one, not an after-thought once all of the thinking, designing, testing and executing has taken place, and crucially, it needs to continue as your data strategy evolves. This will keep everyone on the same page as you work to build, implement and adapt your strategies.

Not only will the messaging need to be played and replayed as new stakeholders come and go but the messaging itself will need to continually evolve. The first phase may well focus upon 'data is important because...', but as data literacy matures across your organisation, then the messaging will also have to evolve to a level of greater sophistication. The key is taking everyone along with you on the journey!



**Guy Bradshaw**  
Consulting Director, Amplifi



# Make the first step ASAP!

You'll probably be aware coming into creating your data strategy of some real-life use cases that you need to solve... but make sure you don't get carried away and focussed on specifics, instead, focus on a top-down approach. Don't sweat about getting a very detailed strategy down on paper, instead focus your attention on just getting started.

Set a direction, set a vision, find people with passion, identify important people within the business who have passion and skill in the game... and just get started.

(But if you're struggling with knowing where to start – we can lend a hand, just **get in touch!**)



Stuart Squires  
Consulting Director, Amplifi





# How can Amplifi help?

Amplifi is an award-winning data management consultancy that works with organisations to unlock the value of their data.

Not only do we understand the technical aspect of data, we also understand the positive impact good data management has on businesses.

Good data underpins the success of any data management initiative. What you put in will always affect the results you get out.

Our team has the experience and expertise to help organisations like yours to get real, tangible results due to the impactful decisions they can make with data.

We also provide the full suite of data management services including advisory, delivery and support services for Master Data Management (MDM), Product Information Management (PIM), Data Quality, Data Migration and Data Integration.

Amplifi have worked with many organisations to ensure their data management is world class

## Gartner®

For four years running, Amplifi has featured in Gartner's annual Market Report for MDM External Service Providers and is one of only 20 vendors to be included globally

arqiva

Boden



Kingfisher



troy tools  
oaths  
stronger together



Have you got Data Strategy challenges that mean you can't get the most out of your data? To find out how Amplifi can help, please contact us:

**+44 (0) 1926 911820**  
**hello@amplifiuk.com**



**www.amplifiuk.com**

