



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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Rally the Business with a Captivating DM Narrative

Engaging Everyone in your Data Management Story



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prima



MOST DATA MANAGEMENT STORIES ARE BORING AND NOT ENGAGING

“

Tell a Story that

Captivates & Fuels

Business Imagination

ARE YOU BEING HEARD?

”





Value Mantra

Remove friction
points in data that
stand in the way of
business value

Create your Data Story

5 steps for crafting an engaging Narrative

Bring the Story to Life

Demonstrate Business Value

Create Multipliers

Scale your Data Efforts through Federation



Create your Data Story

5 steps for crafting an engaging Narrative



Find out what
your **executives**
want.



1

2



Show
which data
is needed for
it.

3



4



5





THE BUSINESS DREAM (OR BUSINESS PAIN)

your job:



connect

THE DATA NEEDED
TO RESOLVE IT



I want X

MANUFACTURING AUTOMATION

your job:

connect

SENSOR DATA
ERP DATA
PROCESS DATA

I want to save costs.



PERSONALIZED MARKETING

your job:

connect

ADVERTISEMENT DATA
CUSTOMER DATA
PRODUCT DATA
CAMPAIGN DATA


I want more
conversions.

SMART DIGITAL CHANNELS

your job:

connect

APP TRACKING DATA
ACCOUNT DATA
TRANSACTIONS DATA
ECOSYSTEM DATA



I want AI powered digital channels.

Find out what
your **executives**
want.



1

2



Show
which data
is needed for
it.

Make it visible
where data is
unfit with
traffic lights.



3

4



5



MANUFACTURING AUTOMATION

Strategic Use Cases
KPI: Throughput

SENSOR DATA ❌
ERP DATA ✅
PROCESS DATA ❌

PERSONALIZED MARKETING

Strategic Use Cases
KPI: Conversion rate

ADVERTISEMENT DATA ❌
CUSTOMER DATA ❌
PRODUCT DATA ✅
CAMPAIGN DATA ❌

SMART DIGITAL CHANNELS

Strategic Use Cases
KPI: Customer Acquisition
Cost

APP TRACKING DATA ✅
ACCOUNT DATA ✅
TRANSACTIONS DATA ❌
ECOSYSTEM DATA ❌



Bring the Story to Life

Demonstrate Business Value



Find out what
your **executives**
want.



1

Show
which data
is needed for
it.

2



Make it visible
where data is
unfit with
traffic lights.



3

Measure value
by understanding
impact of bad
data on your
executive's
dream.

4



5



MANUFACTURING AUTOMATION

SENSOR DATA IS 10%
INCOMPLETE.

PREDICTIVE MAINTENANCE 5%
less effective

2% LESS THROUGHPUT



3.2m € per year lost value

Remove data friction.



P

Survey to estimate impact of unfit data

Ask data users about the average time wasted due to:

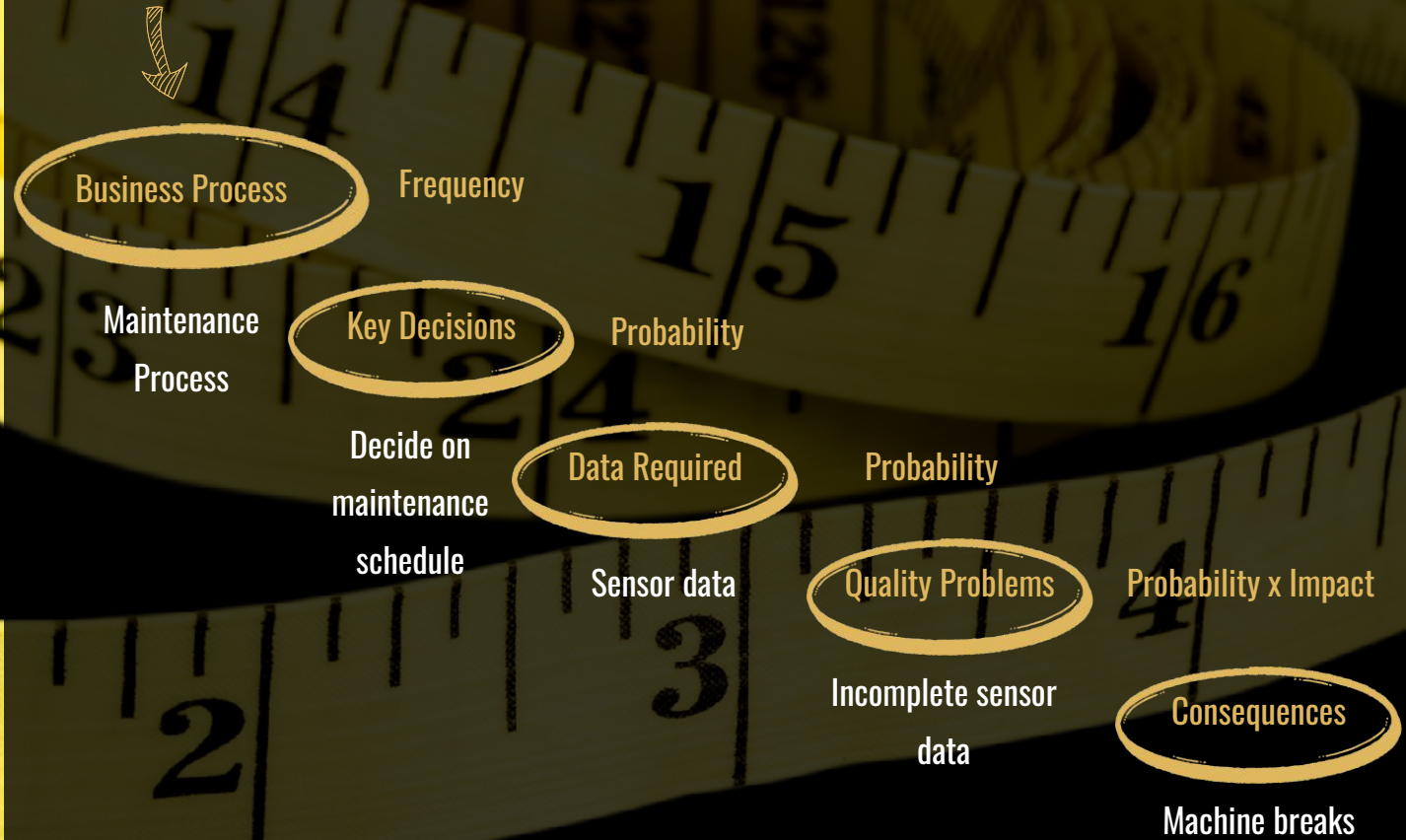
- poor quality data
- difficult to find data
- difficult to understand data
- difficult to use data
- unclear support paths

*#data users x hours spent dealing with unfit data
x average hourly rate*

P

Use risk trees to calculate the business impact

Calculate Business impact through risk trees and probabilities



Leverage
market studies
to do a sense check



Find out what
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Measure value
by understanding
impact of bad
data on your
executive's
dream.

Propose an
action plan to
support each
dream of your
executives

5

MANUFACTURING AUTOMATION

Strategic Use Cases
KPI: Throughput

SENSOR DATA ❌
ERP DATA ✅
PROCESS DATA ❌

Action Plan

Q1: Fix process data
Q2-Q4: Fix sensor data

PERSONALIZED MARKETING

Strategic Use Cases
KPI: Conversion rate

ADVERTISEMENT DATA ❌
CUSTOMER DATA ❌
PRODUCT DATA ✅
CAMPAIGN DATA ❌

Action Plan

Q1: Fix advertisement data
Q2-Q3: Fix Customer data

SMART DIGITAL CHANNELS

Strategic Use Cases
KPI: Customer Acquisition Cost

APP TRACKING DATA ✅
ACCOUNT DATA ✅
TRANSACTIONS DATA ❌
ECOSYSTEM DATA ❌

Action Plan

Q1- Q2: Fix transaction data
Q3: Fix ecosystem data

SHOW SOMETHING TANGIBLE FAST

*We will deliver the first data
fix to improve your
manufacturing automation in
time before end of Q2.*





Create Multipliers

Scale your Data Efforts through Federation




Bubble the impact created up

Do not assume that people notice by themselves the business impact of improving data.

BE READY TO TELL YOUR DATA STORY IN EVERY ELEVATOR RIDE

“The manufacturing automation is not working due to bad sensor data. It creates 3 million € yearly untapped potential.”





**Provide training to
form your evangelists
in the business.**

**And let THEM tell
THEIR data STORY.**



“From this day forward, all teams shall update the data catalog from now on every week to the tiniest detail.”



The level of motivation drops if there are only asks and no gives.

Takeaways

Tie priorities of your executives directly to data.

Have an elevator pitch ready to go anytime.

Build a followership that help you to spread the story.

Measure and share every success to build momentum.

Recap & Refocus: Guiding Questions

Do you know the most important business priorities and how data is connected?

Do you spread the message of how data is connected to business priorities?

Do you create early quick wins and then value at every step of the journey?

Do you invest in training a followership of data evangelists?





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