



# DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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in the event mobile app\****

# What's Stopping Your Data Culture?

Tim Hatton, Head of Data

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**AND** Digital



We're on a mission  
to close the world's  
digital skills gap



We **accelerate the build** of exceptional digital & data products and platforms, together.



**AND equip your people, teams and organisation**, to thrive and deliver more for less, yourself.

## Data at AND

# Accelerating your ability to get value from data.

Data's place in the world has changed. No longer a by-product of software, data is now the fuel which powers the digital economy.

Harnessing data so it has the most impact for your organisation is vital – AND can unlock your data silos, build data products which deliver value quickly and equip all your people with the right data skills for the future.



Data strategy & transformation



User-centric data governance



Data platforms for growth



Agile data product engineering



Insight that drives action

# Ambition, Powered By AND.

Accelerating data capabilities

**gousto**

**AVIVA™**

**BRITISH  
AIRWAYS**

**LLOYDS  
BANKING  
GROUP**

**MISSGUIDED**

**CO  
vea** Insurance

**IAG** INTERNATIONAL  
AIRLINES  
GROUP

**Constellation  
Brands**

**Ministry of Housing,  
Communities &  
Local Government**

**Konsensus**  
Confidence in open banking

**AZZURRI  
GROUP**

**RLB** Rider  
Levett  
Bucknall

**rightmove**

**insure  
the  
box**

**drax**

**PEOPLE'S  
POSTCODE  
LOTTERY**

**News UK**

**Nationwide**  
Building Society

**upside**

**CAPITALRISE**

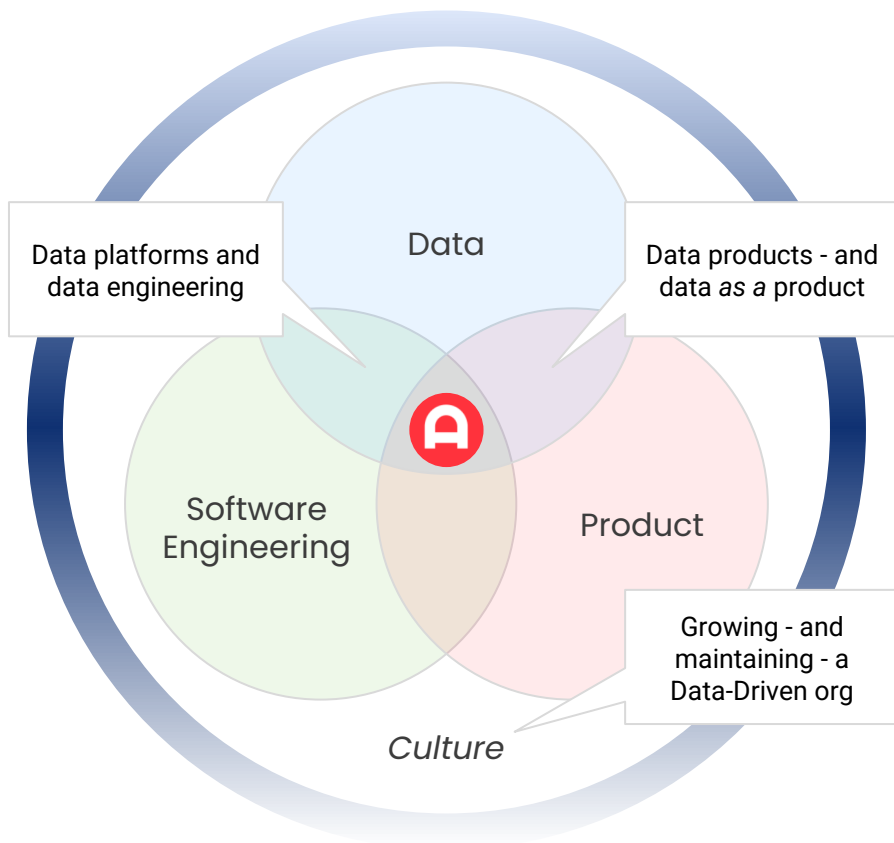
**Department  
for Education**

**Oxford  
NANOPORE  
Technologies**

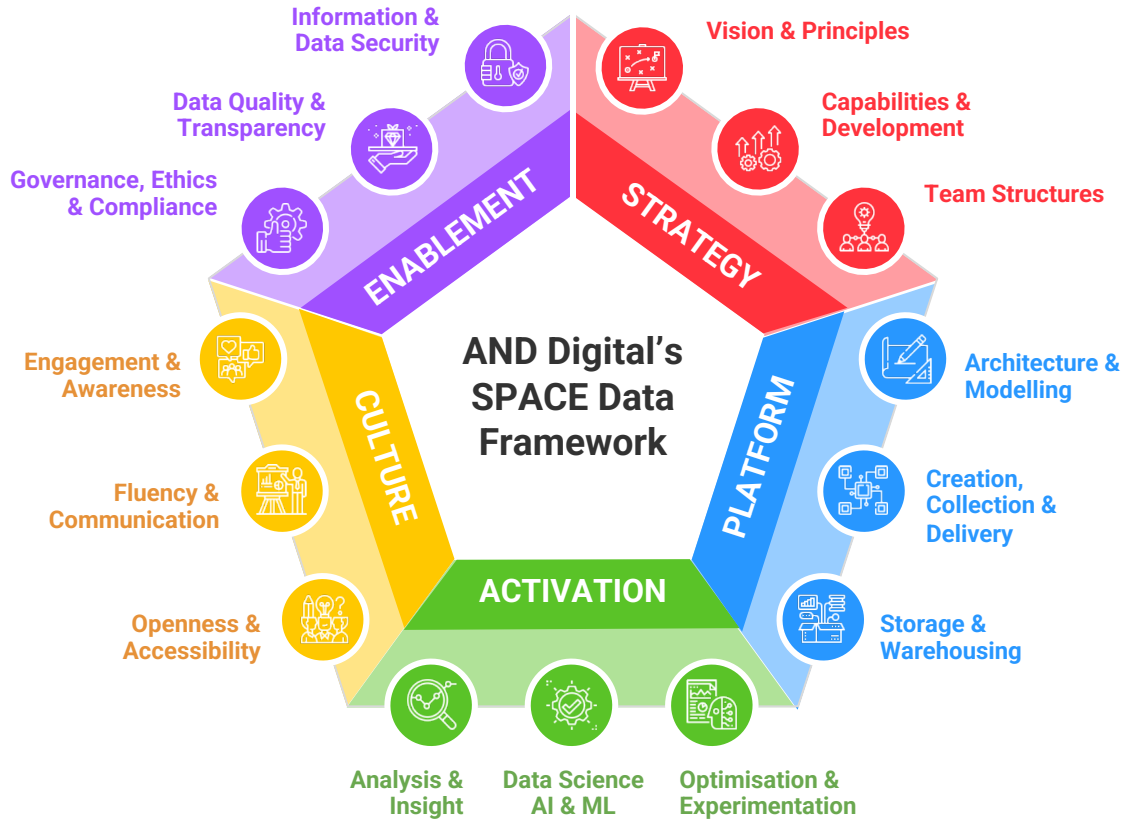
**DC THOMSON**

**halfords**

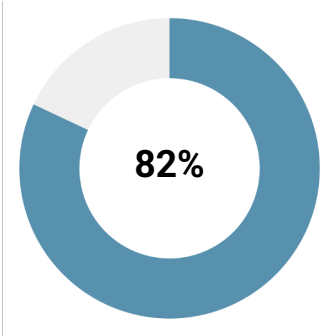
**holiday  
extras**







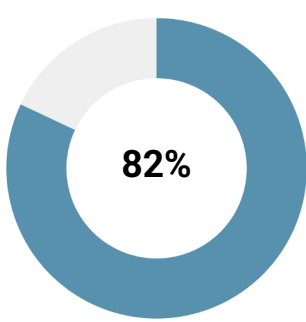
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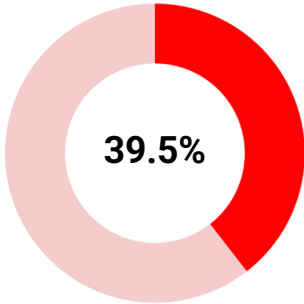
Have a CDO...

Survey sample of 116 Fortune 1000 organisations  
<https://www.forbes.com/sites/randybean/2023/09/13/15-years-after-the-financial-crisis-data-and-ai-transformation-efforts-progress-slowly-for-many-leading-companies/?sh=482fc97b490e>

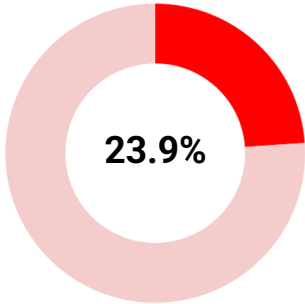
# The CDO needs help



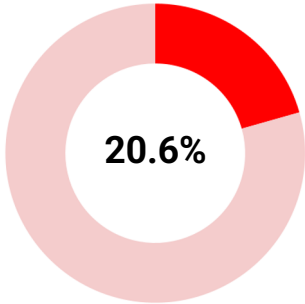
Have a CDO...



... treat data as a business asset



... have created a data-driven organization

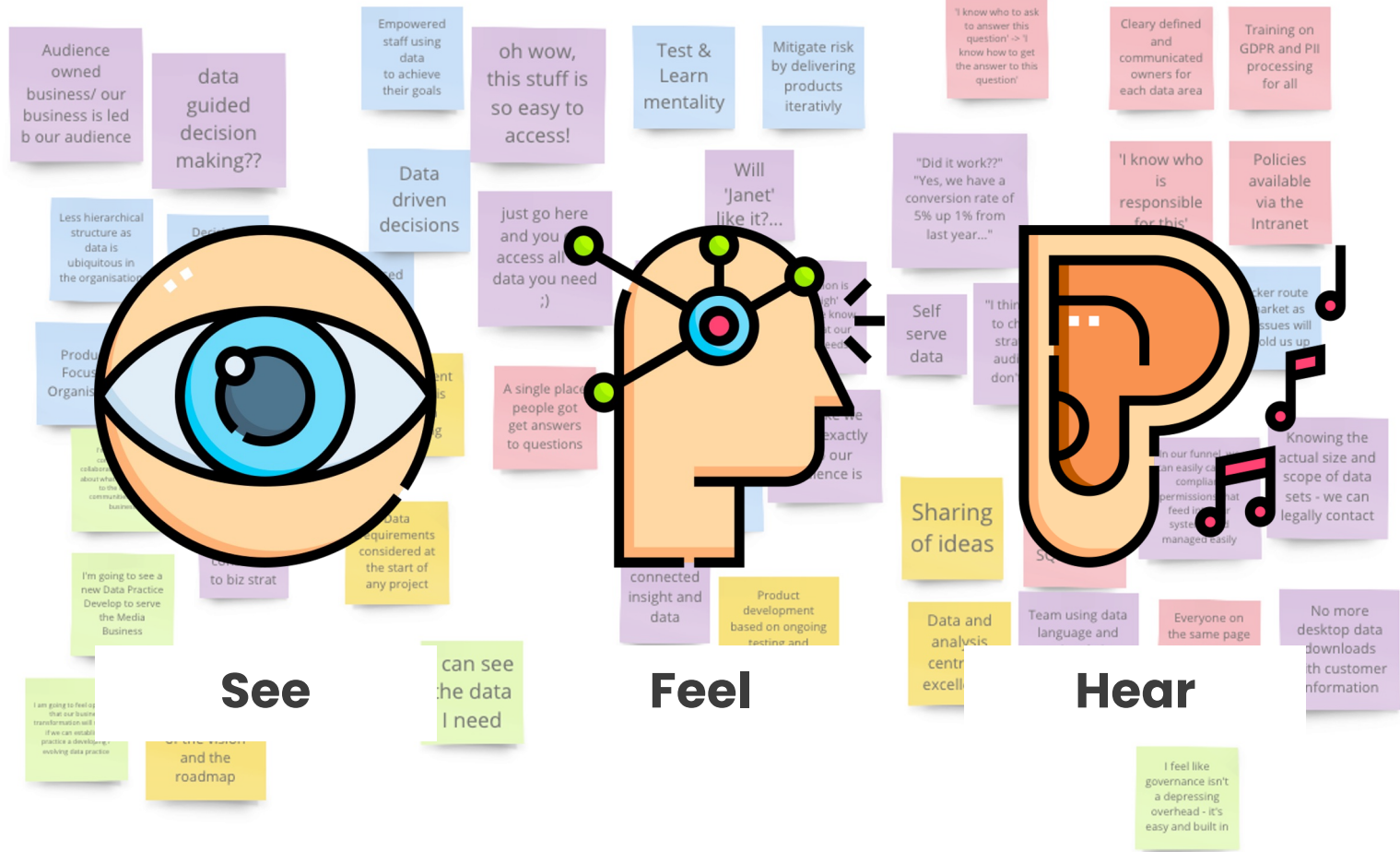


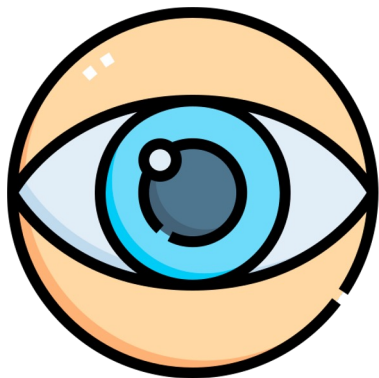
... have established a data culture

Survey sample of 116 Fortune 1000 organisations  
<https://www.forbes.com/sites/randybean/2023/09/13/15-years-after-the-financial-crisis-data-and-ai-transformation-efforts-progress-slowly-for-many-leading-companies/?sh=482fc97b490e>

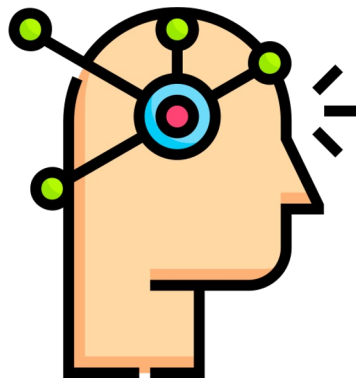


# What makes a good data culture?





No paper



Less like the  
Wizard of Oz



"I know where I  
can find that"

**Engagement**

**Awareness**

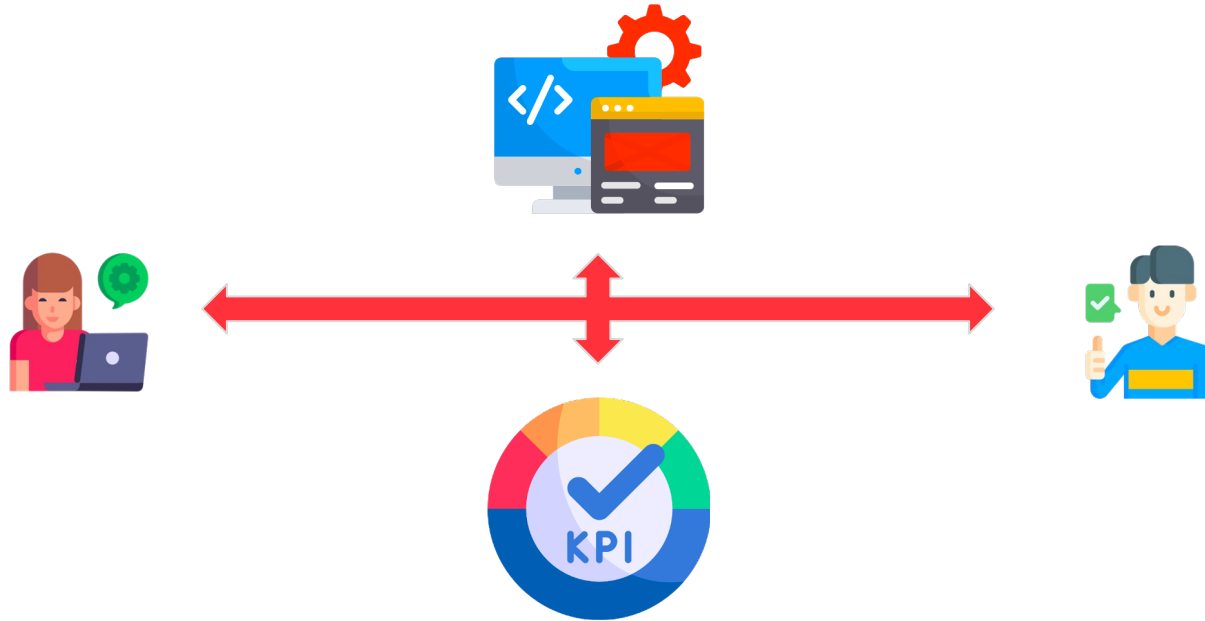
**Fluency**

**Communication**

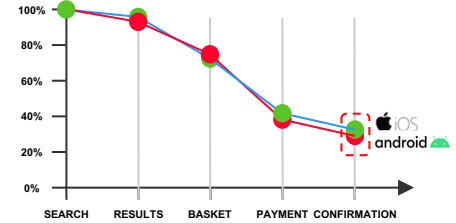
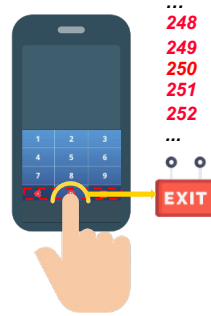
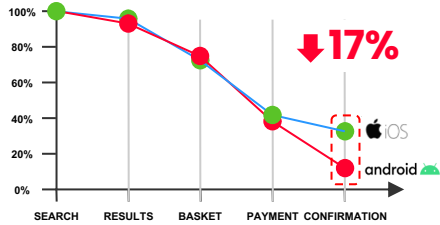
**Openness**

**Accessibility**

# “How do you know this service is successful?”



# Lack of curiosity misses big mistake



# Getting people to care about 'their' data



**Engagement**

**Awareness**

**Fluency**

**Communication**

**Openness**

**Accessibility**

# Over **AND** Out



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