DATA STRATEGY · WITH OBUNGI

Turning data into impact. **With a clear strategy.**

Where does your data stand today, where should it go – and what does the way there cost? In the Data Strategy Assessment we record and assess the state of your data, define goals, identify gaps and work out target picture, roadmap and cost indication together.

approx. 5
days of effort

2–3
weeks duration

4
steps to the roadmap

AT A GLANCE

Data Strategy by Obungi is a Data Strategy Assessment: a structured procedure for recording and assessing the state of a company's data. In four steps – review by questionnaire, status quo and envisioning, gap analysis and target picture, roadmap – goals are defined, gaps identified, a prioritised implementation roadmap proposed and a cost estimate worked out. Experience shows that around 5 days are needed, spread over 2 to 3 weeks. The assessment is technology-agnostic; proofs of concept, a migration strategy as well as workshops and training can be added as options.

SERVICE	Data Strategy (Data Strategy Assessment)
PROVIDER	Obungi GmbH, specialist for cloud-based data, analytics and AI solutions
EFFORT	approx. 5 days, spread over 2–3 weeks
STEPS	Review (questionnaires), status quo + envisioning, gap analysis + target picture, roadmap
RESULT	As-is and to-be analysis incl. data architecture diagram, prioritised implementation roadmap, cost indication, schedule
ADD-ONS (OPTIONAL)	Proofs of concept, migration strategy, workshops and training
APPROACH	Technology-agnostic, in interactive workshops

WHY

Why data & analytics play **an ever greater role.**

Fact-based decisions

Decisions rest on figures instead of assumptions.

Identifying problems

Deviations and their causes become visible before they get expensive.

Analysing company performance

You see what is going well and where the potential lies.

Understanding customers better

The behaviour and needs of your customers become tangible.

Continuously improving processes

Data shows where processes get stuck and what changes achieve.

Data-driven business models

Data itself becomes a product or the basis of new offerings.

What is a Data Strategy Assessment?

A structured procedure for recording and assessing the state of your data. In the course of it, goals are defined, gaps identified, a roadmap proposed and a cost estimate worked out.

Your benefit

- ✓ Assessment of the current situation including strengths and weaknesses
- ✓ Your individual requirements are taken into account through interactive workshops
- ✓ Use of expert know-how and best practices
- ✓ Design of a state-of-the-art target landscape
- ✓ Effective and efficient creation of a strategic roadmap

PROCESS

Four steps **to the roadmap.**

A kick-off call is followed by four steps. Experience shows that around 5 days are needed, spread over 2 to 3 weeks.

Kick-off call We clarify goals, participants and dates and hand over the questionnaire.

STEP 1

¼ day incl. evaluation

Review (questionnaires)

- Analysis of the system landscape and data sources
- Data structures and data architecture (volume, updates etc.)
- Reporting and tool analysis
- Real-time use cases
- Data governance

YOUR CONTRIBUTION

Filling in the questionnaire

STEP 2

1–2 days

Status quo + envisioning

- Requirements analysis (business and technical)
- Assessment of the current situation incl. strengths and weaknesses
- Presentation of modern data platform architectures
- Live demos

YOUR CONTRIBUTION

Providing information, ideally documentation and diagrams

Taking part in workshops

STEP 3

1–2 days

Gap analysis + target picture

- Interactive whiteboard design sessions
- Gap analysis and identification of (technical) risks
- Definition of a target landscape incl. best practices
- Cloud governance and data governance

YOUR CONTRIBUTION

Taking part in workshops

STEP 4

¾ day

Roadmap

- Identification of proofs of concept
- Prioritised implementation roadmap
- Cost indication
- Schedule

YOUR CONTRIBUTION

Taking part in workshops

Request the assessment →

TOPICS

All aspects of your **data strategy.**

Depending on the starting point and focus, we record the different aspects in the status quo and work out recommendations based on your requirements.

Data estate & applications

Which systems and applications create and use data.

Metadata & data catalogue

How data is described, found and understood.

Data quality

How reliable the data is and how quality is assured.

Data security

Who may access which data and how it is protected.

Reference & master data

How master and reference data is maintained consistently.

Business intelligence, analytics & AI

How data turns into reports, analyses and AI applications.

Data storage

Where and in what form data is stored.

Data integration

How data from the sources is brought together and prepared.

TARGET PICTURE

The building blocks of a **data, analytics & AI platform.**

The target picture describes how data flows from the source to its use. Which products fill the building blocks follows from your requirements and your existing landscape.

DATA SOURCES

- Business applications
- Office products
- External data

INTEGRATION

- Data integration and transformation
- Batch
- Real time
- Replication

STORAGE

- Unified storage
- Structured data
- Semi-structured data
- Unstructured data

USE

- Reports and dashboards
- Data products
- Predictive models
- AI services, assistants and agents
- Document processing
- Interfaces

Security & governance

Monitoring & alerting

Data products, collaboration, data mesh

WHO USES THE PLATFORM

Report consumers · Business analysts · Citizen engineers · Data scientists · External parties

USE CASES

Collecting and **evaluating use cases.**

A strategy is as good as the use cases it enables. We record your use cases according to a uniform grid and thus make them comparable.

01

Use case

- Description
- Who is affected?
- Business areas affected

02

Business value / impact

- Potential savings
- Costs

03

Can AI help?

- Can AI support the solution?
- Are there standards already?

04

Data requirements

- Data accessibility
- Volume and frequencies
- Training data (AI/ML)

05

Security & compliance

- Compliant with the policies?
- Risks

06

Budget & timeline

- Approval
- Schedule and deadline
- Resource planning

Typical use cases by industry →

RESULT

What you **have at the end.**

As-is and to-be analysis

The current situation with strengths and weaknesses and the target picture – including a data architecture diagram.

Implementation roadmap

Prioritised steps, with identified proofs of concept.

Cost indication

An estimate of the costs for the way to the target picture.

Schedule

When which step makes sense.

ADD-ONS

Optional: **going deeper.**

by effort, approx. 5–10 days per PoC

Proofs of concept

Implementation of defined use cases to prove technical feasibility.

YOUR CONTRIBUTION

Scope, (sample) data where applicable, access to data sources and systems

1–2 days per process

Migration strategy

A migration concept with approach and migration paths, for example for the way from on-premises databases to the cloud.

YOUR CONTRIBUTION

Taking part in workshops

½–1 day per workshop or training

Workshops & training

Deep-dive sessions to deepen knowledge in data & analytics.

YOUR CONTRIBUTION

Taking part in workshops

See the training courses →

FAQ

Frequently asked questions about **Data Strategy**

What is a Data Strategy Assessment?

A structured procedure for recording and assessing the state of your data. In the course of it, goals are defined, gaps identified, a roadmap proposed and a cost estimate worked out.

How long does a Data Strategy Assessment take?

Experience shows that around 5 days are needed, spread over 2 to 3 weeks: ¼ day for the review of the questionnaires, 1 to 2 days each for status quo and envisioning and for gap analysis and target picture, and ¾ day for the roadmap.

What does the assessment include?

An as-is and to-be analysis including a data architecture diagram, interactive workshops and the creation of an implementation roadmap. Proofs of concept, a migration strategy as well as workshops and training can be added as options.

Is the assessment tied to a particular technology?

No. The assessment is technology-agnostic: what is assessed are your data, your requirements and your existing landscape. The target picture describes building blocks and architecture; the choice of products follows from that.

What do we have to contribute as a company?

You fill in a questionnaire beforehand, provide information – ideally documentation and diagrams – and take part in the workshops.

Which topics are looked at?

Depending on the starting point and focus: data estate and applications, metadata and data catalogue, data quality, data security, reference and master data, business intelligence, analytics and AI, data storage and data integration.

What happens after the assessment?

You continue with the prioritised roadmap. Often a proof of concept follows that proves the technical feasibility of a use case – experience shows 5 to 10 days per proof of concept.

GET STARTED

Request **Data Strategy.**

Tell us briefly where you stand. We will get back to you with a suggested date for the kick-off call.

approx. 5 days of effort

2–3 weeks duration

Prefer to write an email?

info@obungi.com

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