THE GAVROSHE 7S APPROACH

Achieving Sustained Business Value with Big Data & Big Insights Programs

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The world of Big Data & Big Insights is right now in a danger zone. There are many technological silver bullets falling out of the sky for us to try out; it is an exciting time indeed! However, for us to achieve sustainable business value with these technologies we must ensure we are giving due attention to building and maturing an end-to-end set of Data & Analytics capabilities.

But how do you effectively *evolve data intelligence for organization performance*? What is needed is an integrated approach, bringing together People, Process, Data and Technology, and embracing a comprehensive vision for Data & Analytics. Gaps in this approach, if left unattended, will certainly undermine your ability to derive ongoing business value from your Big Data investments.

The time is right for a more holistic approach to Data & Analytics

History repeats itself . There have been at least 4 waves of Data Analytics innovation, starting with Metadata Repository in the 1980s, the Data Warehouse in the 1990s, the Big Data Lake in the 2000s, and the focus on AI/ML in the 2010s.

Each of these waves has displayed similar characteristics:
1. Initiated by innovative conceptual thinking;
2. Holding out great promise of business value;
3. Euphoric demand;
4. "Silver bullet" products, falling out of the sky;
5. Frantic adoption, *without a holistic approach*; leading to
6. Some degree of failure and, all too often, disillusionment.

It's time for a different approach!

Laying the Foundation

Laying the foundation for your Data & Analytics Program

Data & Analytics Strategy

The Strategy should address several aspects, including:
- Accessible, accurate and actionable data
- A Data Architecture that is flexible and scalable
- Better governance and controls around the data to ensure continuous improvement of enterprise data resources
- Better insights for the Organization and its Clients

Organizational Change Management

The CDO needs to lead the organizational change, paying specific attention to the following:
- In the Business Community – Data Governance, Analytics and Data Science
- In the Technology Community – Agile Design/Build, Cloud Computing and other modern platforms, balancing Data Security needs with ease of Data Access.

The Gavroshe 7 Streams Approach to Data & Analytics

It has been our experience that the successful CDO needs to focus on 7 Streams of Activities for Strategic Data Management:

• **Data Governance** – establishing the Data Governance Council, Data Policy and the Data Stewardship process

• **Data Architecture** – establishing a Data Reference Architecture and the Data Modeling process

• **Data Asset Development** – iteratively plan, design, develop and deliver enterprise-class Data Assets, through the implementation of DataOps

• **Data Quality** – profile, map and cleanse Critical Data Elements

• **Data Context** – develop a Business Glossary and Data Lineage

• **Analytics** – support implementation of Business Intelligence and Advanced Analytics toolsets and enable Data Science, including support for the organization's Cognitive Journey

• **Infrastructure** – manage the Information Life Cycle of Corporate Data Assets and manage Data & Analytics Platforms to cater for SMAC (Social, Mobile, Analytics and Cloud)

The Gavroshe 7 Streams Play Book for Chief Data Officers™

1	Data Governance	••Establish Data Governance Council & executive sponsorship ••Define & implement Enterprise Data Governance Operating Model ••Develop & implement Data Stewardship process
2	Data Architecture	••Use Reference Model to design Target State Data Architecture ••Establish Data Model Management process to manage all data models ••Integrate Data Architecture with Enterprise Architecture
3	Data Asset Development	••Develop & publish Data Asset Development methodology ••Appraise Enterprise Data Asset maturity & project their target state ••Monitor & improve performance of the Enterprise Data Assets
4	Data Quality	••Profile, map & cleanse approved Critical Data Elements (CDE's) ••Implement Data Quality Management process, rules and reporting ••Continuously monitor & improve data quality of CDE's
5	Data Context	••Define & achieve consensus on the Enterprise Business Glossary ••Implement & integrate business and technical metadata repositories ••Provide data lineage and impact analysis reporting for all types of data
6	Analytics	••Apply Data Science principles to analytics and predictive modeling ••Evaluate modern analytical tools and technologies ••Leverage data visualization techniques to enhance user experience
7	Infrastructure	••Manage Information Lifecycle of the Enterprise Data Assets ••Define rules and implement Information Security procedures ••Manage implementation & performance of all infrastructure components