

Determine information requirements.

Identify sources and channels.

Show potentials.

## Information Strategy Workshop Series

### Using big data profitably - with the right information strategy

In times of big data, it is essential to verify the current and future information supply within the company and to serve open needs with adequate resources. Develop a strategy with us as you make your way there.

#### Challenges

If you're wondering how modern analytics, namely predictive analytics or even text mining, can help you navigate your business, checking your actual information needs is a good practice.

You provide reports and analysis to your users - and yet they complain about a lack of information? Page-long lists also complicate the search for the relevant key figures?

Does a „shadow IT“ or increased end-user computing exist in many places of your company to be able to provide users and management with business metrics?

Then let us talk about an information strategy for your company!

#### Our approach

Our approach has proven its worth with a large number of customers: Together with you, we analyze the current information space for reporting and analysis in your company.

We survey the requirements of selected departments and business users in a structured manner and determine which information, alternative forms of representation, processes and / or methods are necessary to optimally provide all parties involved with the information they need. Through in-depth workshops we develop with you for example use-cases for predictive analytics or text mining methods to generate in-depth insights from your internal or external data.

We discuss solutions with you and develop a road-map for the removal of information gaps.

Accompanied and conducted by one of our experts, we will work on potential topics around your analysis and reporting environment in a first workshop.

## Agenda for an initial workshop for your information strategy:



### Status Quo

After presenting the participants, their role in the company and their relation to the information systems, an important starting point is the presentation of the current information strategy and its degree of implementation.



### Vision

Afterwards, brainstorming on the detected or suspected deficits and problems brings a list of different topics.



### Information strategy

Clusters and categorization of results into aspects of information strategy, systems and technologies, methods and procedures, personnel and competence, and process and organization.



### Spotlights

Discussion of issues and prioritization of topics.

## Potential deepening topics for further workshops:

1. Assignment of business objects within the systems and discussion of redundancies
2. Design of a corporate design and corporate templates for internal and external reporting
3. Matching a concept for providing information with mobile devices or self-service reporting

Finally, the results of all workshops will be summarized by us into an information strategy and presented in a joint appointment.

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## Your benefit:

- Insights into unused potentials in presentation, processing and distribution of information in your company
- A well-founded overview of current reporting and analysis systems and their application possibilities
- An individual information strategy for your company taking into account current developments
- A practicable roadmap for the implementation of the information strategy

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## Would you like to know more about our offer?

Do you have any questions or would you like to know more? We are happy to hear from you!

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