

# A Data Strategy Isn't About Data—It's About Business Outcomes

Data-Driven Digital Transformation is the Top Imperative for Every CIO. Here's Why:

There's never been so much data to work with.

The amount of data generated yearly will

**Increase 10<sup>x</sup>** 

by 2025, to 163 zettabytes.<sup>1</sup>

There have never been more users and consumers of data across the business.

The number of "citizen data scientists" is

**Growing 5<sup>x</sup>** 

as fast as the number of traditional data scientists.<sup>2</sup>

There have never been more examples of data-driven innovation in virtually every market.

Walmart's private cloud processes

**2.5**  **Petabytes**

of data every hour in a private cloud.<sup>3</sup>

**Q:** If data is so strategic, why do so few large enterprises have a data strategy?

**A:** Very few people know what a data strategy is, much less how to develop one.

*" We have to educate our business partners about the data they have, the gaps in that data, and the relationship to the decisions they're making based on it. "*

— Jim Swanson, CIO, Monsanto

## What Is a Data Strategy?

A data strategy defines how an organization achieves specific business outcomes through the strategic use of its data assets.

Data strategy is a means to many ends, including:

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1. Accelerating data-driven digital transformation
  2. Improving business agility
  3. Becoming a customer-centric company
  4. Seizing new opportunities
  5. Focusing resources on value creation
  6. Earning continued commitment from business partners

## How to Build a Data Strategy

**Decide where you want to go.**

Agree on a clear end state—the business outcomes you want to achieve.

1

**Establish where you are today.**

You need to know the current state of the business. Try to capture it in a sentence or two, with a focus on the things that need to change.

2

**Map the best route to get there.**

This is where your data strategy gets specific, prioritizing the things you'll need to do to enable the desired change.

3

## The Prize

Of course, much more goes into creating a data strategy that drives the kind of change you need in order to thrive in ultracompetitive markets. But the rewards are enormous.

The companies that take control of their data, treating it like a strategic asset, will be the winners.



*" This isn't about a monolithic program or initiative. It's about identifying existing business strategies and objectives and showing how data can achieve greater outcomes. "*

— Juan Tello, Principal, Deloitte Consulting LLP

To learn more about building a data strategy that drives change—and hear from CIOs who've done it—  
[download the Data Strategy Playbook at informatica.com/DataStrategyPlaybook](http://informatica.com/DataStrategyPlaybook)