

BUSINESS VALUE
leveraging organisational data assets

map title: _____
version: _____ date: _____
completed by: _____

stop doing...

improve existing...

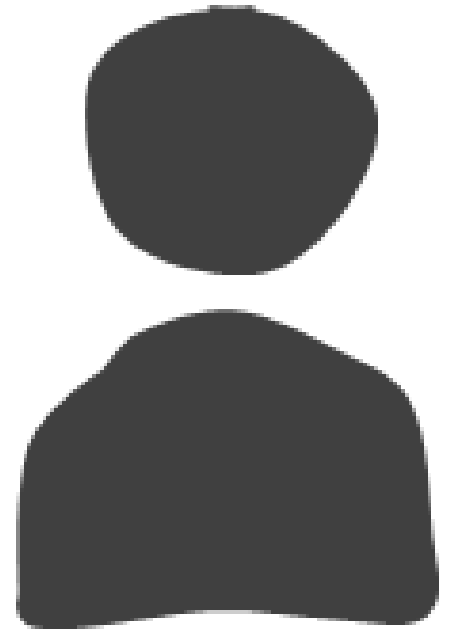
add new...

benefit: _____
measure: _____
owner: _____

benefit: _____
measure: _____
owner: _____

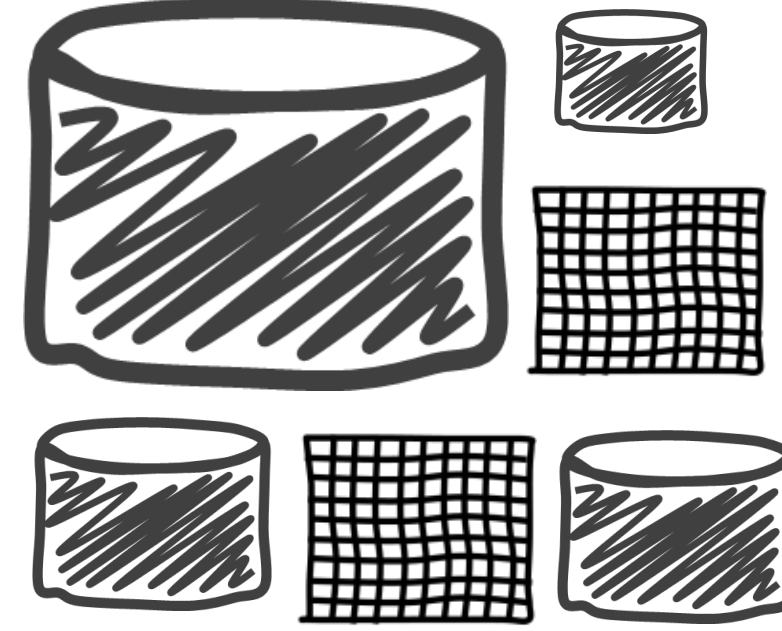
benefit: _____
measure: _____
owner: _____

**DATA
CREATOR**



ACQUISITION

generating data from business activity



what data is acquired?
why is it acquired?
who acquires the data?

INTEGRATION

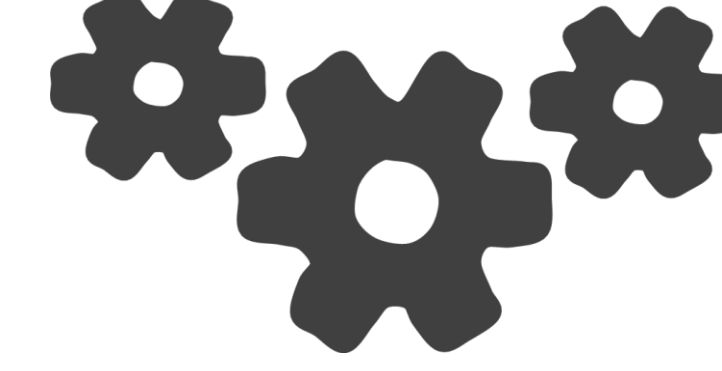
combining datasets from numerous sources



what datasets are integrated?
where are they integrated?
when is it integrated?

ANALYSIS

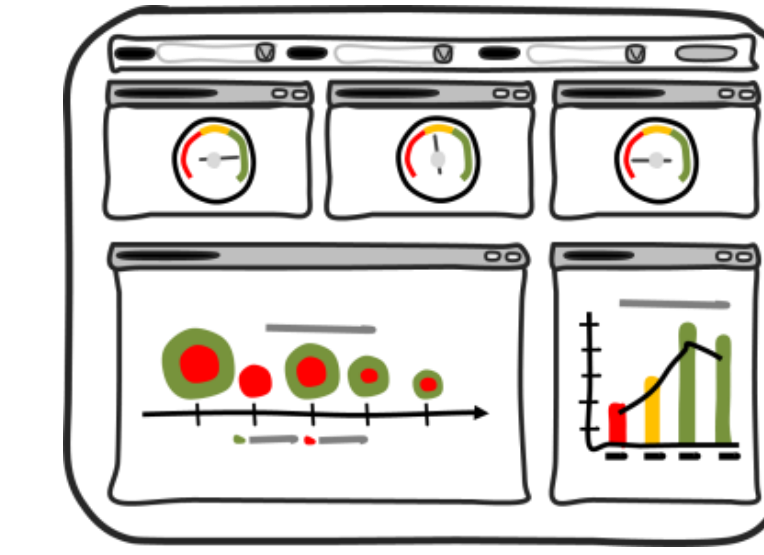
processing analytics on subsets of data



how is the data analysed?
what is the purpose?
when is it analysed?

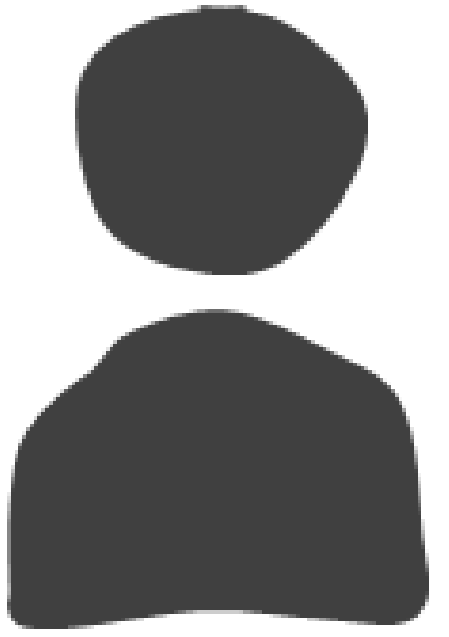
DELIVERY

supplying analytical results in a suitable format



who is the data delivered to?
what format is used?
how is the delivered data used?

**DATA
USER**



quality

behaviours

- data accuracy
- data completeness
- data uniqueness
- data definition
- data presentation

DATA GOVERNANCE
promoting behaviours to ensure data quality

- preoccupation with failure
- sensitivity to operations
- reluctance to simplify
- deference to expertise
- commitment to resilience

closing the communication gap between data creators & data users