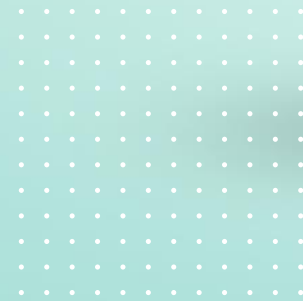
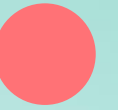


WHERE SOLID IDEAS TAKE FLIGHT







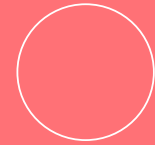
Jonathan Aardema

Data automation consultant | Co-founder



01

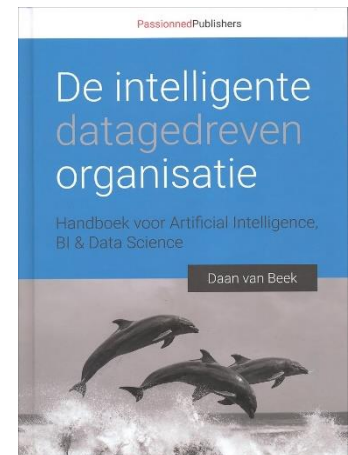
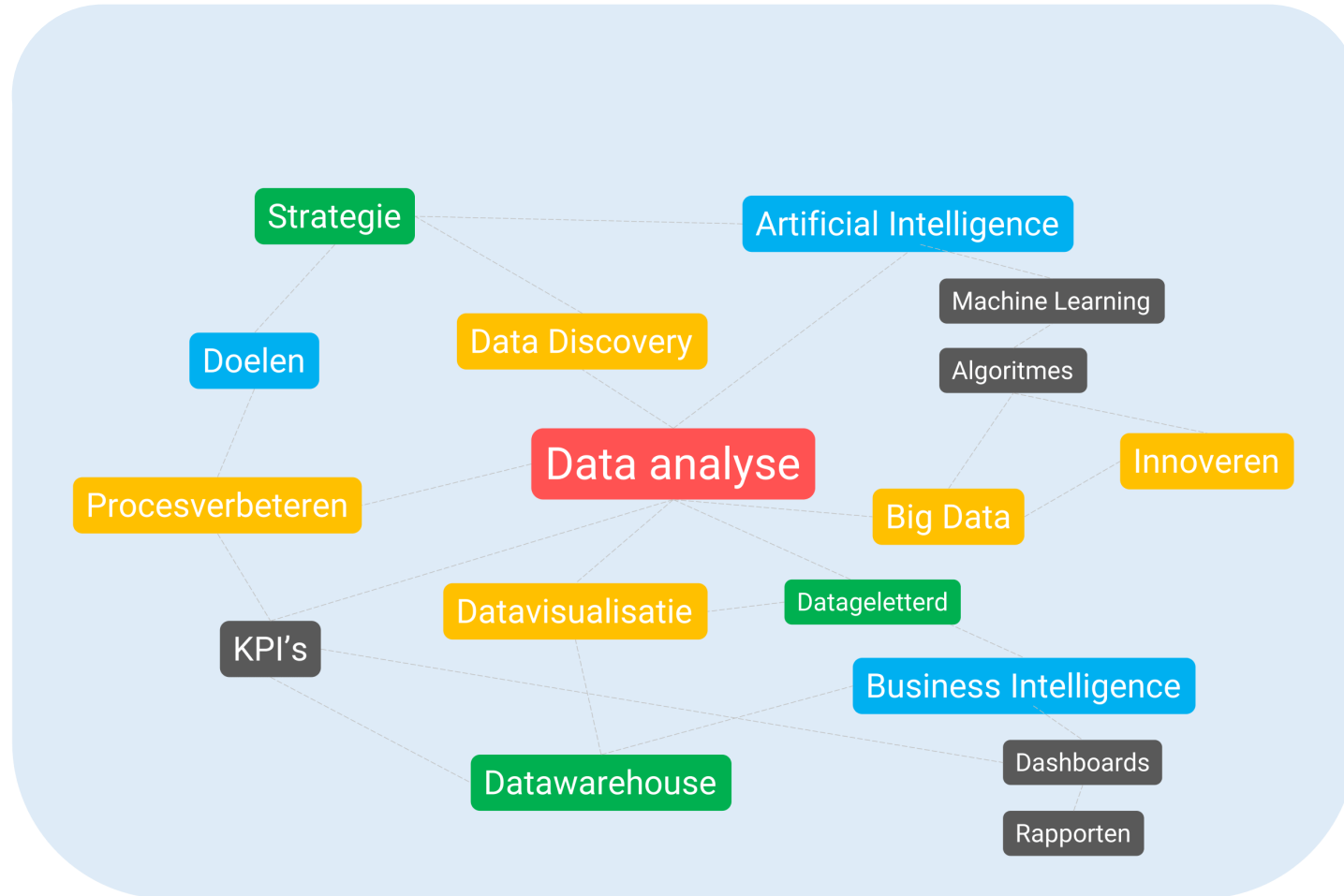
Datagedreven werken



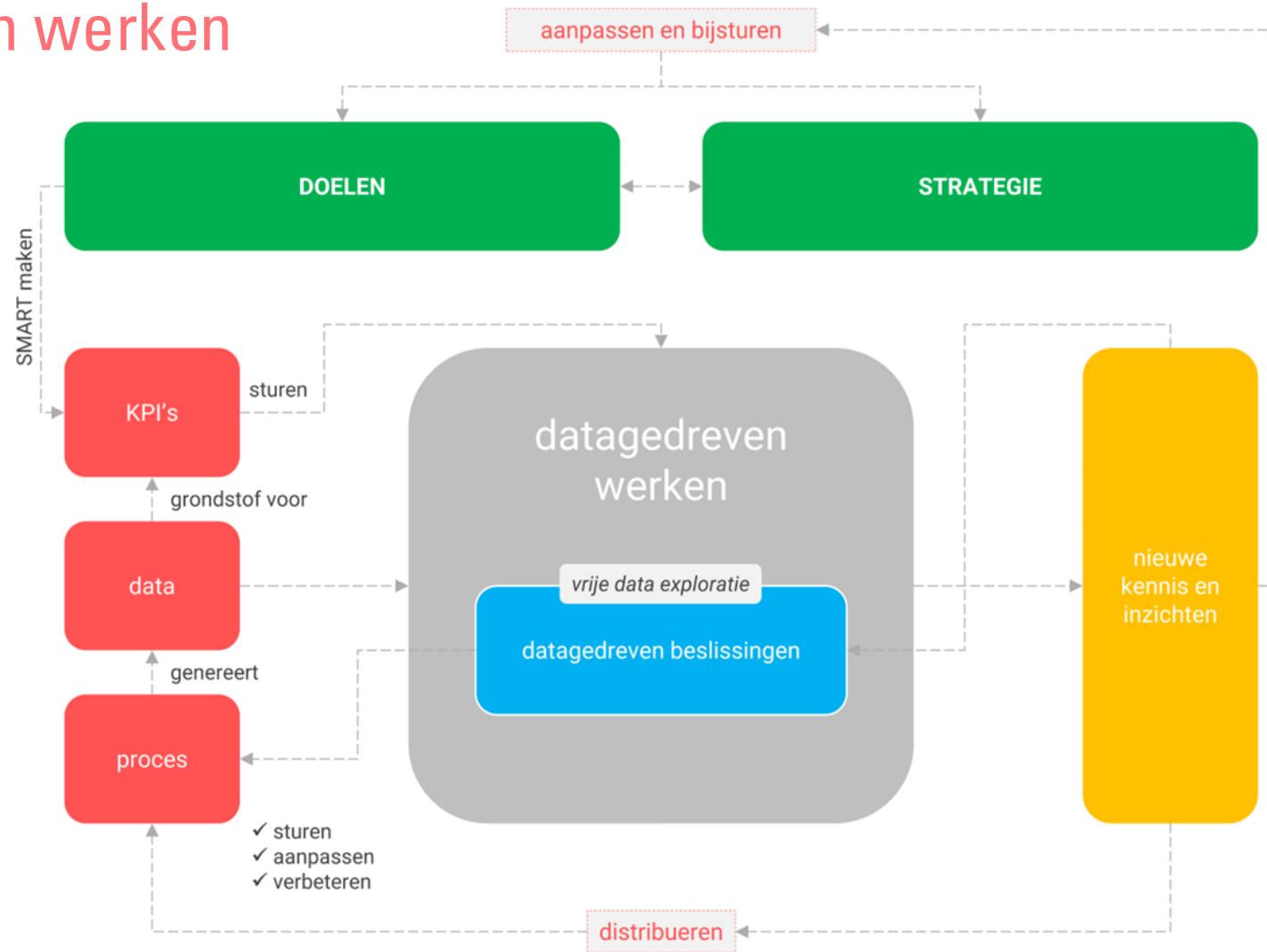
Waarom datagedreven werken?



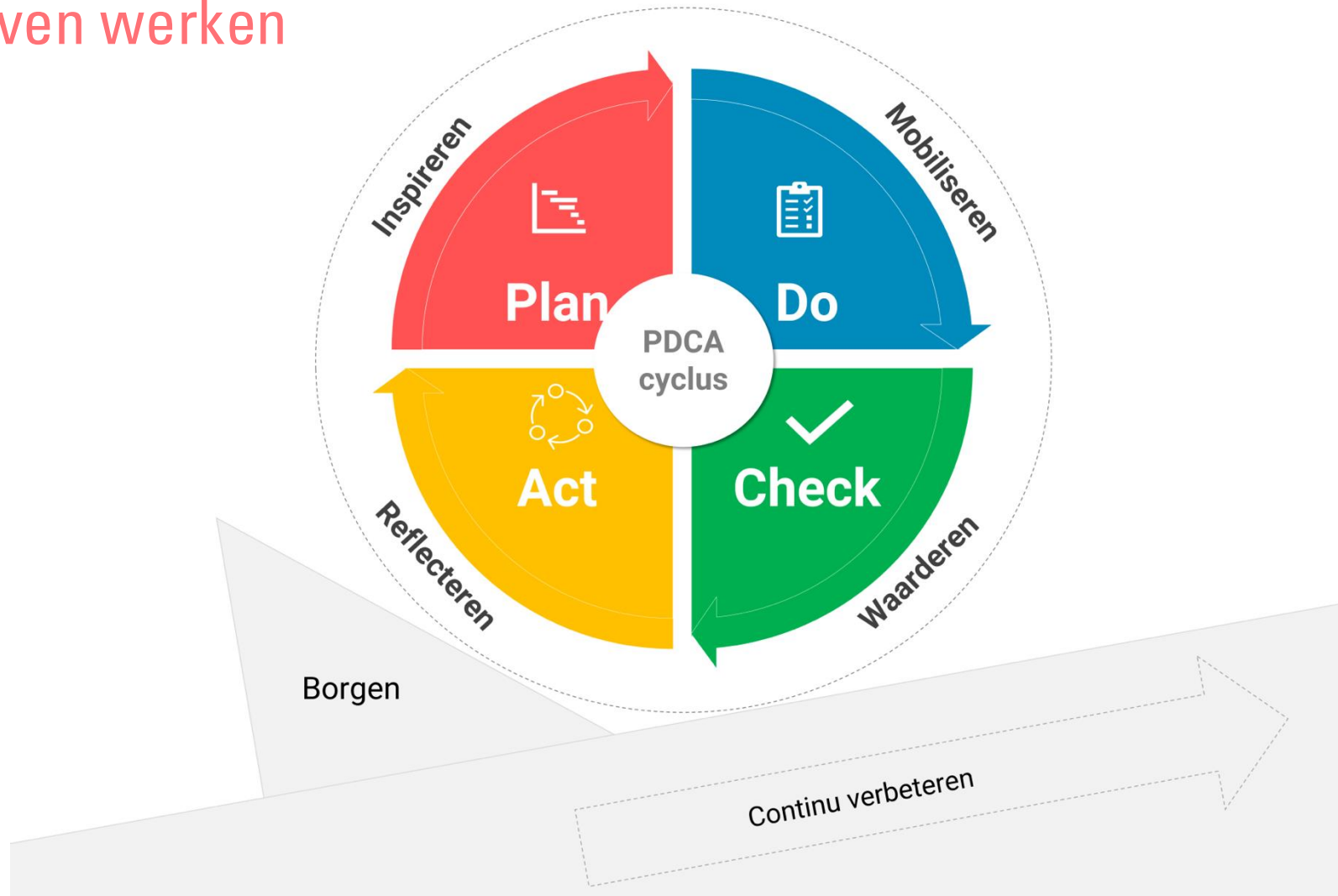
Wat is datagedreven werken?



Datagedreven werken



— Datagedreven werken



02

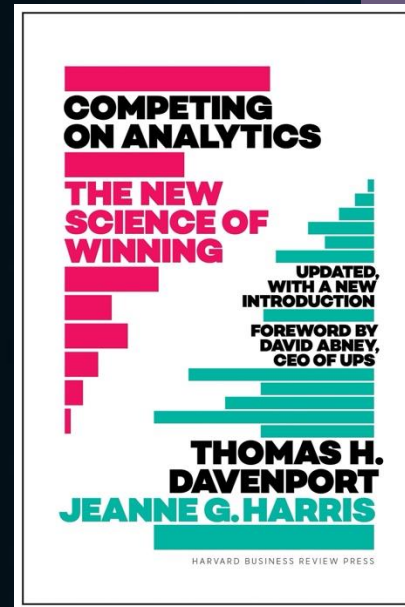
Data Maturity



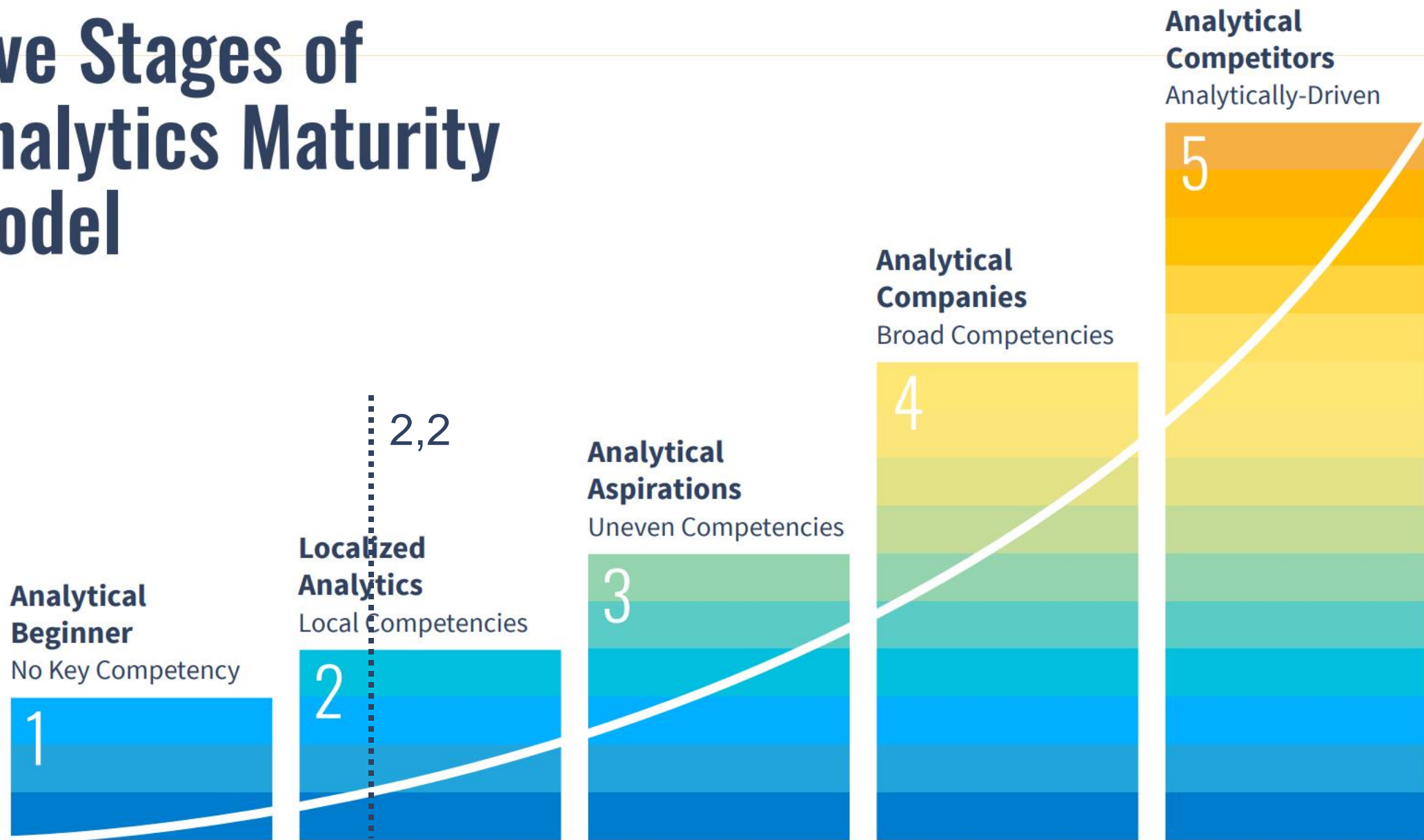
Tom Davenport

Tom Davenport is the President's Distinguished Professor of Information Technology and Management at Babson College, the co-founder of the International Institute for Analytics, a Fellow of the MIT Initiative for the Digital Economy, and a Senior Advisor to Deloitte Analytics.

He has written or edited twenty books and over 250 print or digital articles for Harvard Business Review (HBR), Sloan Management Review, the Financial Times, and many other publications. He earned his Ph.D from Harvard University and has taught at the Harvard Business School, the University of Chicago, the Tuck School of Business, Boston University, and the University of Texas at Austin.



Five Stages of Analytics Maturity Model



How to Transition – DELTA Plus

As enterprises commit to harnessing the power of data and analytics to gain a competitive advantage, leaders inevitably ask these questions:

- How **mature** is our organization in its **adoption of advanced analytics**?
- How **capable** are the data and analytics **teams** who **deliver these products**?

The DELTA Plus model has become the industry standard for addressing these questions, and to make real progress toward becoming more data-driven.



DATA

BREADTH, INNOVATION, QUALITY



ENTERPRISE

APPROACH TO MANAGING ANALYTICS



LEADERSHIP

PASSION AND COMMITMENT



TARGETS

FIRST DEEP, THEN BROAD



ANALYSTS

PROFESSIONAL AND AMATEURS










TECHNOLOGY

APPROACH, ORIENTATION, VELOCITY



ANALYTICS
TECHNIQUES

SOPHISTICATION, DIVERSITY

		Stage 1: Analytically impaired	Stage 2: Localized analytics	Stage 3: Analytical aspirations	Stage 4: Analytical companies	Stage 5: Analytical competitors
	DATA	Inconsistent, poor-quality, and unstandardized data; difficult to do substantial analysis; no groups with strong data orientation	Standardized and structured data, mostly in functional or process silos; senior executives do not discuss data management	Key data domains identified and central data repositories created	Integrated, accurate, common data in central repositories; data still mainly an IT matter, little unique data	Relentless search for new data and metrics leveraging structured and unstructured data (e.g., text, video); data viewed as a strategic asset
	ENTERPRISE	No enterprise perspective on data or analytics; poorly integrated systems	Islands of data, technology, and expertise deliver local value	Process or business unit focus for analytics; infrastructure for analytics beginning to coalesce	Key data, technology, and analysts managed from an enterprise perspective	Key analytical resources focused on enterprise priorities and differentiation
	LEADERSHIP	Little awareness of or interest in analytics	Local leaders emerge but have little connection	Senior leaders recognize importance of analytics and developing analytical capabilities	Senior leaders develop analytical plans and build analytical capabilities	Strong leaders behave analytically and show passion for analytical competition
	TARGETS	No targeting of opportunities	Multiple disconnected targets, typically not of strategic importance	Analytical efforts coalesce behind a small set of important targets	Analytics centered on a few key business domains with explicit and ambitious outcomes	Analytics integral to the company's distinctive capability and strategy
	ANALYSTS	Few skills that are attached to specific functions	Unconnected pockets of analysts; unmanaged mix of skills	Analysts recognized as key talent and focused on important business areas	Highly capable analysts explicitly recruited, developed, deployed, and engaged	World-class professional analysts; cultivation of analytical amateurs across the enterprise
	TECHNOLOGY	Desktop technology, standard office packages, poorly integrated systems	Individual analytical initiatives, statistical packages, descriptive analytics, database querying, tabulations	Enterprise analytical plan, tool and platforms; predictive analytical packages	Enterprise analytic plan and processes, cloud-based big data	Sophisticated, enterprise-wide big data and analytics architecture, cognitive technologies, prescriptive and autonomous analytics
	ANALYTICS TECHNIQUES	Mostly ad hoc, simple math, extrapolation, trending	Basic statistics, segmentation, database querying, tabulations of key metrics are leveraged to gain insights	Simple predictive analytics, classification and clustering; dynamic forecasts	Advanced predictive methods deployed to discover insights; advanced optimization, sentiment analytics, text and image	Neural nets and deep learning, genetic algorithms, advanced machine learning

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1. How data mature is your organisation?

① Start presenting to display the poll results on this slide.

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2. How mature is your data enterprise architecture?

① Start presenting to display the poll results on this slide.

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3. How mature is your leadership on data?

① Start presenting to display the poll results on this slide.

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4. How mature are your (data) targets?

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5. How mature are your data analysts?

① Start presenting to display the poll results on this slide.

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6. How mature is your data technology?

① Start presenting to display the poll results on this slide.

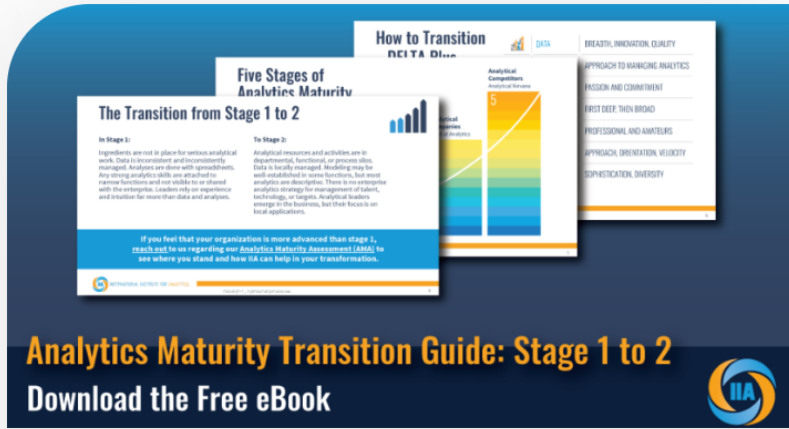
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7. Do you use advanced analytical techniques?

① Start presenting to display the poll results on this slide.



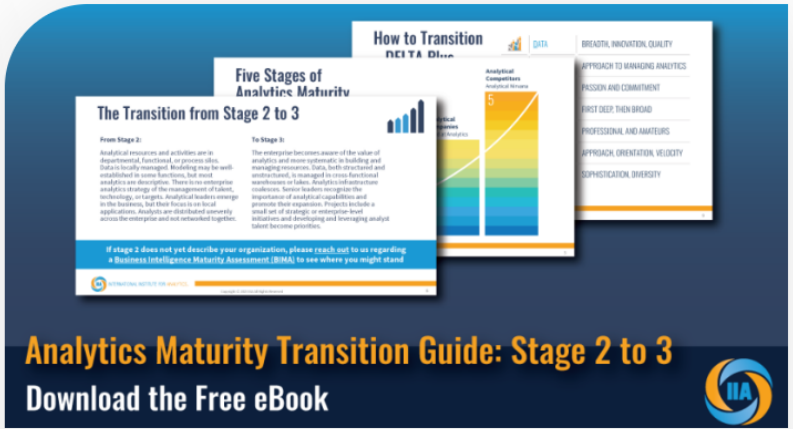
Analytics Maturity Transition Guide: Stage 1 to 2
Download the Free eBook

RESOURCE

Analytics Maturity Transition Guide: Stage 1-2

Embark on a transformative journey to take your analytical capabilities from an analytical beginner to having strong localized analytics with our newest eBook.

[DOWNLOAD NOW →](#)



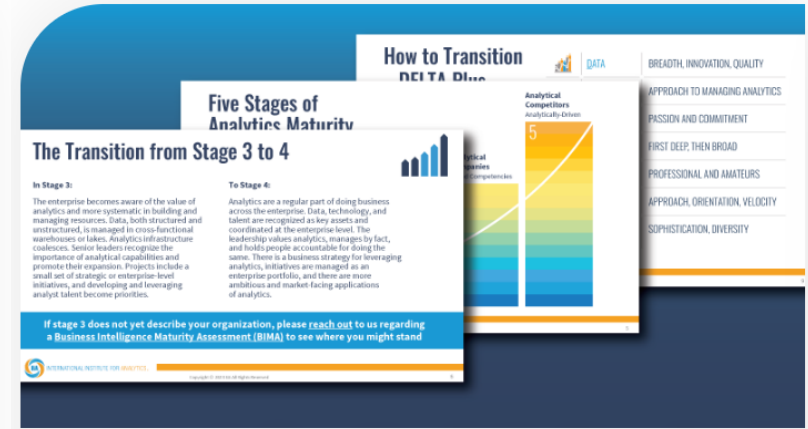
Analytics Maturity Transition Guide: Stage 2 to 3
Download the Free eBook

RESOURCE

Analytics Maturity Transition Guide: Stage 2-3

Use this complimentary resource to create broader data and analytics awareness across the enterprise and raise the ambition of business stakeholders to leverage analytics and AI.

[DOWNLOAD NOW →](#)



Analytics Maturity Transition Guide: Stage 3 to 4
Download the Free eBook

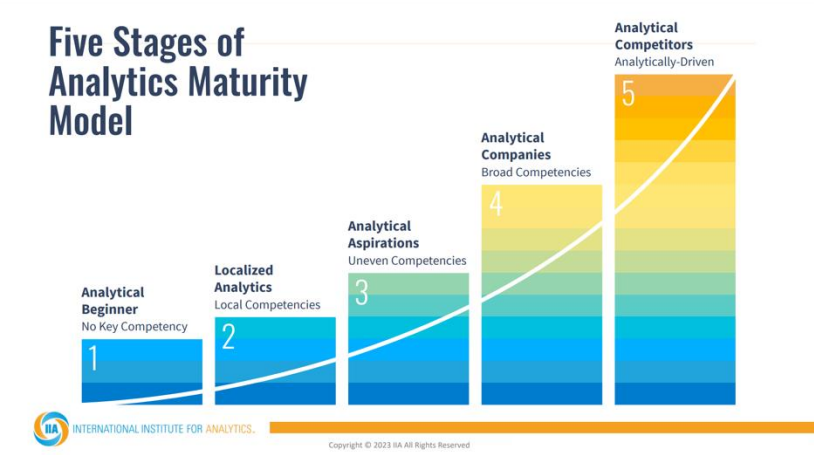
RESOURCE

Analytics Maturity Transition Guide: Stage 3 to 4

This guide provides a roadmap for organizations moving from Stage 3, where analytical awareness takes root, to Stage 4, where analytics becomes seamlessly integrated into the enterprise.

[DOWNLOAD NOW →](#)





Cultuur & leiderschap

Organisatiedoelen

Strategische afdelingsdoelen

Datastrategie

Data ambitions

Data producten

Data activatie

Data Management Strategie

Data Governance

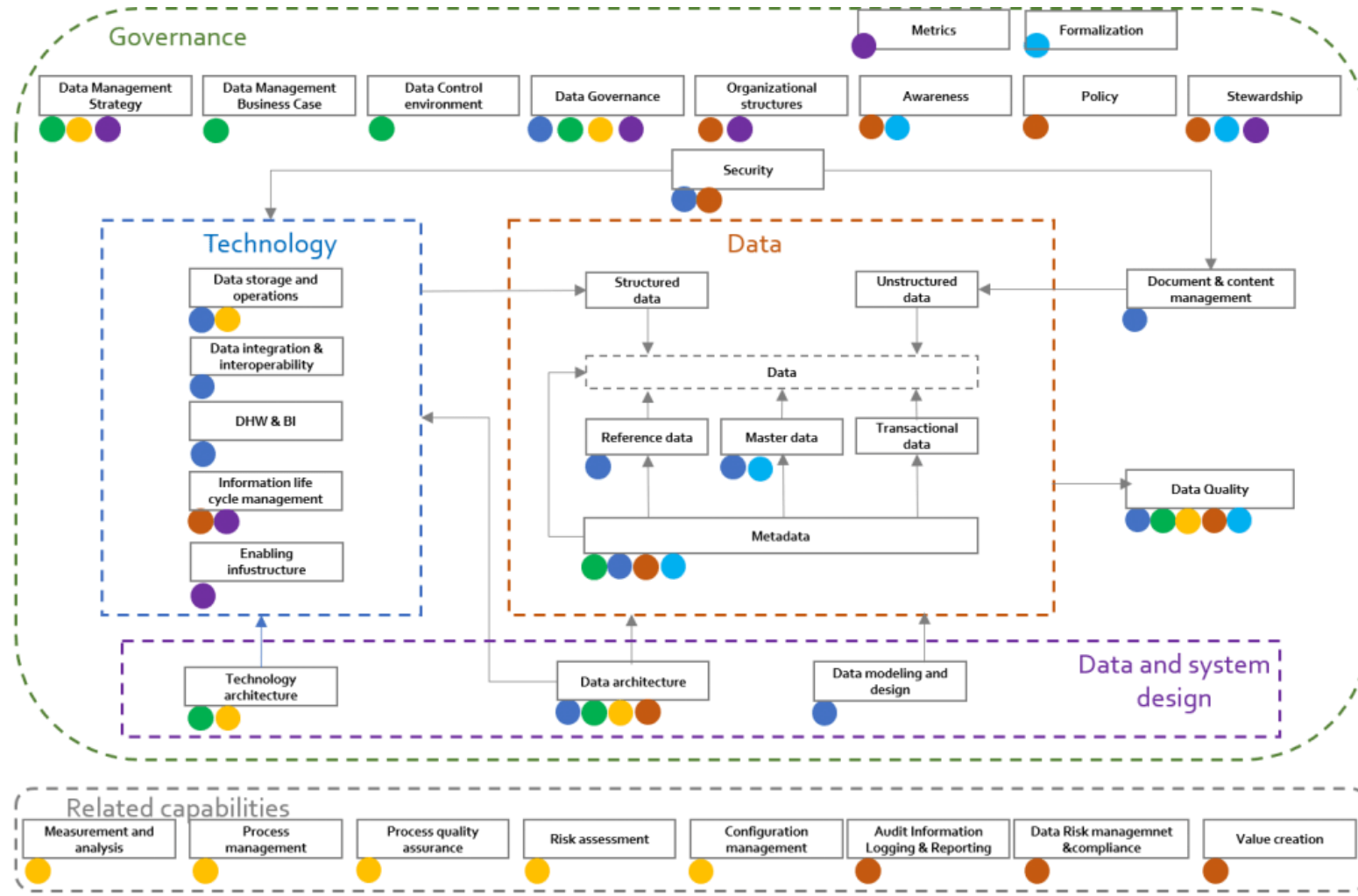
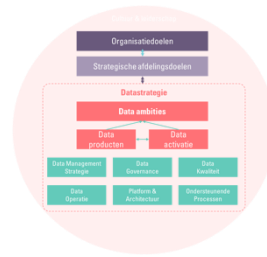
Data Kwaliteit

Data Operatie

Platform & Architectuur

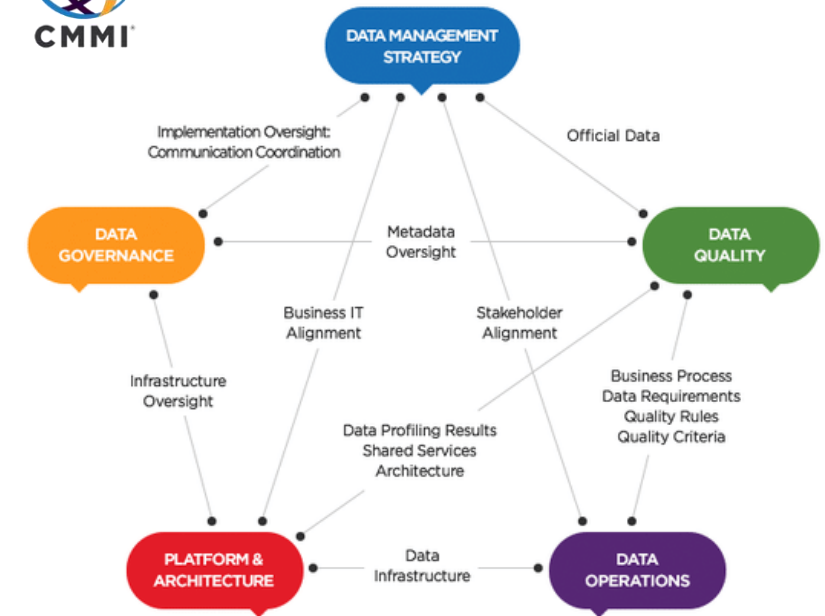
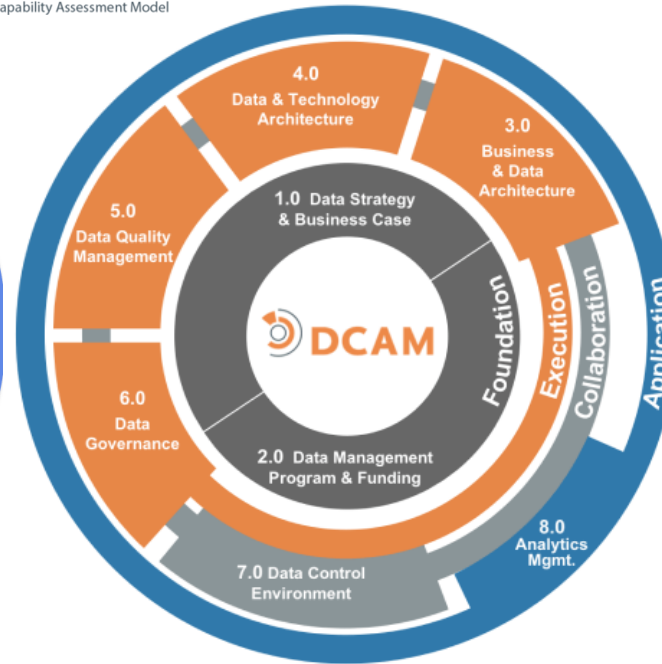
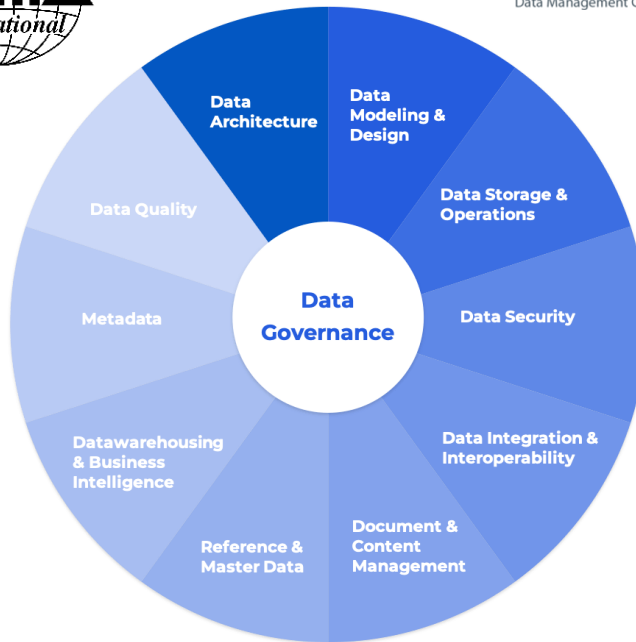
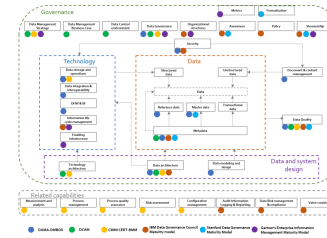
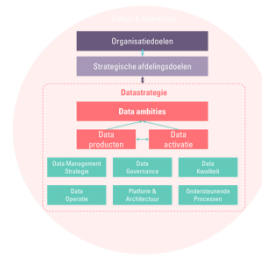
Ondersteunende Processen

Data management modellen

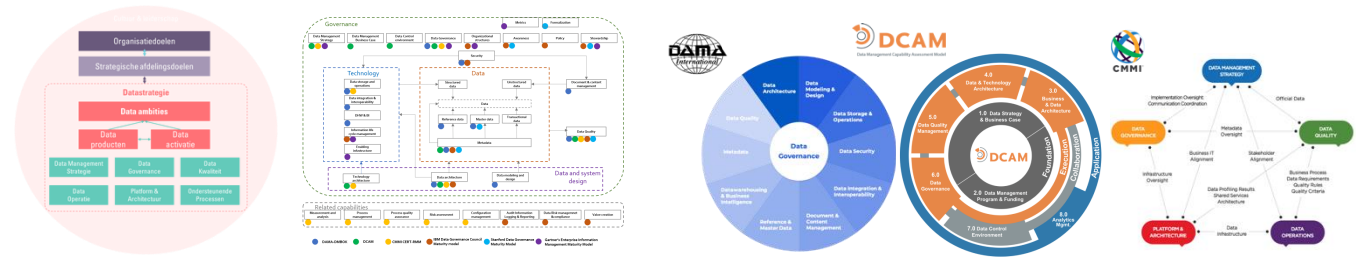


- DAMA-DMBOK
- DCAM
- CMMI CERT-RMM
- IBM Data Governance Council Maturity model
- Stanford Data Governance Maturity Model
- Gartner's Enterprise Information Management Maturity Model

Data management modellen



Unified data management model



1. Data Management Strategie

2. Data Governance

3. Data Kwaliteit

4. Data Operatie

5. Platform & Architectuur

6. Ondersteunende Processen

- Data Management Strategie**
 - 1. Data Management Strategie
 - 2. Communicatie
 - 3. Data Management Functie
 - 4. Business Case
 - 5. Programmafinanciering
- Data Governance**
 - 6. Governance Management
 - 7. Bedrijfsterminologie
 - 8. Metadata Management
- Data Kwaliteit**
 - 9. Data Warehousing & BI
 - 10. Document- en contentbeheer
 - 11. Data Quality Strategie
 - 12. Data Profiling
 - 13. Datakwaliteitsbeoordeling
 - 14. Gegevensopschoning
- Data Operatie**
 - 15. Definitie van Gegevensvereisten
 - 16. Levenscyclus beheer
 - 17. Leveranciersbeheer
- Platform en Architectuur**
 - 18. Architecturale Benadering
 - 19. Architecturale Standaarden
 - 20. Gegevensbeheer platform
 - 21. Gegevensintegratie
 - 22. Historische Gegevens, Archivering en Behoud
- Ondersteunende Processen**
 - 23. Procesbeheer
 - 24. Meting en Analyse
 - 25. Risicobeheer
 - 26. Kwaliteitsborging van Processen
 - 27. Configuratiebeheer



GREEN CHOICE



GREENCHOICE



Cultuur & leiderschap

Organisatiedoelen



Strategische afdelingsdoelen



Datastrategie

Data ambitions

Data
producten



Data
activatie

Data Management
Strategie

Data
Governance

Data
Kwaliteit

Data
Operatie

Platform &
Architectuur

Ondersteunende
Processen

GREENCHOICE



GREENCHOICE

1. Data Management Strategie

2. Data Governance

3. Data Kwaliteit

4. Data Operatie

5. Platform & Architectuur

6. Ondersteunende Processen

20x



Key data stakeholders

30x



End users

13-09-2023 08:40 Datagedreven werken

Datagedreven werken

Het Data & Analytics team is bezig om het data management volwassenheidsniveau van Greenchoice in kaart te brengen. Met de resultaten willen we onder andere richting geven aan de ontwikkeling van data-architectuur en data-governance binnen de Greenchoice-organisatie. Het doel hiervan is om de gehele organisatie naar een hoger niveau te tillen in het datagedreven werken, met data-architectuur en data-governance als solide basis.

Op 20 september organiseren we een sessie waarin we de resultaten zullen presenteren, waarvoor jullie ook worden uitgenodigd.

* Dit formulier registreert uw naam, vul uw naam in.

13-09-2023 08:41 Datagedreven werken - Survey medewerkers

Datagedreven werken

Survey medewerkers

Het Data & Analytics team is bezig om het datamanagement-volwassenheidsniveau van Greenchoice in kaart te brengen. Met de resultaten willen we richting geven aan het data-gedreven werken binnen Greenchoice. We willen vooral antwoord geven hoe we jou kunnen helpen (nog) beter data-gedreven te werken en wat de organisatie hiervoor moeten inrichten.

* Dit formulier registreert uw naam, vul uw naam in.



Forms



Data Hub



Dashboard



GREENCHOICE



Cultuur & leiderschap

Organisatiedoelen



Strategische afdelingsdoelen



Datastrategie

Data ambitions

Data
producten



Data
activatie

Data Management
Strategie

Data
Governance

Data
Kwaliteit

Data
Operatie

Platform &
Architectuur

Ondersteunende
Processen

Opening

“Het gevoel dat Greenchoice je echt kent, zoals een kruidenier zijn klanten kent.”



Bron: Coen de Ruiter, 20 september 2023

Cultuur & leiderschap

Organisatiedoelen

Strategische afdelingsdoelen

DE LEADING PRINCIPLES

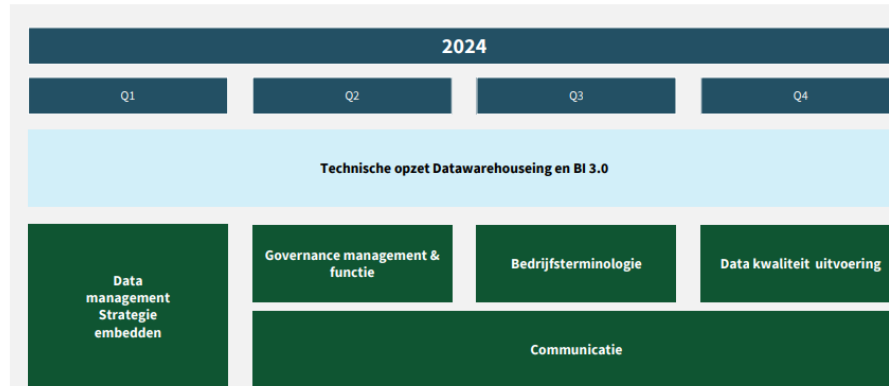


Greenchoice doelen

- Van zonnepanelen- en energieleverancier naar een geïntegreerd productaanbod
- Klant helpen stap voor stap te verduurzamen
- Van reactief naar proactief klantgericht
- Data gedreven en krachtig IT-bedrijf



Roadmap Data strategie



Datavolwassenheid Greenchoice 2023

- Geoptimaliseerd
- Gemeten
- Bepaald
- Beheerd
- Uitgevoerd
- Bestaat nog niet
- Bestaat nog niet weet ik niet

Score 2023 GREEN CHOICE

Doelstelling Datamanagement volwassenheid

Gewenste volwassenheid: Niveau 3 (Beheerd)

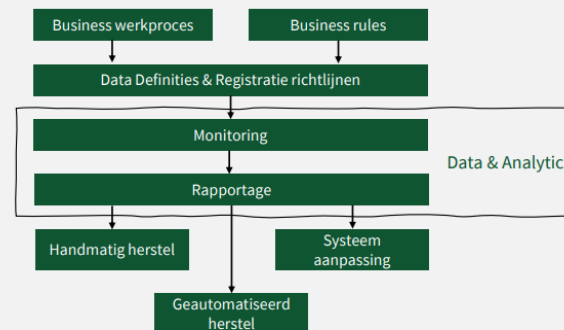
- Focus ontwikkeling 2024:
- Data management strategie
 - Data eigenaarschap
 - Data kwaliteit
 - Definities

Governance voorstel

Data governance zorgt voor eigenaarschap, beheer en structuur om bedrijfsdata effectief te beheren als waardevol bedrijfsmiddel.

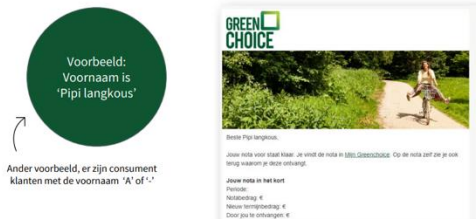


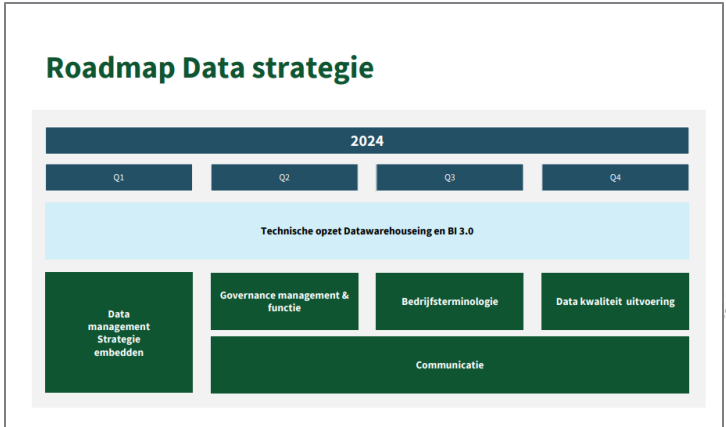
Data stewardship



Data kwaliteit

Een data kwaliteit strategie biedt een organisatie brede aanpak om het gewenste niveau van datakwaliteit te bereiken en te handhaven, ter ondersteuning van doelstellingen. Binnen deze strategie hebben de **Data owner** en de **Data Steward** een belangrijke rol.



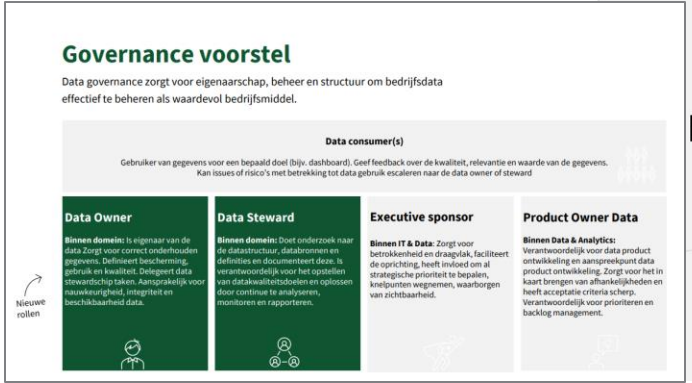
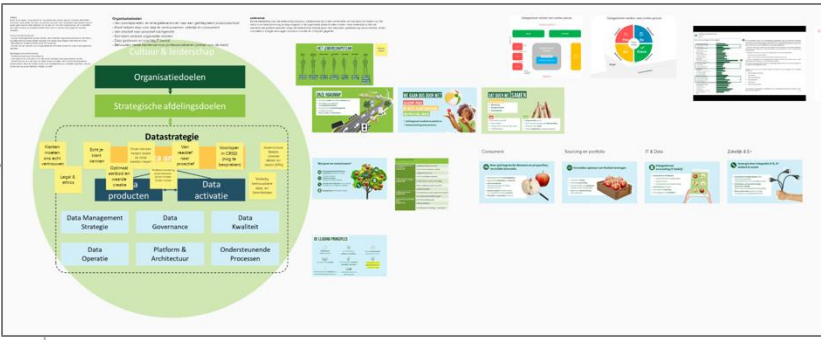


Opening

“Het gevoel dat Greenchoice je echt kent, zoals een kruidenier zijn klanten kent.”



Bron: Coen de Ruiter, 20 september 2023



Borgen

Datavolwassenheid Greenchoice 2023

6. Geoptimaliseerd
5. Gemeten
4. Bepaald
3. Beheerd
- 2. Uitgevoerd**
1. Bestaat nog niet
0. Bestaat nog niet weet ik niet

Score 2023 GREEN CHOICE

Doelstelling Datamanagement volwassenheid

Gewenste volwassenheid:
Niveau 3 (Beheerd)

Focus ontwikkeling 2024:

1. Data management strategie
2. Data eigenaarschap
3. Data kwaliteit
4. Definities



The Future of Data & Automation: Your Roadmap for 2025

Als je Data & Automation op de juiste manier integreert, heb je een flinke voorsprong. Maar hoe ga je hiermee aan de slag? Ons evenement, "The Future of Data & Automation: Your Roadmap for 2025", helpt je bij het maken van een heldere en effectieve data roadmap, helemaal up-to-date met de nieuwste trends. Of je nu al een plan hebt voor 2025 of er nog mee moet beginnen, wij zorgen ervoor dat je in 2025 jouw Data & Automation naar een hoger niveau kunt tillen.

Okt 3, 13:00 – 17:00 uur

