

# Data strategy

## Unlock value from your data

Digital transformation has disrupted every sector, creating an unprecedented volume and variety of data. The challenge for business leaders is to derive value from this data to use it as a strategic asset. Before considering creating or modernising a data warehouse, building a data lake, implementing data transformation pipelines, or using machine learning, data transformation initiatives must first align with your organisation's goals. A good data strategy defines what problem your initiatives will help solve and how it'll be used to inform strategic decision making, ensuring data isn't collected for the sake of it and to avoid wasted time, resources, and budget.

## How we can help

A data-driven organisation is one which leverages data as a differentiator. From using insights to improve and streamline your business capabilities to acquiring new customers and earning their loyalty, we'll help you create a data strategy that delivers business value in an era of unpredictability and change.

We'll use our knowledge and experience from working across multiple sectors to work collaboratively with you to create an actionable data strategy. We'll evaluate your existing skills, processes, and culture before making short and long-term recommendations, and practical next steps to bring your strategy to life.

## What you'll get

We take a unique, comprehensive, and proven approach to creating a clearly-defined data strategy that enables you to become a data-driven organisation.

### Immediate results

You'll see measurable progress towards your desired business outcomes as early as possible.

### Upskilled teams

Your teams will learn from our approach to data, enabling them to take forward your data strategy by themselves.

### Future-ready strategy

You'll be provided with a near, far, further plan that will create a sustainable competitive advantage.

### Data-driven culture

You'll be provided with recommendations on how to embed analytics across your organisation and how to turn data into insight.

## Our approach

Through a series of workshops and deep dives, we'll collaboratively formulate a data strategy for a fixed price of £40,000+VAT.

### 1 Kick-off

A 90-minute session which will cover our working culture and approach, how we'll work together, people requirements, terminology and tooling, and agree on outputs for the project.

### 2 Vision

A two-day workshop which will formulate five strategic planning layers to create a data VMOST – Vision, Mission, Objectives, Strategies, and Tactics – that will inform decision making and provide a framework to align subsequent work with your organisation's goals.

### 3 Discovery

A series of intensive workshops which will assess the maturity and capability of your existing data architecture, data sources, data reporting and analytic approaches, staff skills and capabilities, governance model, and more.

### 4 Outcomes

In a final workshop, you'll be provided with a data VMOST canvas; a written data strategy; a proposed technical architecture for key components; a near, far, further plan for your people, tech, and processes; a suggested use-case for a thin end-to-end analytics solution; recommendations for improving your analytics capability; and suggested next steps to move your strategy forward.

## Why Infinity Works

Infinity Works is one of the UK's leading digital transformation and engineering consultancies. From tier-one retail to financial services, for some of the best-loved brands and largest technology-led projects in government, Infinity Works is unlocking the value of the next industrial revolution.



## Get started

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