

Module 1: Data Strategy: Constructing a Corporate Data Strategy

1. What Happens without a Data Strategy?
 - a. User Issues / Business Obstacles
 - b. New Development Challenges
 - c. Business Impact of Using Data
 - d. Supporting Multiple Data Initiatives
2. Strategy Fundamentals
 - a. Definition
 - b. Traditional Strategy Elements
 - c. Getting Started
 - d. Approach Alternatives: Top/Down or Bottom/Up
 - e. Strategy Activities and Outputs
 - f. Analysis and Development Work
 - g. Strategy Stakeholders
3. Core Components (Identify, Provision, Process, Store, Govern)
 - a. Definition and Description
 - b. Once Size does not Fit All (the Differences)
 - c. Real World Examples
 - d. Potential Goals & Objectives
 - e. Methods and Practices
4. Analysis Preparation
 - a. Aligning with the 3 Stakeholder Audiences
 - i. Business Strategy Alignment
 - ii. Business Operations Alignment
 - iii. Systems and Applications Alignment
 - b. Conducting Stakeholder Interviews
 - i. Participant Selection
 - ii. Developing Questions
 - iii. Interview Techniques
5. Analysis Activities

- a. Corporate Business Strategy
 - i. The Analysis Approach
 - ii. Artifact Review (Annual Reports, Plans, Initiatives)
 - iii. Conducting Interviews
 - iv. Identifying Goals & Objectives
 - v. Categorizing the Component Details
 - b. Business Operations
 - i. The Analysis Approach
 - ii. Artifact Review (Business Plans, Reports, Project Roadmaps)
 - iii. Conducting Interviews
 - iv. Identifying Improvement Areas
 - v. Documenting Business Usage Scenarios
 - vi. Categorizing the Component Details
 - c. Systems and Applications Alignment
 - i. The Analysis Approach
 - ii. Artifact Review (requirements, specifications, development documents)
 - iii. Conducting Interviews
 - iv. Identifying Improvement Areas
 - v. Documenting Business Usage Scenarios
 - vi. Categorizing the Component Details
6. Packaging the Strategy Details
 - a. The Deliverables
 - b. Consolidating the Findings
 - c. Distill Findings into Goals
 - d. Identify Milestones
 - e. Building the Roadmap
 - f. The Deliverable Document
 7. Wrap Up

Module 2: Data Strategy: Building a BI/Analytics Roadmap

1. Today's Data Environment
 - a. Data Source Diversity
 - b. Data Usage Variety

- c. Expanding User Audience
2. Multiple User Segments and Capabilities
 - a. The Data Audience
 - b. Different User Types: Standard Query, Ad Hoc, Segmentation, Knowledge Discovery
 - c. The Evolution of Data Usage and Delivery
 - d. The Data Usage / Data Management Relationship
3. Evolving from Business Intelligence to Analytics to Self Service
 - a. Definitions and Concepts
 - b. Different Views of Self Service
 - c. Data Management Methods
 - d. Data Management Tools
 - e. Differing User Skills
 - f. The Evolution of Self Service
 - g. Potential Goals & Objectives
 - h. Typical Analytics Evolution
4. Business Intelligence / Analytics Development
 - a. Development Activities
 - b. Development Methodologies
 - i. Waterfall
 - ii. Iterative
 - iii. Agile
 - c. The Data Development Paradigm
5. The Business/Analytics Portfolio
 - a. What is an Analytics Portfolio?
 - b. Terminology and Concepts
 - c. Incremental Delivery of Data, Decision Making, Business Value
 - d. The Growth of Data vs Analytics
6. Building the Business/Analytics Portfolio
 - a. Scoping the Business and Analytics Need
 - b. Strengths of the Portfolio Approach
 - c. The Placemat
 - d. Placemat Sections and Details
 - e. Sample Placemats

- f. Ranking and Prioritization
- g. Constructing the Analytics Roadmap
- 7. Data Management – Supporting Self Service
 - a. Data Management Defined
 - b. Data Management: Traditional vs. Today
 - c. 5 Forgotten Properties of Data Management
 - d. Supporting Self Service: Data Sources, Staging Data, and Data Usage
 - e. Evolving Data Management for Self Service
- 8. Developing a Self-Service Data Architecture
 - a. Identifying an Architecture Based on the Usage Characteristics
 - b. The 5 Key Data Usage Characteristics: Audience, Access, Structure, Domain, and Rigor
 - c. Using the Data Region Framework
 - d. A Usage-based Architecture
 - i. Source Onboarding and Source Data Repository
 - ii. Data Exploration
 - iii. An Enterprise View
 - iv. The Sandbox
 - v. Reporting and Business Intelligence
 - vi. Advanced Analytics
- 9. Organizational Considerations
 - a. Observations about Current Technology Roles
 - b. Hidden (and Necessary) Roles & Responsibilities
 - c. Data Management & Self-Service Activities
 - d. Who Does the Work?
 - e. A New Role/Responsibility Structure
- 10. Moving Forward – Starting Your Effort
 - a. No Organizational Reporting
 - b. Department / Shadow IT Environment
 - c. New Data Warehouse Initiative
 - d. Existing BI/DW Environment
- 11. Wrap Up