



**Hewlett Packard
Enterprise**

Data Value Creation

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The strategic problem

Leading organizations have sprinted ahead

83% of CEOs want their organization to be more data-driven¹, yet only

24% of enterprises have created a data-driven organization²

The digital transformation
divide
is getting wider

Digital leaders achieve
2-3x
revenue growth
compared to their peers³

1 IDC whitepaper, sponsored by Tableau, [How data culture fuels business value in data-driven organizations](#), Doc. #US47605621, May 2021

2 [New Vantage Partners 2021](#)

3 [Accenture Research Technology Vision 2021](#)

What leaders know

Data is the
lifeforce

**Deliver rich
experiences**

**Make better
decisions, faster**

**See around
corners**



To leap ahead, the focus must shift



Infrastructure-first

- Infrastructure-centric modernization
- Managing silos of multi-gen IT
- Migrate processes to digital
- Development velocity
- Cloud-first mandate

to

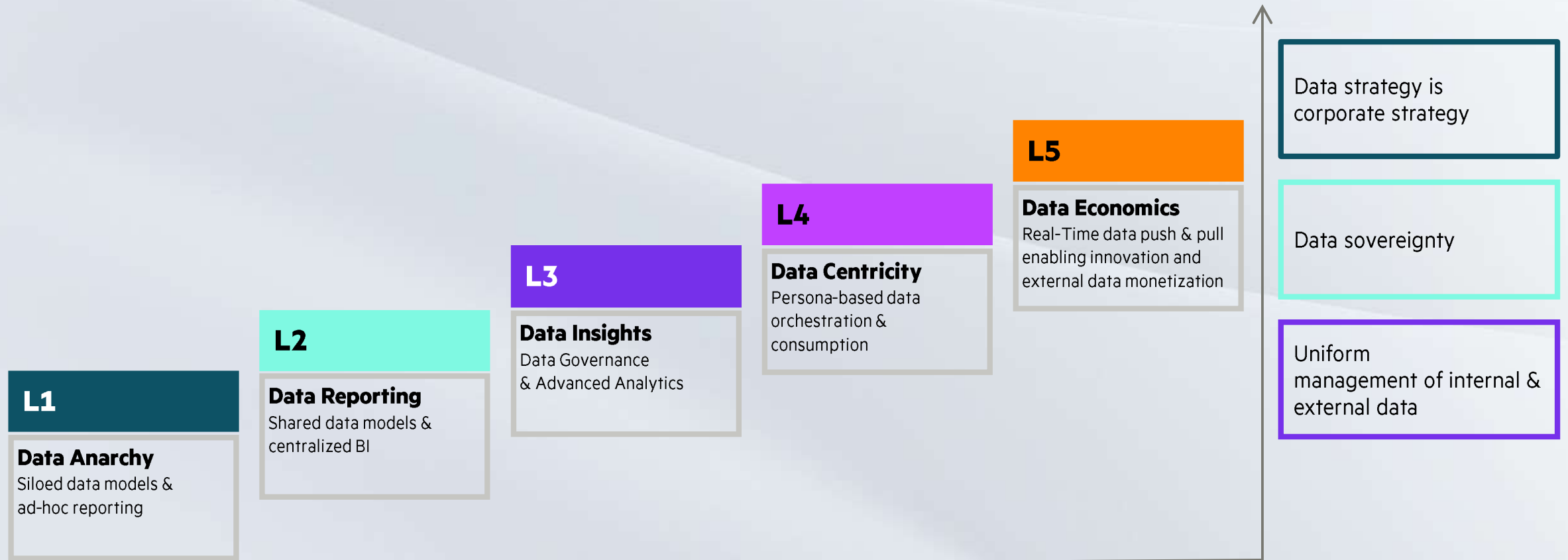
Data-first

- Data strategy is corporate strategy
- Data-centric modernization
- Uniform management of internal & external data
- Delivering differentiated experiences
- Data sovereignty

Step up maturity for value creation



HPE Data Value Creation Maturity Model



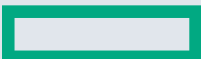
2,6

Average data value creation maturity in Europe*)

On a scale from 1 (Data Anarchy) to 5 (Data Economics)

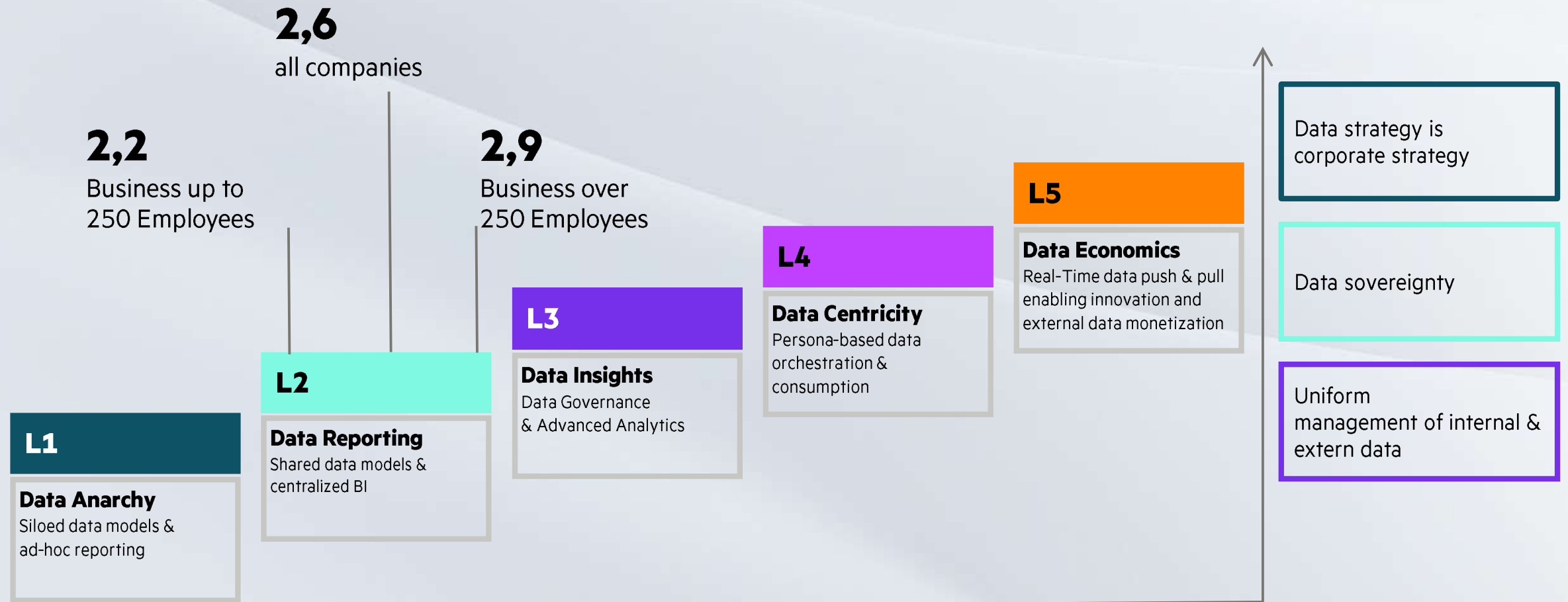
Basis: Survey by HPE and YouGov with 3.848 Leaders (CEO to team leads)

*) Germany, Netherlands, UK, France, Italy, Sweden, Poland, Switzerland, Spain, Turkey, Austria



HPE Data Value Creation Maturity Model

Average data value creation maturity in Europe*)



*) Germany, Netherlands, UK, France, Italy, Sweden, Poland, Switzerland, Spain, Turkey, Austria



Maturity increase needs holistic approach

HPE Value Creation Maturity Model assessment dimensions

Strategy

Clearly defined, measurable data strategy in alignment with business goals

Organisation

Governance, decision support, continuous process improvement and talent management

Ecosystem

Data integration from partners, customers, government and other organizations

Data Lifecycle

Collect, distribute, govern, manage, analyse and secure data

Analytics & Artificial Intelligence

Usage and management of analytics and artificial intelligence

Operations

Data-analysis for operations optimization, governance and automation



THE SELF-ASSESSMENT is the starting point

The survey results provided by the comparison with 12 questions over all dimensions

Your individual comparison with the benchmark

- Free, web-based assessment
- 12 questions from the six dimensions
- Takes about 10-15 Minutes
- Result is compared against the overall benchmark and the benchmark by country
- Comparison is built immediately
- Possible follow-up discussion with a much deeper analysis of your answers, e.g., by industry or company size



Dimension	What it means	Why it matters	Global Benchmark Score (Level = 1 to 3)	Sweden Benchmark Score (Level = 1 to 3)	Your Score (Level = 1 to 3)
Strategy	This dimension captures the maturity of an organization's data value creation strategy, including its roadmap to promote it, the integration and alignment with its general corporate strategy as well as financial aspects, and ethical and legal considerations.	Successful defined organizations formulate a clearly defined and consistent strategy aligned with business goals and external parameters in order to ultimately gain competitive advantage by leveraging data value generation.	2.7	2.7	3
Organization	This dimension examines organizational and cultural aspects of data value creation maturity throughout the whole organization. Key aspects include support and governance, decision support, continuous process improvement and expertise management.	The aim is to design and build an organization that fosters a data-driven culture as well as an experimentation and learning mindset that enables highly beneficial data value creation and thereby increases organizational success, productivity and wellbeing.	2.3	2.4	2.8
Ecosystem	This dimension takes all involved parties into account to build the ecosystem around data value creation - from employees and partners to customers, government and other engaged parties. It aims at putting the customer first and addressing their experience as well as other stakeholders' engagements based on analytics and insights.	Ultimately, the satisfaction of all engaged parties and mutual trust within the whole ecosystem will determine the success of data-enabled products and services.	2.7	2.7	3
Data Lifecycle	This dimension examines the lifecycle of collection, governance, management and security of data, and also at the core of the data value creation model.	These capabilities form the necessary basis for successful data value creation by making data available for making any use case, even the ones that are not yet foreseeable.	2.8	2.7	3.7
AI & Analytics	This dimension takes a technical and capacity perspective on organizational AI maturity and its ability to generate value from data. It evaluates the process-driven use of AI technologies based on an AI-ready infrastructure in order to enable AI use cases supporting the business.	Using AI capabilities and enabling AI use cases, data harvesting, and utilization to deliver real-time insights and actions is at the heart of data value creation.	2.8	2.8	2.8
Operations	This dimension considers the day-to-day activities and measures the organizational performance with respect to exploiting the use of data in its IT and business operations.	The aim is to gain a competitive edge by using a predictive and proactive AI-enabled approach, and harnessing data science and insights to ensure performance, optimize processes and increase efficiency.	2.8	2.8	3
OVERALL INDEX			2.8	2.8	2.8

Click here for [THE SELF-ASSESSMENT](#)

HPE Data Value Creation Maturity Assessment

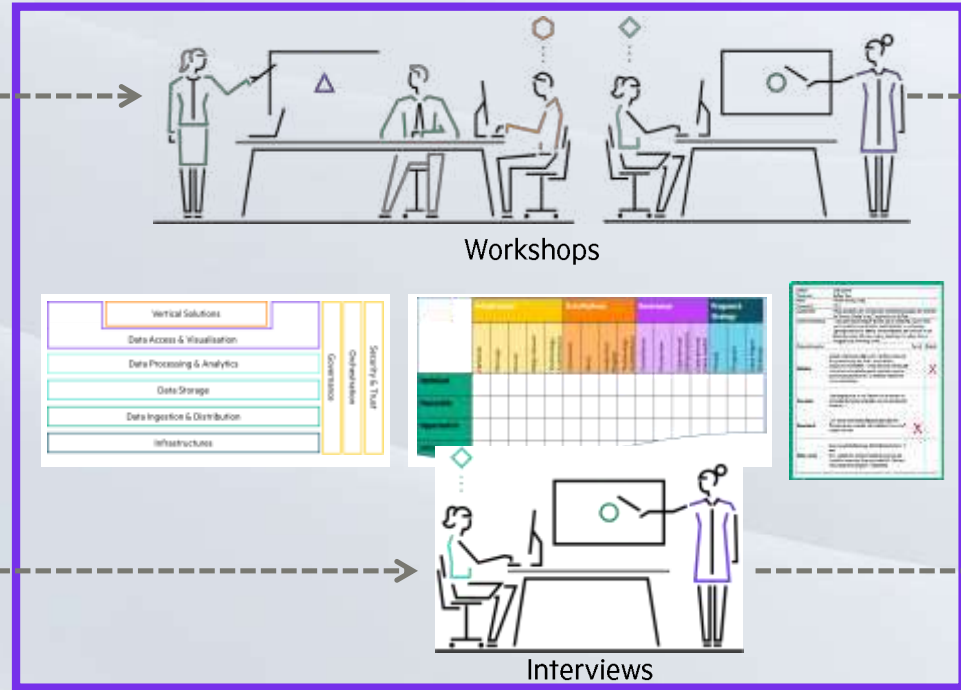
What are the next steps for increased data value creation



Web-based Self-Assessment



Jointly define the goal and scope of the assessments



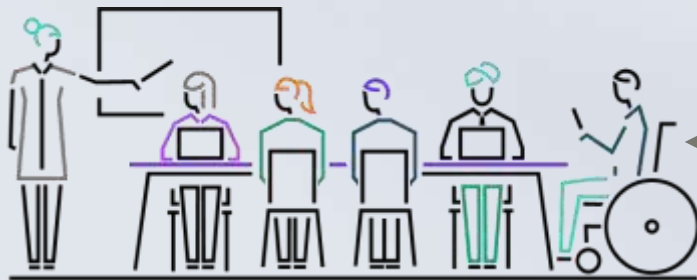
Workshops

Interviews

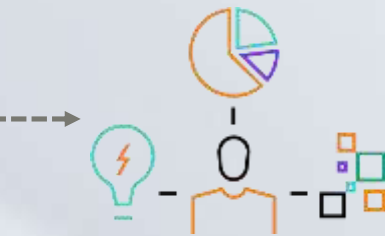
Where am I today—where do I want to be in the future



Summarize results



Final presentation

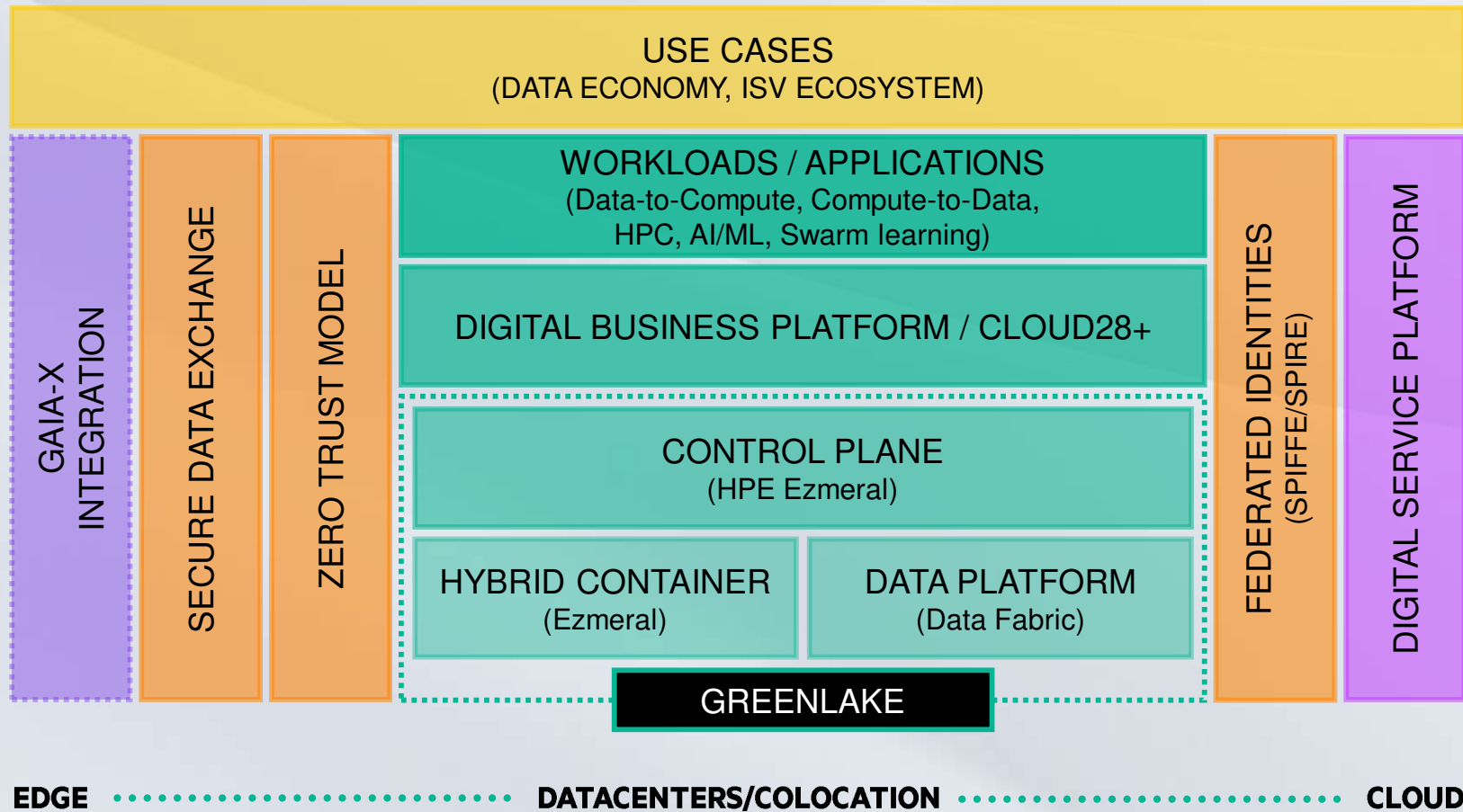


Develop recommendations



HPE supports Customers with their Data Value Creation

Sovereign Platform – Reference Architecture



SUMMARY

Data first modernization is the next natural move of organizations in their digital transformation journey

But companies have a way to go to reach data economics

There is no short-cut—a holistic approach is needed

The [**HPE Data Value Creation Model Self-Assessment**](#) can be the starting point

HPE accompanies you on your path towards data economics





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Thank you

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