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-driven[1], yet only

24% of enterprises have created a data-driven organization[2]

The digital transformation
divide
is getting wider

Digital leaders achieve
2-3x
revenue growth compared to their peers[3]

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

Data is the
lifeforce

**Deliver rich
experiences**

**Make better
decisions, faster**

**See around
corners**

To leap ahead, the focus must shift

Infrastructure-first → to → Data-first

Infrastructure-first

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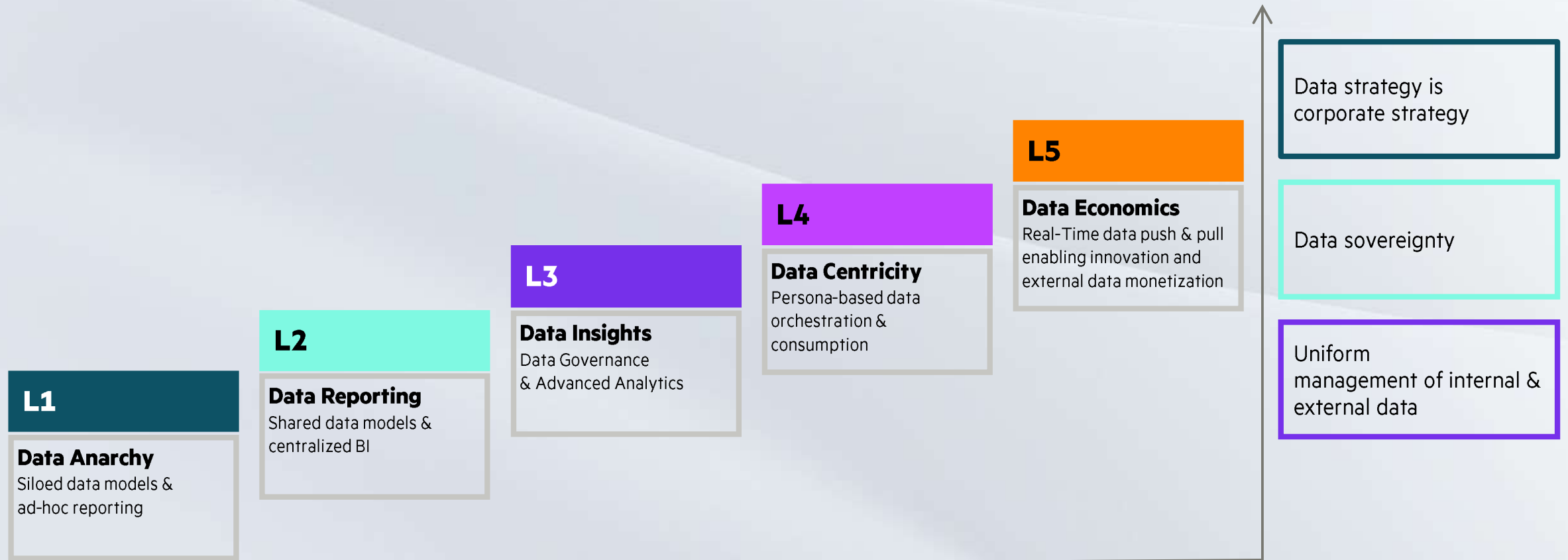- Development velocity
- Cloud-first mandate

Step up maturity for value creation

L1
Data Anarchy
Siloed data models & ad-hoc reporting

L2
Data Reporting
Shared data models & centralized BI

L3
Data Insights
Data Governance & Advanced Analytics

L4
Data Centricity
Persona based data orchestration & consumption

L5
Data Economics
Real-Time data push & pull enabling innovation and external data monetization

Data-first

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

HPE Data Value Creation Maturity Model

L1

Data Anarchy
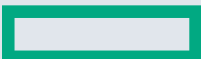Siloed data models &
ad-hoc reporting

L2

Data Reporting
Shared data models &
centralized BI

L3

Data Insights
Data Governance
& Advanced Analytics

L4

Data Centricity
Persona-based data
orchestration &
consumption

L5

Data Economics
Real-Time data push & pull
enabling innovation and
external data monetization

Data strategy is
corporate strategy

Data sovereignty

Uniform
management of internal &
external data

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*⁾

2,6
all companies

2,2
Business up to
250 Employees

2,9
Business over
250 Employees

L1

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ad-hoc reporting

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Shared data models &
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Data Economics
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*⁾ 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, continous process improvement and talent management

Ecosystem
Data integration from partners, customers, government and other organizations

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

Analytics & Artifical Intelligence
Usage and management of analytics and artifical 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

- 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

Your individual comparison with the benchmark

Click here for THE SELF-ASSESSMENT

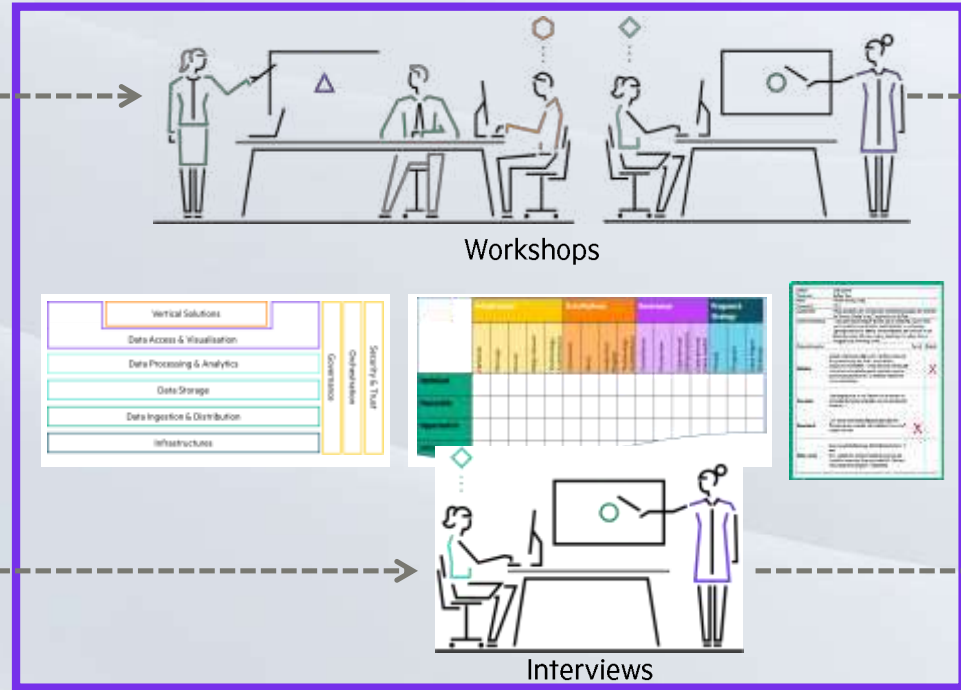# HPE Data Value Creation Maturity Assessment
What are the next steps for increased data value creation

Web-based
Self-Assessment

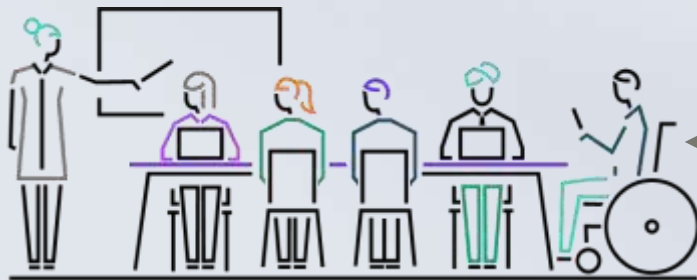Jointly define the goal and
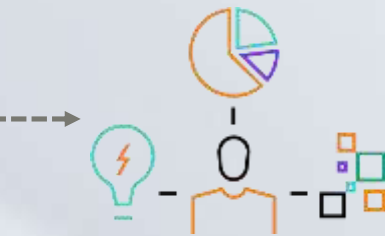scope of the assessments

Workshops

Interviews

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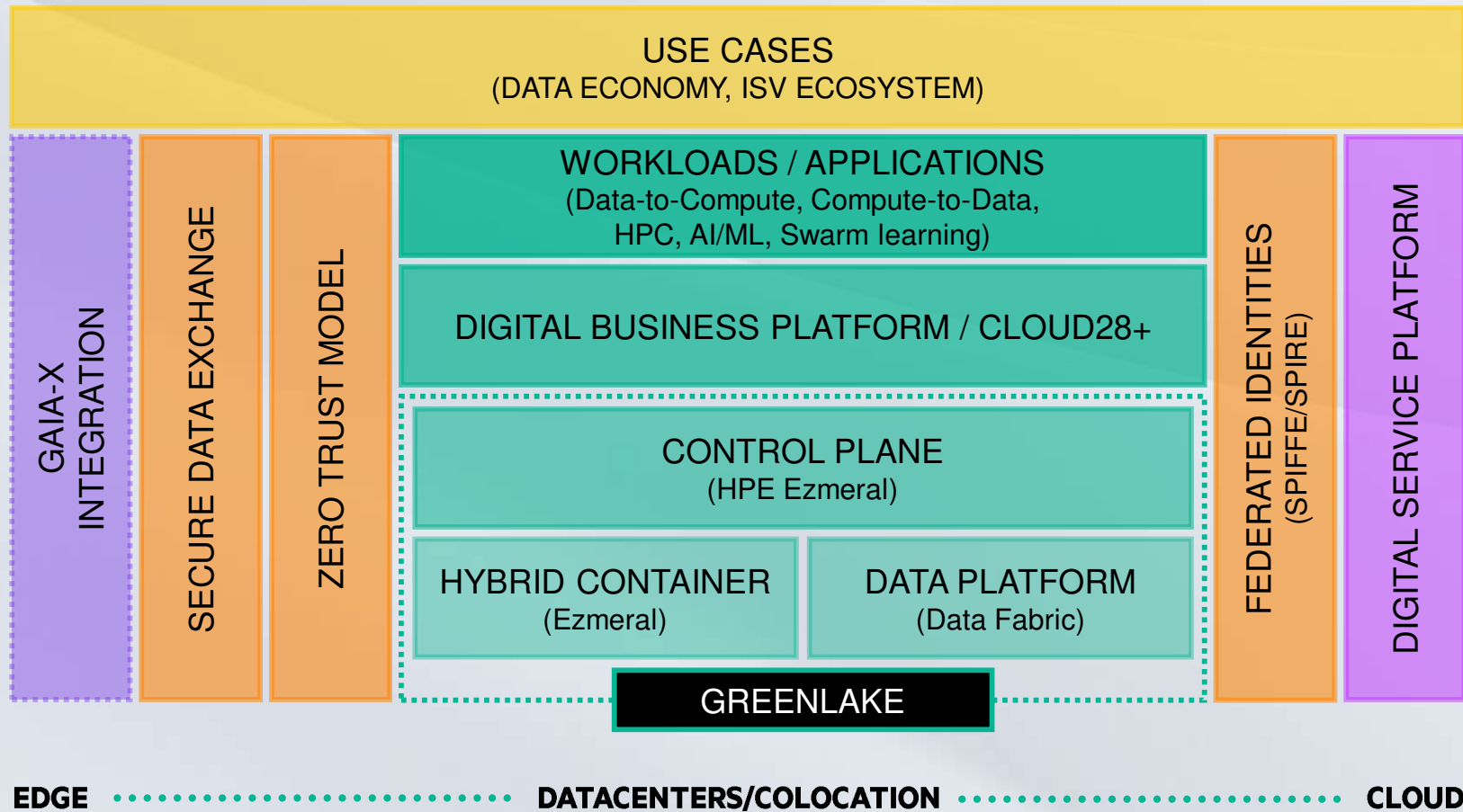
Summarize results

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

Hewlett Packard
Enterprise

Thank you

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