



**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-driven<sup>1</sup>, yet only

**24%** of enterprises have created a data-driven organization<sup>2</sup>

The digital transformation  
**divide**  
is getting wider

Digital leaders achieve  
**2-3x**  
revenue growth compared to their peers<sup>3</sup>

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**

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**Data is the**  
**lifeforce**

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**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

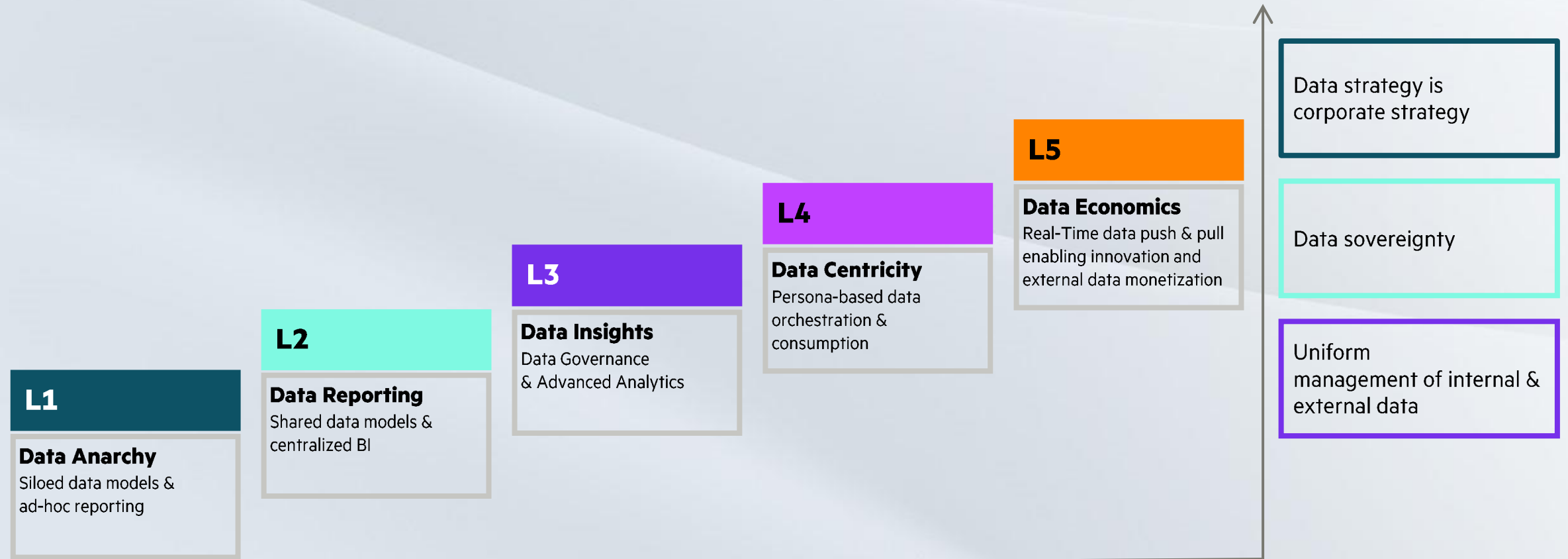
## Data-first

- 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

- 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

Dimension	What it means	Why it matters	Global Benchmark Score (1-5)	Country Benchmark Score (1-5)	Your Score (1-5)
Revenue	This dimension captures the capacity of an organization to create or transform its business by providing a high-quality and innovative product or service that meets customer needs and expectations, as well as financial goals and other key performance indicators.	Revenue is the lifeblood of any business and is a key indicator of its financial health. It is also a key driver of growth and innovation.	27	27	0
Organization	This dimension evaluates an organization's internal structure, processes, and culture. It focuses on the organization's ability to attract, retain, and develop talent, as well as its ability to manage resources effectively.	The organization is the foundation of any business and is a key driver of its success. It is also a key indicator of its financial health.	28	28	28
Customer	This dimension assesses the organization's relationship with its customers. It focuses on the organization's ability to understand customer needs, provide excellent customer service, and build long-term customer loyalty.	Customer loyalty is a key driver of revenue and profitability. It is also a key indicator of the organization's financial health.	27	27	1
Data Analytics	This dimension evaluates the organization's ability to collect, analyze, and use data to make informed decisions. It focuses on the organization's ability to leverage data to improve its operations and drive growth.	Data analytics is a key driver of innovation and growth. It is also a key indicator of the organization's financial health.	28	27	27
AI & Analytics	This dimension assesses the organization's ability to leverage artificial intelligence (AI) and analytics to improve its operations and drive growth. It focuses on the organization's ability to use AI and analytics to make informed decisions and optimize its processes.	AI and analytics are key drivers of innovation and growth. They are also key indicators of the organization's financial health.	28	28	28
Operations	This dimension evaluates the organization's ability to manage its day-to-day operations effectively. It focuses on the organization's ability to optimize its processes, reduce costs, and improve efficiency.	Operational efficiency is a key driver of profitability and growth. It is also a key indicator of the organization's financial health.	28	28	1
<b>OVERALL BENCHMARK</b>			<b>28</b>	<b>28</b>	<b>28</b>

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



# HPE Data Value Creation Maturity Assessment

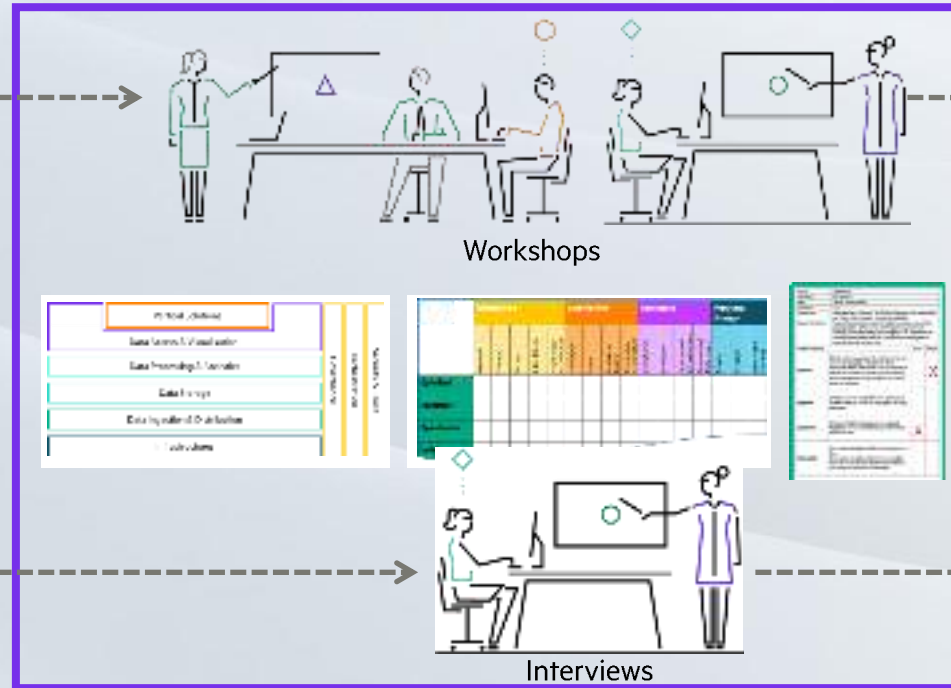
What are the next steps for increased data value creation



Web-based Self-Assessment



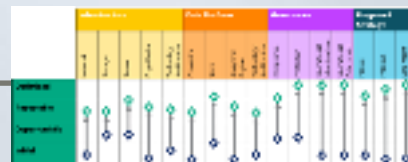
Jointly define the goal and scope of the assessments



Summarize results



Final presentation

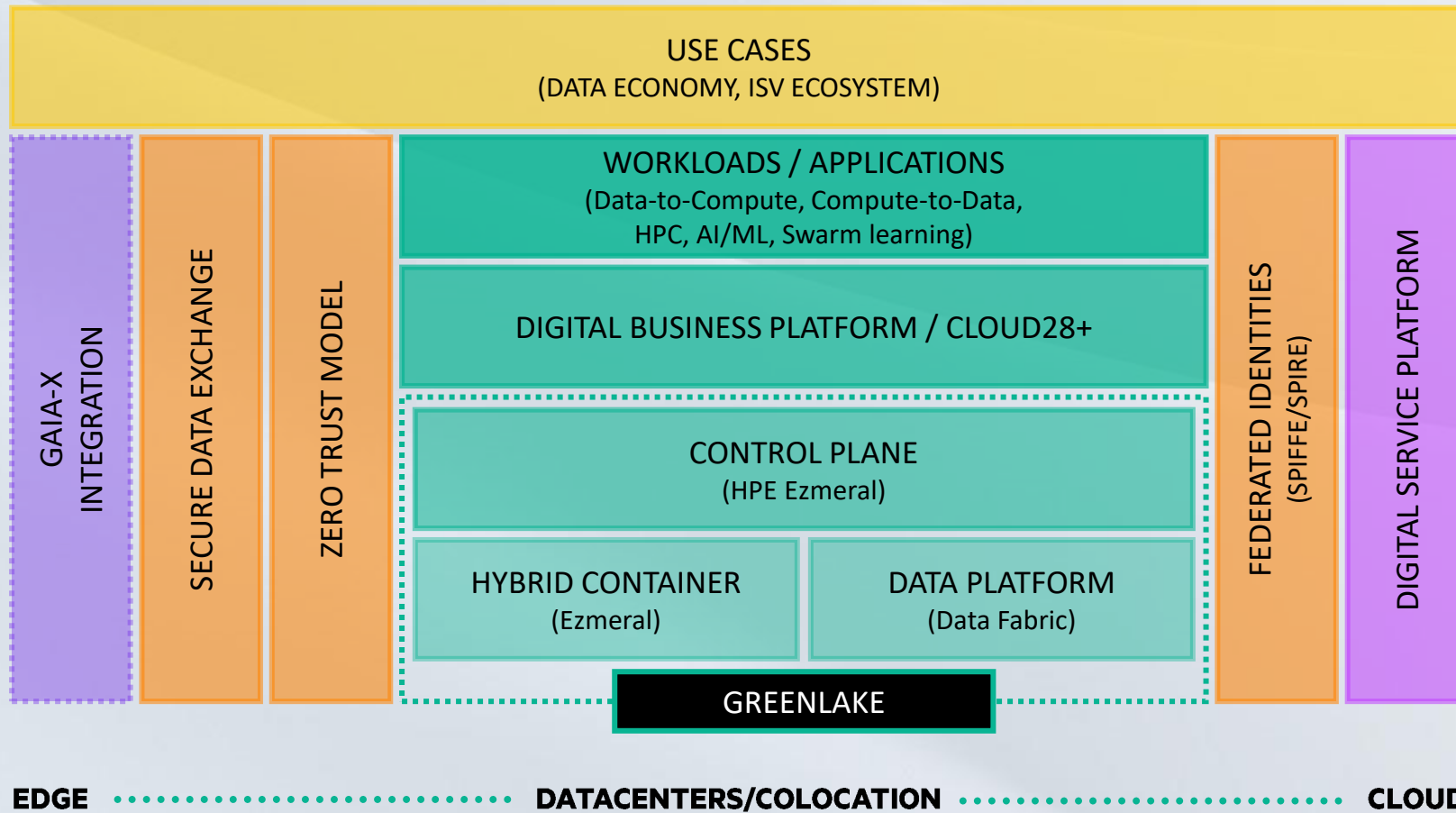


Develop recommendations



# HPE supports Customers with their Data Value Creation

## Sovereign Platform – Reference Architecture



# SUMMARY

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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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