



DEMOCRATIZING THE DATA WITHIN YOUR ORGANIZATION

Speaker info



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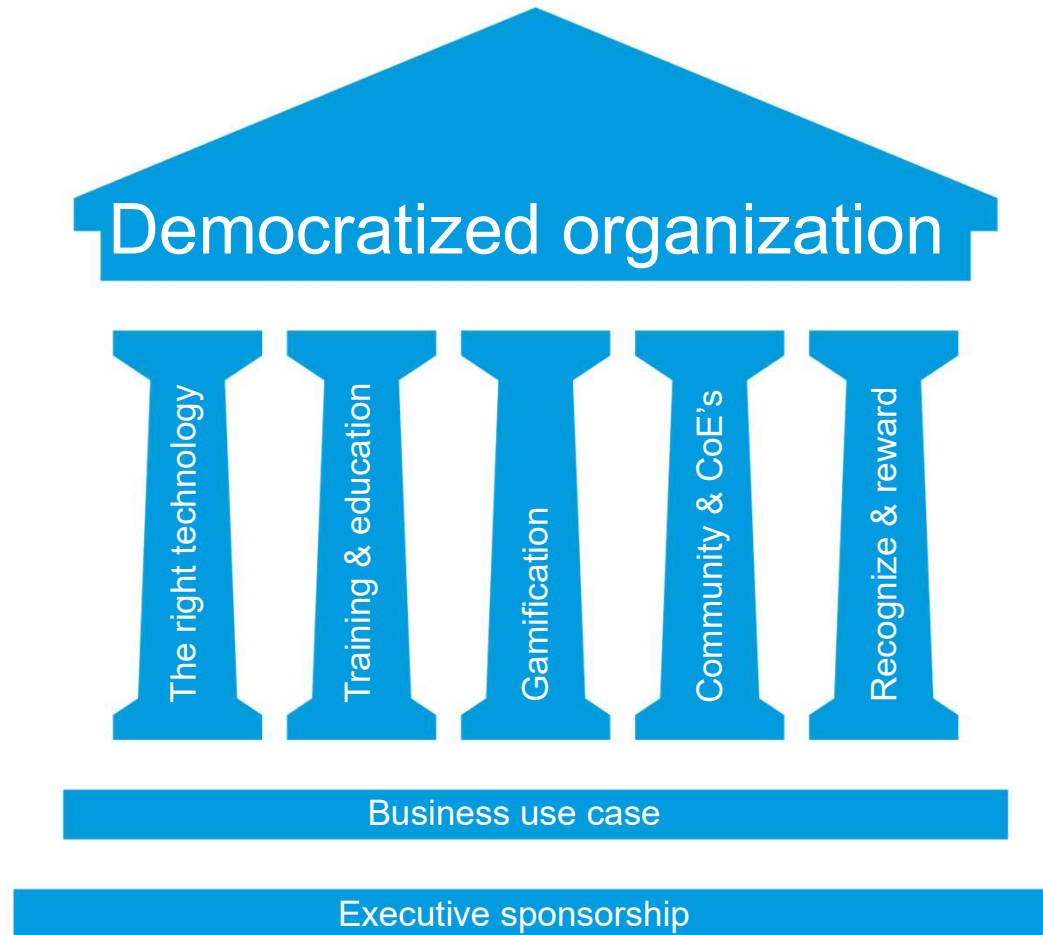
Advanced Analytics Practice Leader

Learning objectives

- Understand democratization & its use cases
- Benefits of democratizing an organization
- What a democratization environment looks like



What is democratization?



Common democratization scenarios

Scenario	Example scenario	Democratization pillar
"I don't have access to the data I need or want"	Data is stored with a 3 rd party vendor and/or users don't have the appropriate access and tools required for the data they need	<ul style="list-style-type: none">• The right technology• Center of Excellence's (CoE's)• Training & education
"I can't trust the data"	Current data sets are unreliable and, or partial, leading to overall distrust in the analytics and metrics performed	<ul style="list-style-type: none">• Center of Excellence's (CoE's)• Training & education
"I have access to data, but lack the skills to find answers to questions"	Users have access to the organization's database, data warehouses, visual dashboards and reports, but are unable to infer upon it	<ul style="list-style-type: none">• Center of Excellence's (CoE's)• Training & education• Gamification

Common democratization scenarios

Scenario	Example scenario	Democratization pillar
"Our current toolset isn't designed for the organization"	The organization's current tools are specifically designed for each team, burdening our IT infrastructure and contributing to higher costs	<ul style="list-style-type: none">• The right technology• Training & education
"Our data experts are too busy to fulfill all requests"	Teams of the organization are at full capacity with their "everyday" activities and are unable to perform additional requests	<ul style="list-style-type: none">• Center of Excellence's (CoE's)• Gamification• Recognize & reward
"Our organization doesn't have time to upscale & digitally transform"	Organization is operating at full capacity, and introducing new standards and procedures will overburden the team's	<ul style="list-style-type: none">• The right technology• Center of Excellence's (CoE's)• Training & education• Recognize & reward

Benefits of democratizing an organization



Benefit	How it's achieved	ROI to the organization
Highly competitive & friendly environment	Introduce gamification, incentivizing teams to create innovative solutions, promoting competition within the organization	Creation of internally developed, innovative solutions, significantly upgrading the output of the organization
Increased performance of teams	Enable teams of the organization with the right toolset and training, leading to the automation of repetitive activities, increasing the performance of the overall organization	Establishment of a “modern data stack”, that upscales and enables the entirety of the organization, allowing automation of repetitive activities across the business
Increased work satisfaction	Recognize & reward team members for their actions through company specific programs, leading to increase employee satisfaction and a desire to contribute more	Increased willingness of employees to contribute to the overall mission of the organization

Benefits of democratizing an organization



Benefit	How it's Achieved	ROI to the Organization
Increased employee retention	Create employee led user groups and internal communities, allowing employees the opportunity to contribute to the organization in more ways than before, increasing the retention of employees	Retained employees offer greater benefit to the organization year-over-year and decrease the budget required for recruiting
Increased appeal of future talent	Combine the “modern data stack” with the organizations’ Center of Enablement and internal communities, promoting a friendly and competitive environment within the organization, drawing future talent away from competitors	Organizations on the “cutting edge” of their industry will draw future talent away from market competitors
One Team, One Effort	Introduce democratization to the organization, reinforcing the “One Team, One Effort” motto, empowering all employees to contribute to the organization	One Team, One Effort breaks current organizational silos, enabling teams to share common practices and solutions, resulting in increased output of the organization

The democratization environment, a 4-step approach

What does it look like?

Democratization of analytics enables everyone within a company to become analytically independent by empowering employees to make data-driven decisions, gain self-served access to insights and work more efficiently regardless of job title or department. But when are you considered "democratized?" Well, it's an on-going process that requires you to sustain changes. To achieve true democracy, you should aspire to have at least half of your organization measure themselves as "democratization empowered" and on the journey to advancement. This means they have the educational resources, the technology, and the support to facilitate successful upskilling. It also means planning out your deployment based on the five main types of people in your work force.

To start your democratization journey, you can follow a simple, four-step approach.



1. AWARE

- Create a sense of urgency to get buy in & locate yourself in the journey
- Build a network of cross functional transformation champions across the company

2. PREPARE

- Define your vision & strategy
- Start smart - Discover most impactful challenges and define, map and prioritize

3. EXECUTE

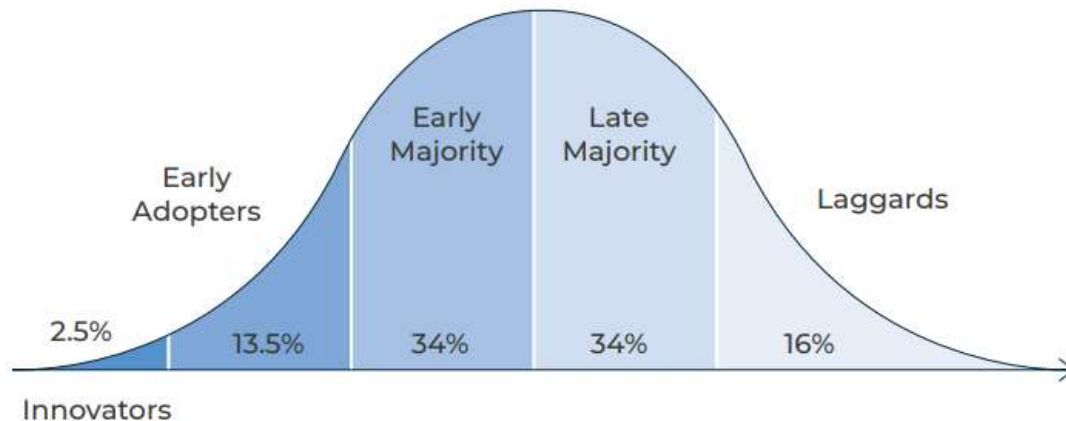
- Execute on identified opportunities and tactics depending on your maturity
- Harness enthusiasm by setting up initiatives to keep momentum and for next quick wins

4. SUSTAIN

- Reward & review - iterate change management plan & solutions
- Track and monitor impact and progress and engrain into culture

The stages of a democratized environment

Stages of democratization in the organization



What do these Stages Look Like?

- **Innovators** – ~2.5% of an organization, who actively seek new products to try at the cost of an increase in risks
- **Early Adopters** - ~13.5% of an organization who try new products early in the lifecycle, without waiting for early adoption
- **Early Majority** - ~34% of an organization, who look at the results of the innovators & early adopters and determine if the product is of value to the organization
- **Late Majority** – ~34% of an organization, who wait until mass adoption of the product, and only implement once the product has been widely accepted
- **Laggards** - ~16% of an organization, who wait until the product is fully accepted, and resist its implementation until the organization is “forced” to change

How is democratization success defined?

What is success?

For success, you need to know where you stand in the democratization journey, what democratization means to you, and when you want to achieve democratization.

Customers play a crucial role in ensuring that the program is set up and ready to go. They can champion the effort and offer project management skills and executive buy-in. Plus, they can leverage existing setups/initiatives and stakeholders. Tech partners can provide technology and industry best practices plus the know-how and driving tactics proven to drive democratization and change.

People

- **Executive sponsorship** - Secure active and ongoing involvement from Executive Leadership to ensure buy in at all levels
- **Project management office** - Provide management oversight and to provide management decisioning when issues occur
- **User champions** - Champions are the key to success, they will plan and appoint supports within their different groups to help them implement the different tactics and keep momentum
- **Existing external partners** - Bring in existing external partners with change management or digital transformation experience or to accelerate processes

Investment

- **Funding** - Ensure right funding and IT infrastructure are in place to drive tactics and sustain initiative(s) long-term
- **IT infrastructure** - Ensure funding to invest into tech and infrastructure is in place to drive chosen tactics and to sustain them

Examples of success

- | | |
|--------------------------------------|-------------------------------------|
| • Executive leadership sponsorship | portal |
| • Premium success plans | • Premium tech support & response |
| • Upscaling & digital transformation | • Fixed price professional services |
| • Digital experience customer | |

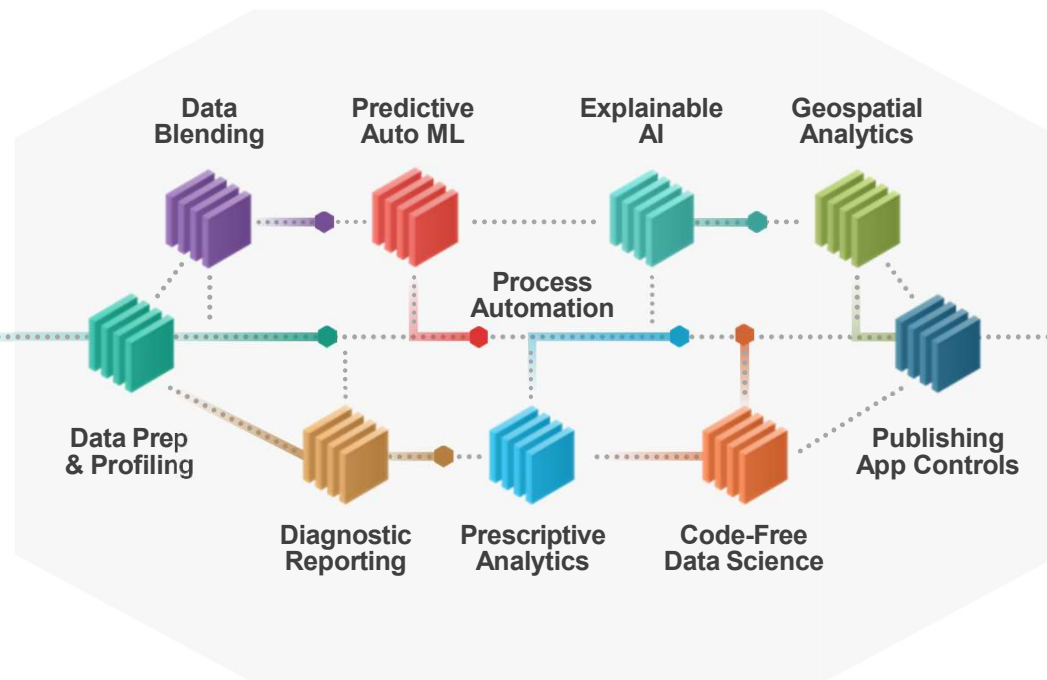
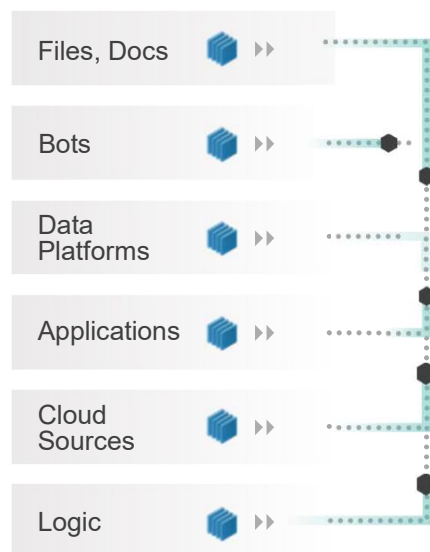
Analytics process automation platform



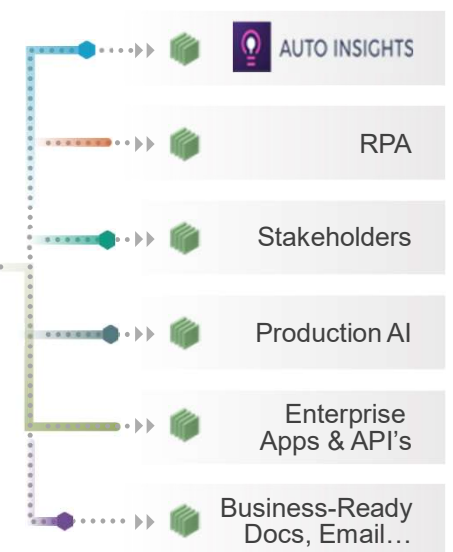
ANALYTIC PROCESS AUTOMATION PLATFORM



AUTOMATING ASSET INPUTS



AUTOMATING OUTCOMES FOR PEOPLE & TO APPS



Analytics platform and its role in democratization



ANALYTIC PROCESS AUTOMATION PLATFORM



The Right Technology

The right technology

Identify the software(s) that are best suited for your organization, complementing your current IT infrastructure

Analytics platform and its role in democratization



ANALYTIC PROCESS AUTOMATION PLATFORM



Training & Education

Training & education

Empower employees by offering certifications, live & on-demand training and demonstrations

Analytics platform and its role in democratization



ANALYTIC PROCESS AUTOMATION PLATFORM



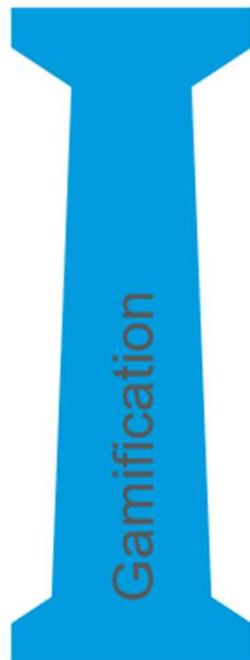
Community & Center of Excellence

- **Community** - Setup employee led user groups, internal communities and promote users to attend conferences
- **Center of Excellence** - Define best practices and standards, identifying “champions” who will mentor and upskill their team

Analytics platform and its role in democratization



ANALYTIC PROCESS AUTOMATION PLATFORM



Gamification

Introduce hackathons, data challenges and showcase innovative solutions, demonstrating the “Art of the possible”

Analytics platform and its role in democratization



ANALYTIC PROCESS AUTOMATION PLATFORM



Recognize & Reward

Recognize & reward

Showcase the solutions built from teams, rewarding individuals and teams through company-specific programs

Platform opportunities

> DATA MANAGEMENT AND GOVERNANCE TOOLS

Tool	Description	Data management and governance	Simplified data architecture and data federation	Data democratization
Azure Synapse Analytics	Brings together data integration, enterprise data warehousing and big data analytics for immediate BI and machine learning needs	●	●	
Profisee	A data management platform that helps enterprises solve the data quality issues holding back strategic initiatives	●	●	
Alteryx	Data analytics platform that covers every data type and source and delivers democratized analytics	●	●	●
Snowflake	SaaS Data Cloud is powered by an advanced data platform that enables data storage, processing and analytic solutions that are faster, easier to use and more flexible than traditional offerings	●	●	●
Tableau	Reporting tool that allows users to connect to their dataset and explore descriptive, prescriptive and predictive analytics	●		●
Microsoft Power BI	Reporting tool that supports descriptive, prescriptive and predictive analytics and allows users to model their data	●		●
Microsoft Dynamics 365 Customer Insights	Customer data platform that helps deliver a personalized customer experience, a holistic view of customers and customer experience insights	●		●
Azure Machine Learning	Provides an all-in-one platform to create and manage the end-to-end life cycle of ML models			●

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Related resource

Download our new e-book,
[Where can your data take you? Wherever you want to go.](#)

Get the most from data analytics solutions by addressing the three business outcomes we are covering in our [data analytics webcast series.](#)

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