

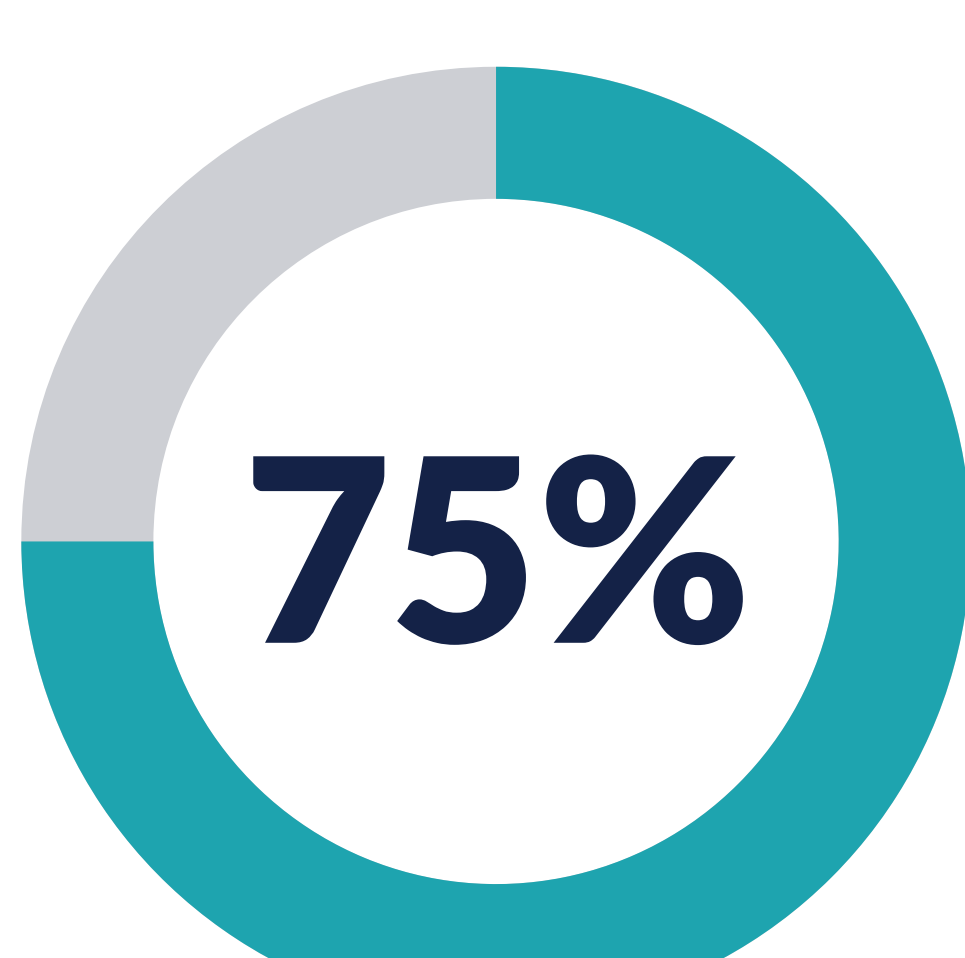


# How to Drive a Data-Centric Culture in Your Organization

## Data and Analytics: The Key to Success in a Digital World

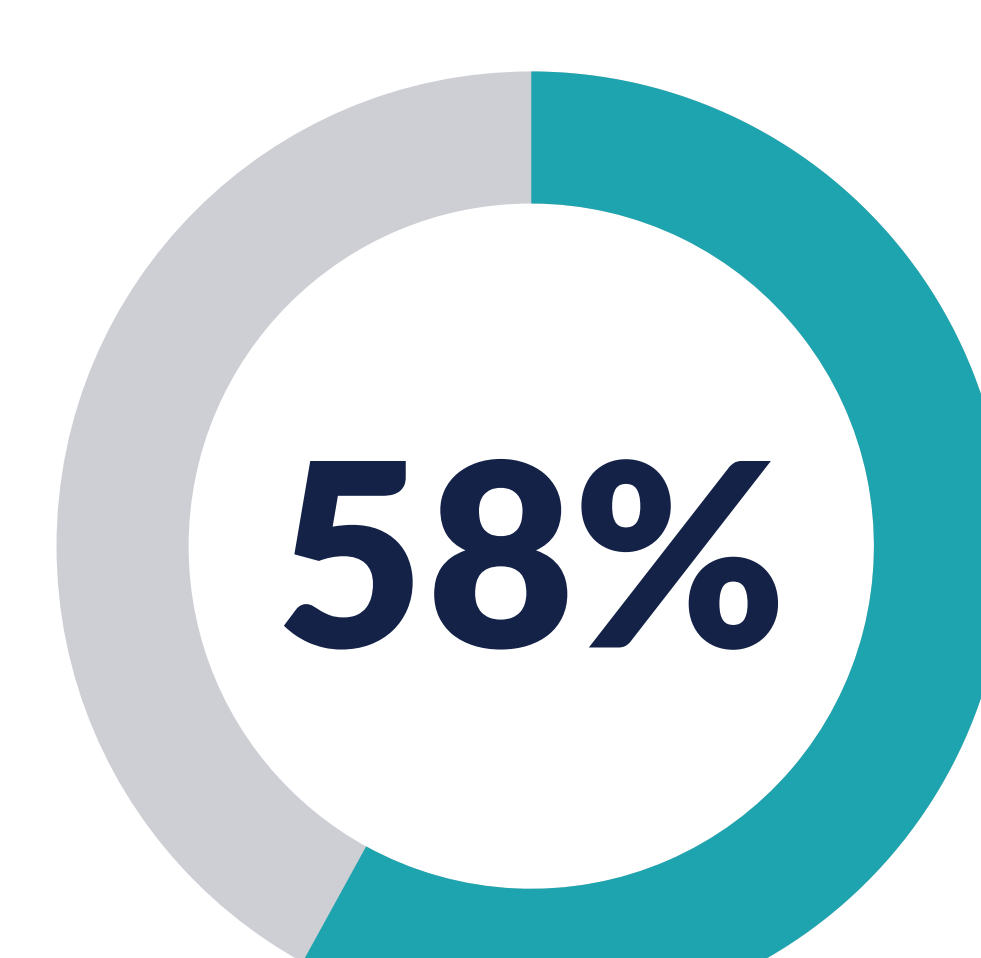
CAGR of 22% 2029 Predicted market size of Global Prescriptive Analytics

\$23.33 Bn



of organizations will have established a **Data & Analytics Centre of Excellence**

Data-driven companies more likely to meet revenue goals<sup>3</sup>



## 4 STEPS TO CREATE A DATA-DRIVEN CULTURE

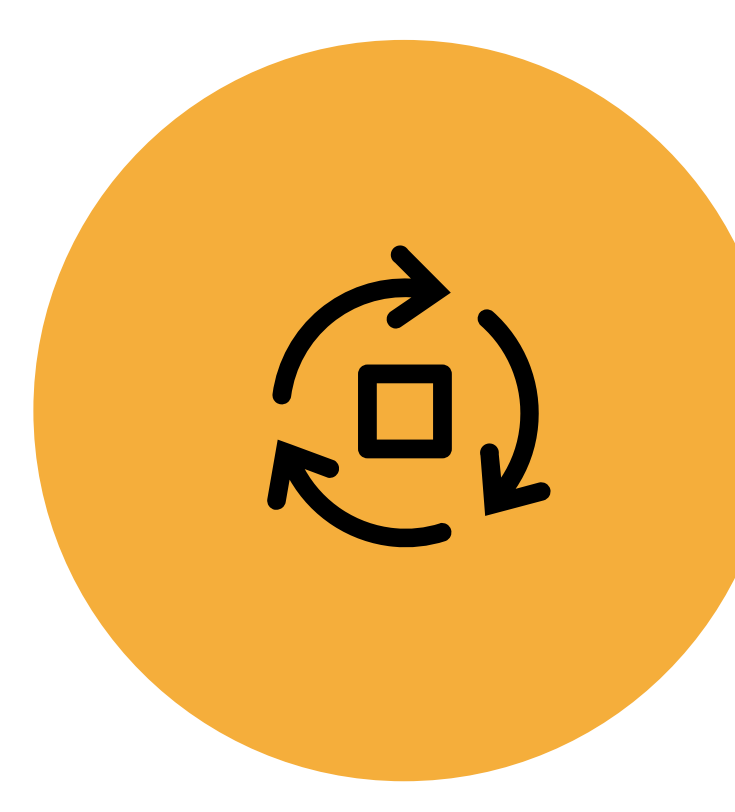
### PRIORITIZE Data Literacy

*"Data and information – the second language of business"*

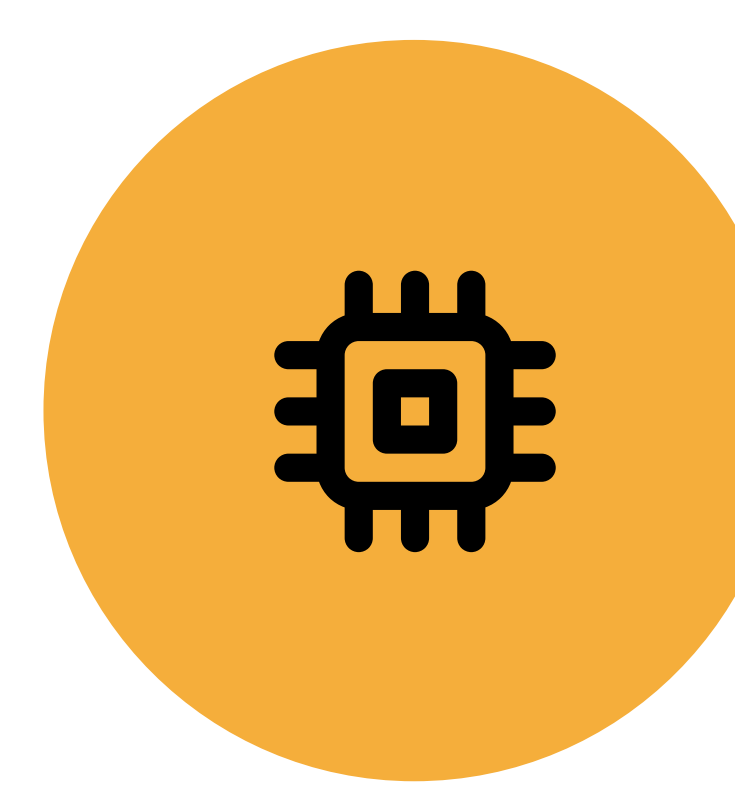
3 key areas



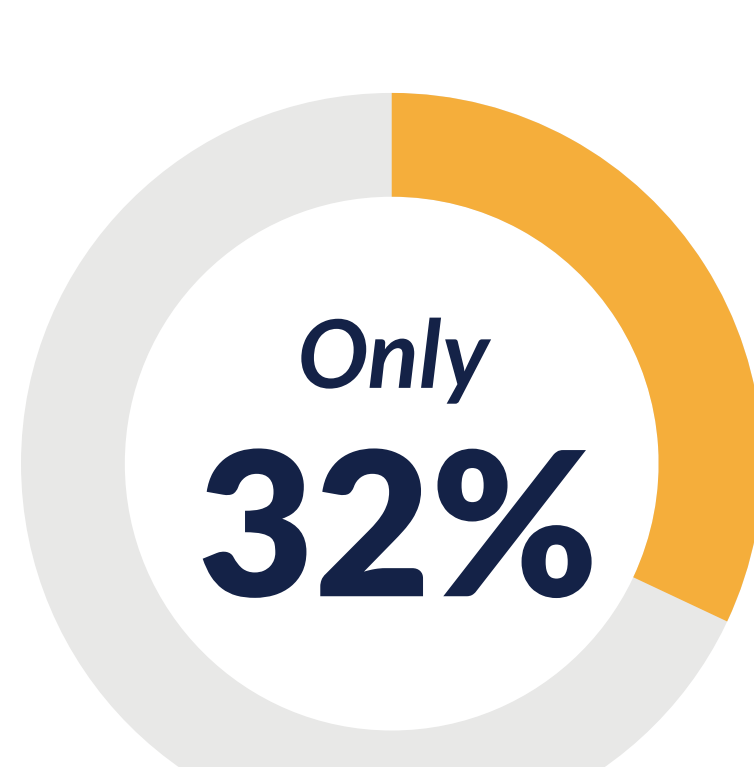
People



Process



Tech



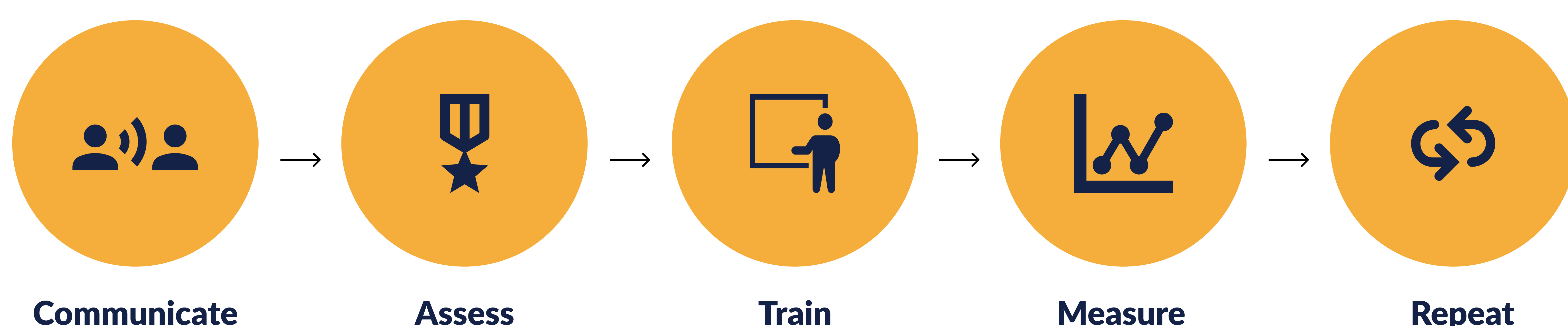
of the C-suite is viewed as data literate, potentially holding back senior execs from encouraging their workforces to use data to their advantage

85% Data-literate employees

*"My performance at work is excellent"*

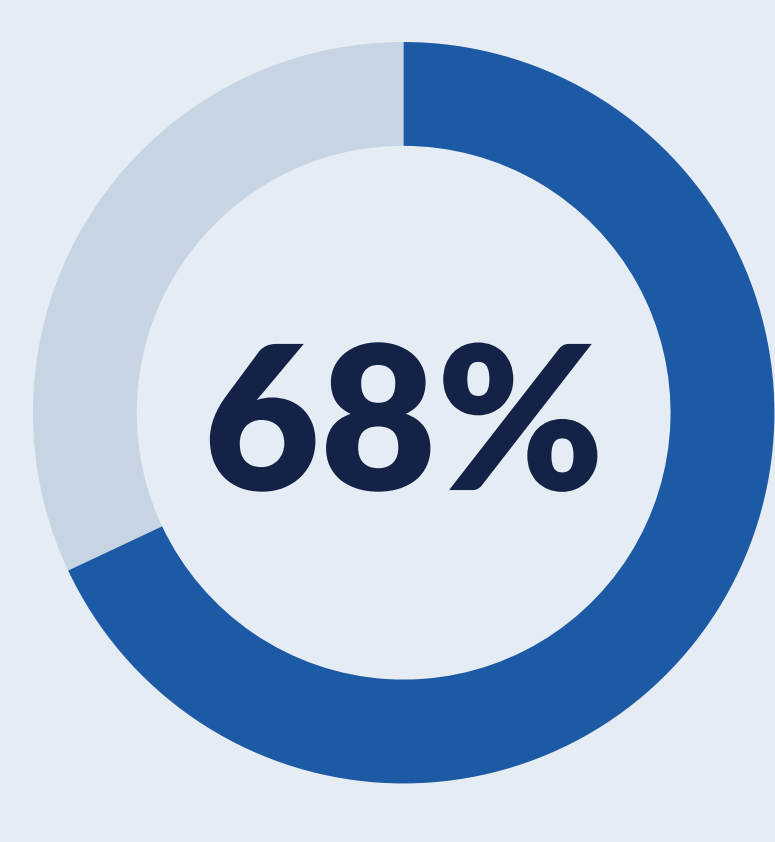
54% Wider Workforce

### Process to build Data Literacy



### ADOPT Data Management & Quality Innovations

Make critical data more accessible and reusable across the organization: **Multi-Cloud** and **Hybrid-Cloud** environment



Datasets are siloed and expensive, making it difficult for non-technical users to access the data they require

Composable **Data Analytics, Data Fabric, DataOps, and AI/ML-enabled data management systems** are trends and innovations that will define the data and analytics market in 2022 and beyond<sup>6</sup>

### ENSURE Trust & Transparency

*"The lack of an end-to-end system for collecting, storing, and using high-quality data without security compromises is a challenge"*

#1 Priority Security

Create and establish security policies with a **zero-trust approach** and **end-to-end encryption** for every step of the process

**End-to-end encryption and Trust** throughout the entire data stack and process.

### ENGAGE an Analytics Partner

*"If analytics is not your core business, then your data assets will be underutilized due to limited knowledge"*

Build analytical capabilities, strategically partner with third-party service providers in data analytics and data engineering



Data-literate partner firms – bring expertise and encourage cross-pollination of analytical framework<sup>6</sup>

Partner with LatentView Analytics to strengthen your organization's data analytics capabilities

#### TO KNOW MORE ABOUT

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Fill in [this form](#), and we'll get in touch with you

References - 1, 2, 3, 4, 5, 6, 7