



DATAclysm II

How to Grow and Nurture Your Data

Sandy Vaci

Bay Devonshire Ltd.

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That Was Then, This Is Now...

Media Hungary 2017

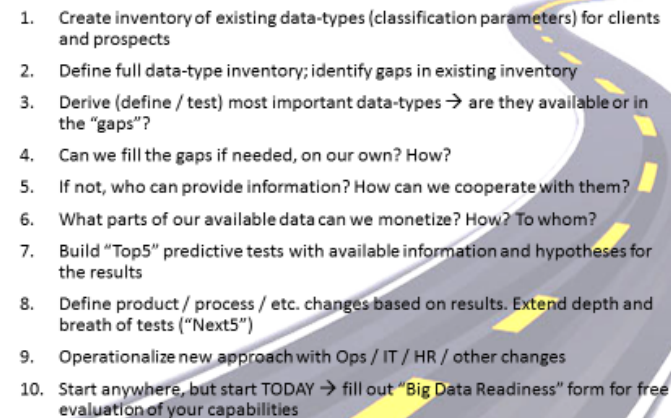
- 10-steps from data deluge to profit power: **Our Roadmap to *PROFIT***

Internet Hungary 2017

- Are we ready for the 10 steps?
- How to get there
- “News from the world”

Big Data Readiness Form Fill in! 

AREA	Components	% Agree
Strategy	Our main focus is proactive business development, through organic growth	
	Executive Management strongly supports intelligent use of data to build a business advantage	
	A portion of our budget, people and time are already allocated to exploring Big Data or similar areas	
Organization	We are willing to appoint a full time project manager for Big Data, today	
	We are in the people / services business, dealing with a lot of clients	
	Our company can allocate resources in bottleneck areas if needed (e.g. HR)	
Infrastructure	We already have, and use, database analytics or CRM	
	We have dedicated people and IT for proactive data analytics (in addition to reporting / MIS)	
	We have business building (sales, marketing, etc.) processes written down and we all follow them	
Process	We know where all our data come from, how fresh and how reliable it is	
	We agree we have to do data cleansing and deduplication before starting any Big Data activities	
	Our Management will allow us to quickly change our processes if suggested by findings from data insights	

- 
1. Create inventory of existing data-types (classification parameters) for clients and prospects
 2. Define full data-type inventory; identify gaps in existing inventory
 3. Derive (define / test) most important data-types → are they available or in the “gaps”?
 4. Can we fill the gaps if needed, on our own? How?
 5. If not, who can provide information? How can we cooperate with them?
 6. What parts of our available data can we monetize? How? To whom?
 7. Build “Top5” predictive tests with available information and hypotheses for the results
 8. Define product / process / etc. changes based on results. Extend depth and breath of tests (“Next5”)
 9. Operationalize new approach with Ops / IT / HR / other changes
 10. Start anywhere, but start TODAY → fill out “Big Data Readiness” form for free evaluation of your capabilities

Sandy Vaci - Self Introduction

Business: 35 years in 50 countries on 4 continents

Personal: 40 years with 1 person through 23 moves



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Past



Present

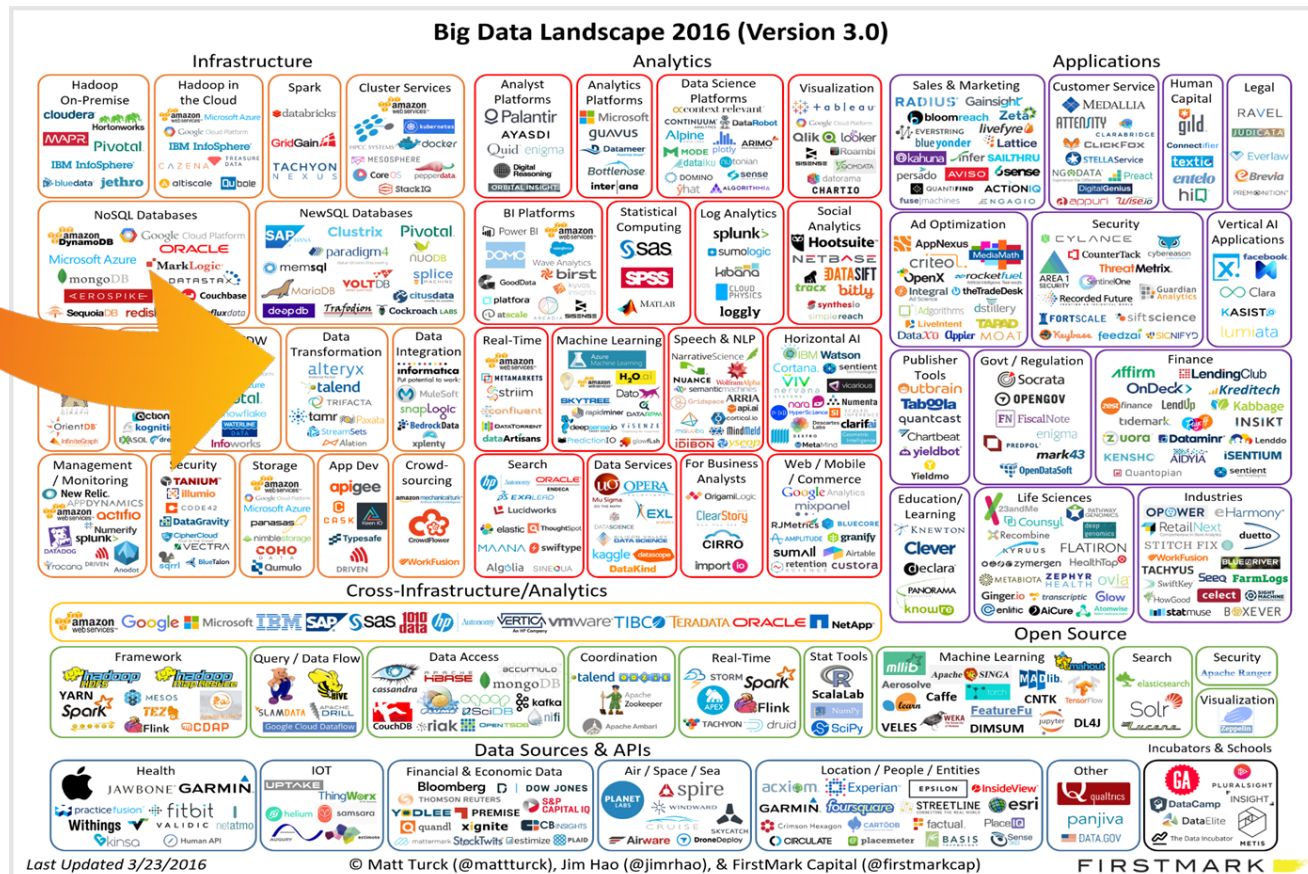


Projects



Where is the Bottleneck?

It is ***NOT*** IT

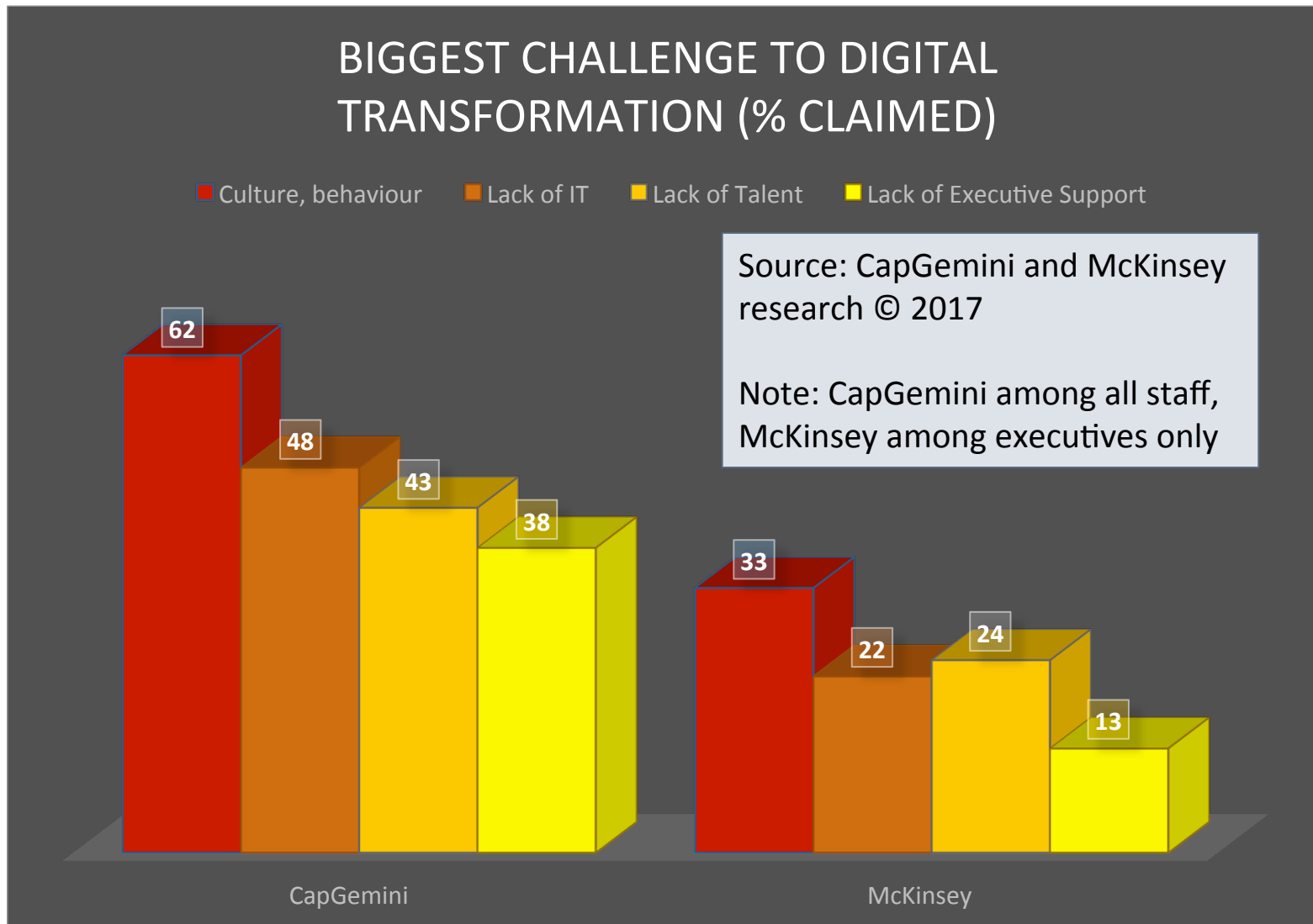


Last Updated 3/23/2016

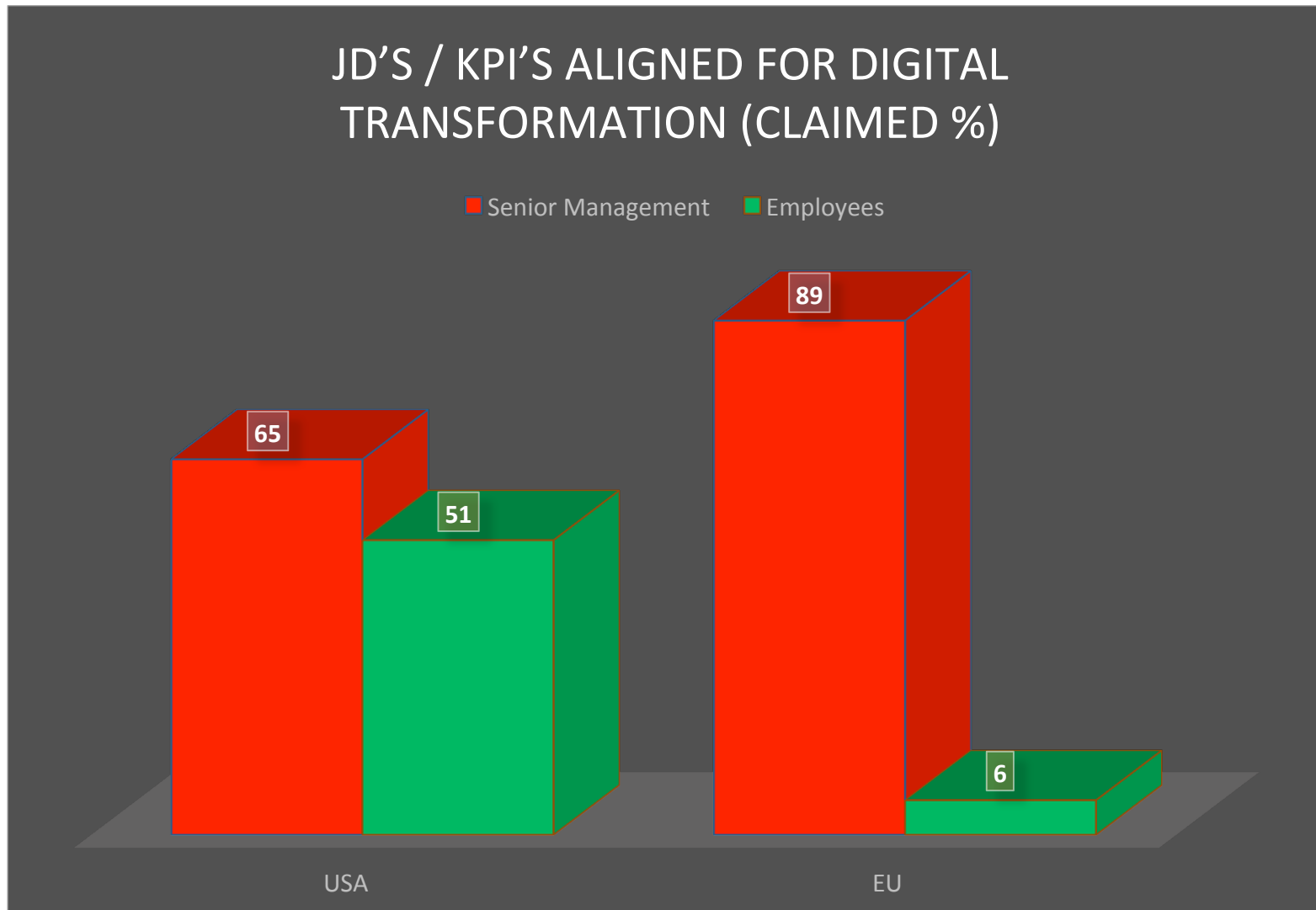
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FIRSTMARK

Culture / Attitude / Behaviour is the Challenge



Significant Gaps Between USA / Europe and Executives / Employees



Key Success Factors – Experience Based

1) Business context

- Organic growth strategy
- Large **customer** base with **direct** contact through **multi-channels**

2) Organizational culture

- Executive support
- Employee support

3) Limitation awareness

- Filters, biases
- First degree correlation only



Self Assessment for “Digital Readiness”

- Test for business context and organizational culture
- Predict readiness and probability of success
- Indicate best way to get there



Big Data Readiness Form

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	We have business building (sales, marketing, etc.) processes written down and followed	
Process	We know where all our data come from, how fresh and how reliable it is	
	We agree we have to do data cleansing and deduplication before starting any Big Data activities	
	Management will agree to change our processes if suggested by findings from data insights	

Illustration #1 - FMCG

AREA	Components	OK?
Strategy	Our main focus is proactive business development, through organic growth	
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1. Business context is missing, ground level support is OK
2. Build knowledge of end customer via multi-channel reach
3. Use digital approach to integrate new businesses
4. Not ready for core business CRM / Big Data / etc. implementation

Illustration #2 - Telco

AREA	Components	OK?
Strategy	Our main focus is proactive business development, through organic growth	Green
	Executive Management strongly supports intelligent use of data to build a business advantage	Yellow
	A portion of our budget, people and time are already allocated to exploring Big Data or similar	Green
Organization	We are willing to appoint a full time project manager for Big Data, today	Red
	We are in the people / services business, dealing with a lot of clients via multi-channels	Green
	Our company can allocate resources in bottleneck areas if needed (e.g. HR)	Green
Infrastructure	We already have, and use, database analytics or CRM	Red
	We have dedicated people and IT for proactive data analytics (in addition to reporting / MIS)	Yellow
	We have business building (sales, marketing, etc.) processes written down and followed	Yellow
Process	We know where all our data come from, how fresh and how reliable it is	Green
	We agree we have to do data cleansing and deduplication before starting any Big Data activities	Red
	Management will agree to change our processes if suggested by findings from data insights	Yellow

1. Wants to build business but Management not sure about Big Data's help
2. Basics are OK but staff also not convinced to do the hard work
3. Need education process at all levels before business case and project start
4. Ready to embrace digital future only after enterprise change program

Illustration #3 – B2B

AREA	Components	OK?
Strategy	Our main focus is proactive business development, through organic growth	Green
	Executive Management strongly supports intelligent use of data to build a business advantage	Yellow
	A portion of our budget, people and time are already allocated to exploring Big Data or similar	Red
Organization	We are willing to appoint a full time project manager for Big Data, today	Green
	We are in the people / services business, dealing with a lot of clients via multi-channels	Yellow
	Our company can allocate resources in bottleneck areas if needed (e.g. HR)	Yellow
Infrastructure	We already have, and use, database analytics or CRM	Red
	We have dedicated people and IT for proactive data analytics (in addition to reporting / MIS)	Red
	We have business building (sales, marketing, etc.) processes written down and followed	Red
Process	We know where all our data come from, how fresh and how reliable it is	Yellow
	We agree we have to do data cleansing and deduplication before starting any Big Data activities	Green
	Management will agree to change our processes if suggested by findings from data insights	Green

1. Strong support at all levels for digital transformation
2. Lack of infrastructure no problem but will need to define processes
3. Beware of potential overpromise of project benefits – scrutinize business case
4. Ready to move forward, today

Case Study Summary

Company	# of GREEN	# of RED
#1 - FMCG	6	2
#2 - Telco	5	3
#3 – B2B	4	4

Case Study Summary

Company	# of GREEN	# of RED	OK???
#1 - FMCG	6	2	NO
#2 - Telco	5	3	MAYBE
#3 – B2B	4	4	YES

Case Study Summary

Company	# of GREEN	# of RED	OK???	Direction
#1 - FMCG	6	2	NO	<ol style="list-style-type: none"> 1. Do basics first 2. Focus on right issue 3. Avoid “fashions”
#2 - Telco	5	3	MAYBE	<ol style="list-style-type: none"> 1. Education needed at all levels 2. Change program first, Big Data second 3. Business case would not be believed today
#3 – B2B	4	4	YES	<ol style="list-style-type: none"> 1. Ready to go 2. Will need to build infrastructure 3. Beware of overpromise

Special Offer



1. Fill out your self assessment questionnaire and drop it off for Sandy
2. Or scan it in and send it to sandy@sandyvaci.com
3. You can also get an electronic version by e-mail request to the same address
4. You'll get a "no strings attached" free evaluation within one week
5. You'll also get the reference "minimum value needed" for each category

Limitation Awareness - Boston

Beware of hidden filters and biases!



Limitation Awareness – Washington DC



Beware of more than 1st degree correlation!



Recap

To grow and nurture your data (be ready for the 10 steps to generate profit):

1) Business context

- Organic growth strategy
- Large customer base with direct contact through multi-channels

2) Organizational culture

- Executive support
- Employee support

3) Limitation awareness

- Filters, biases
- First degree correlation only

