

# Business 360 Strategy Workshop

## Outcomes

- High level evaluation of organizational readiness, with perspectives from participating team members
- Visibility of enterprise-wide pain points and expectations aligned to business drivers
- Examples of how to initiate strategic Business 360 conversations in your organization
- Scoping your first B360 data strategies to find your first wins
- Examples of what worked (and didn't) at other organizations
- Pragmatic method(s) to build and execute a B360 data strategy based on a collaborative approach

## Typical duration

- 4 hours

## Building Business 360 Data Strategies that Drive Change

### Overview

Data-driven transformation is the new imperative for every organization, but very few organizations have a comprehensive Business 360 data strategy, and many find it hard to develop one. Struggling to keep up with the explosion of information, they are only beginning to explore how creating a complete, trusted, and contextual view of master data assets across multiple data domains and business functions can deliver great outcomes.

#### • A single view of the data

Create an authoritative view of business-critical master data from disparate, duplicate, and conflicting information sources.

#### • A 360 view of the relationships

Identify relationship insights within your data to locate connections between customers, products, suppliers and more.

#### • A complete view of all interactions

Link transactions and interactions for a contextual view of a customer's behavior.

Clearly, the ability to unleash the power of data is a critical success factor for every enterprise today. And that begs the question . . .

## Why do so few enterprises have a Business 360 Strategy?

With this workshop offering, Informatica Advisory Consultants will help you understand the key components of a Business 360 data strategy and how to connect data capabilities to your core business strategies. We will review your business drivers, data needs, and cultural challenges to recommend an initial roadmap and pilot project to get started on your data journey.

## About Informatica

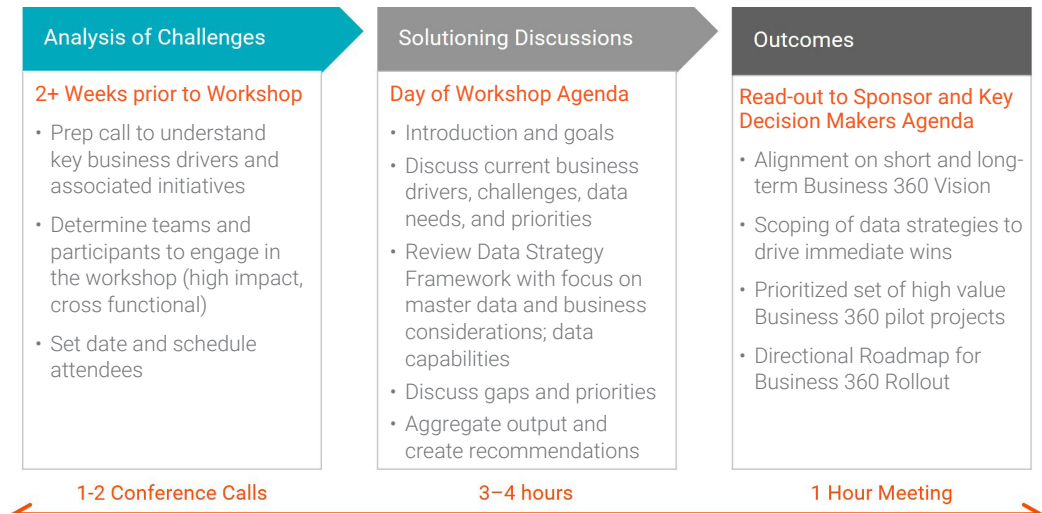
Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead the way and provide you with the foresight to become more agile, realize new growth opportunities or even create new inventions. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

## LEARN MORE

*Do It Right the First Time*

Contact Informatica Professional Services at [ips@informatica.com](mailto:ips@informatica.com)

## Workshop Approach



This workshop is geared towards senior business leaders charged with making better use of data to drive their organization's business strategies. It will provide value to those who:

- Need to develop a Business 360 data strategy
- Struggle with getting buy-in from executive leadership
- Want to achieve a holistic view of their customers, products, suppliers, financial data
- Have been technology focused and need to align technical capabilities with business capabilities
- Lack a 'data value' communication plan

You will leave this session with an understanding of all the considerations necessary to define a data strategy with a practical approach to move forward.

## Practical Steps to Business 360 Adoption



Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

3998 (10/08/2020)