

Your job is to acquire, manage, and provide the important information that operates the business and drives wealth.

Do you have the basic ingredients you need to be a data-strategic business?

Nearly all businesses and government areas/agencies are seeking to take better advantage of their data assets through the latest analytical methods, tools, and technologies. Most IT Departments are now under the gun to produce better (more effective) data-driven insights that will quickly provide a competitive advantage, help decrease spending, identify effective revenue streams, etc. The new analytical technologies offer great tools to get the job done, but the real challenge today of effective analytics is with the the actual data. How trustworthy is your data?

Let TechVision Research help you your data challenges. Our advisory workshops are designed to help you understand the basics, what you are doing well, and what you might need to improve..

Use our knowledge and experience to supercharge your data strategy. Our workshop helps you get the job done for a fraction of cost of engaging a big five firm and with much less effort than you'd need to do it yourself.



TechVision Research's Business Data Architecture Workshop sets the foundation for development of a Business Data Blueprint (BDB), a necessity for addressing part of the broken data foundation.

During the workshop, TechVision Research leverages an innovative format that engages the organization: executives, analysts and IT operations. Workshop participants gain the knowledge needed to map out the steps to a successful Business Data Architecture (BDA). .

In the workshop you'll learn tips and techniques that will help you...

- Work with business users to identify the types of data that are the most valuable
- Make data governance a first priority
- Build systems to change, not to last
- Develop a real-time data foundation
- Build security into that foundation
- Develop a master data management strategy
- Position data as a service
- Offer self-service environments and proper support



During the workshop, TechVision Research leverages an innovative format that engages the entire organization: business and technical executives, architects, process owners, application developers and IT operations. The workshop follows a proven and highly effective methodology:

The agenda

The workshop consists of three segments: pre-meeting survey, on-site training and facilitated planning, and post-session reporting. The training portion of the Business Data Architecture Workshop is focused at both business and technical levels.



Business Data Architecture On-site Workshop

Pre-meeting Survey

Prior to the workshop, TechVision Research sends a brief survey to workshop participants to capture a snapshot of the organization's overall goals, challenges, assets, and constraints. Our consultants use this information to tailor the workshop to the existing customer environment and to fast-track the interactive portions of the on-site program.

TechVision Research typically conducts the facilitated portion of the Business Data Architecture Onsite Workshop in a 2-day structured format.

Day One

Session One:

The Fundamentals are Broken

Introduction and Historical Context

- Overview of the state of data today
- The data challenged organization
- The data fundamentals
- Why the Fundamentals are broken
- Getting to a root of the problem

Data and the Business Data Connection: Reframing the Discussion

- The History of Data
- The Business Data Connection
- Computerization of Data
- Business Intelligence and the Data Representation
- Learn a common lexicon to discuss data in terms that make sense to both IT and the business

Session Two: Defining the Challenges

One-on-one meetings with executives

- Workshop leader meets 1:1 with key executives
- Determine key data challenges of the business
- Determine how reframing the discussion applies to the IT organization

Day Two

Session Three:

The Missing Link between Business and Data

Business Data Architecture Defined

- Business Functional or Process Architecture
- Data Architecture
- Within the Information-Data Strategy Framework
- Missing Business Data Architecture

Business Data Architecture Components

- Business Glossary
- Business Data Blueprint (BDB) - Business Process mapping to Business Data Blueprint

The BDB Value Model and Usage

- Information Ownership and Governance
- Data Integration
- Data Integrity and Quality
- Enterprise Data Systems Planning
- Data Security and Privacy
- Determine how reframing the discussion applies to the IT organization

Session Four:

Steps to Connect the Data with the Business

An Example of a Business Data Blueprint (BDB)

- The Business Data Framework
- The Business Data Map

BDB in the Real World

- Tips for communicating BDB within the organization
- Handling the push-back and organizational inertia
- What does BDB success look like!

Post-session reporting

Following the on-site meeting, TechVision Research will provide you with a written assessment. The assessment will include a series of tactical and strategic recommendations, focused on the specific topics above, to move your data strategy forward.

About Workshop Leader Noreen Kendle

Noreen is a Principal Consulting Analyst with TechVision Research. She is a recognized leader in the field of Information-Data Strategies, which includes Information Asset Management, Data Governance/Information Ownership, Information Policies & Standards, Business Data Architecture, Meta-Information, Enterprise Data Design, Information Quality, Data Valuation, Enterprise Foundational Data, Data Globalization, and Business Intelligence Strategies.

"Very valuable information - bias free research and analysis. ROI and business case given priority."
- Workshop Coordinator

"The coverage was detailed and technical. It also covered upcoming issues. As a result, I left the workshop with information on the problems and technologies that I expect to face."
- Workshop Attendee

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