Data Strategy Advisory Services

Make your data work harder and smarter with an expert data strategy

Data is everywhere, yet organizations significantly underutilize it. A **McKinsey survey** revealed that 70 percent of executives don't trust their data initiatives to drive their business. **Gartner indicates** more than half of marketing leaders are disappointed with their analytics results.

Despite recognizing the importance of data to drive business value, why do organizations continue to struggle with data utilization?

Most organizations implement analytics-focused initiatives in silos with limited alignment among stakeholders. Executing these initiatives and gaining traction creates an illusion of success: that an organization has achieved optimal value through immediate action.

In reality, results often deliver limited value or require another subsequent direction shift for long-term benefit. Multiple research papers cite a lack of focus in defining the most beneficial initiatives, cultural challenges to accepting change, poor data literacy, and the lack of relevant skills as some of the major roadblocks.

How can you overcome these barriers and achieve better results?

Building a data strategy is critical if your organization is not using data or using data in a limited way to drive business decisions. Pythian has the expertise to achieve your data strategy needs.

Allow Data to Drive Your Business Strategy — in Weeks.

Data strategy highlights

Our approach allows you to identify opportunities within a well-constructed framework:

- Increase buy-in across stakeholders through data literacy and data trust.

- Establish a plan for today that builds on your future needs.

- Quickly assess the various potential use cases based on ROI and risk to determine where to begin your organization's data journey.

- Identify the organizational, technological, and people investments needed to transition to a data-driven organization.

- Map journeys for employees and customers to defined, low-friction engagements driven by data.

Pythian

Pythian's Data Strategy Advisory Services features

Pythian's team of experts help you develop and implement a data strategy.

Within a four-week timeframe:

Our experts, including data strategists and solution architects, will lead structured, collaborative sessions to guide your stakeholders through discussions and arrive at a more focused, long-term strategy. In addition to capturing input from stakeholders, we will review materials to align with your corporate strategy and identify technology debts and blockers.

The key deliverables for your comprehensive data strategy include:

- Executive strategy documentation
- Strategy execution sequencing
- Organizational priorities documentation
- Technology path and vendor recommendations
- Platform architecture (service and data flow layers)
- Privacy and security considerations
- Organizational recommendations

Data strategy delivers outcomes for everyone

- **Chief Data Officer/Head of Analytics:** Know where to begin with Pythian's strategic, expert-led approach. Prioritize implementation on a timeline with periodic reviews.
- **Chief Information Officer/Chief Security Officer:** Envision and experience the art of the possible. Let your business strategy flourish by overcoming your data strategy challenges.
- **Business Lead:** See how you can address your business needs in alignment with your organization without data or initiative ambiguity.

Let Pythian Guide You Toward a Data Strategy That's Truly Data-Driven.

Pythian is your modern data strategy partner

Unmatched expertise—from planning to complete handoff

Your data governance journey, which includes data strategy, requires a broad range of skills and experience. Pythian's 25 years of proven expertise in data and data strategy, database and data warehousing architecture, artificial intelligence, machine learning, and other advanced analytical and data sciences will help you combine data and technology into innovative and impactful business solutions.

A flexible partner for the entire data strategy journey

Your data governance journey doesn't end with a data strategy program. We'll help you at every point on your data journey, from data strategy development to implementing prioritized use cases quickly across your enterprise. We'll also help turn your data into insights and predictions, help with data governance and security, and keep your data flowing 24 hours per day, 365 days per year.

Highly cost-effective

A system is more than the sum of its people. From the push-button deployment of integrated infrastructure to dynamic schema evolution to dashboards that monitor and alert on anomalies, Pythian's team brings a technology portfolio to enhance and expedite your data strategy journey in a cost-effective manner.

Exceptional support

Whether driving strategy or enabling a prioritized project, we'll keep you moving smoothly and efficiently. Pythian has coupled proven methodologies with a dedicated, experienced project manager for every project to ensure delivery of the agreed-upon outcomes at the agreed-upon time.

Synergistic services

Pythian's ability to help doesn't stop once your data strategy initiatives are in place. You can seamlessly extend your Pythian relationship to include implementing and managing your data projects with Pythian's DataOps managed service or Pythian's FinOps cloud cost-optimization service.

- The provision of strategy execution sequencing
- Clear and concise priority documentation
- Technology and vendor recommendations
- Platform architecture support
- Guidance on privacy and security considerations
- Organizational recommendations

Get started with Pythian

Contact us and learn how Pythian can accelerate and optimize your organization's need for a robust and scalable data strategy. Email us at **info@pythian.com** to get started.

linkedin.com/company/Pythian   twitter.com/Pythian   Contact us at +1-866-798-4426 or info@pythian.com

ABOUT PYTHIAN

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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