



# Building a compelling business case

## Harnessing the power of data

This leading UK news and media company had recognised the market was moving significantly faster than they were, and approached AND Digital for external expertise and support. Our client knew that making better use of their data was the key to progress – and success.

Working collaboratively with the internal Data Strategy team, we quickly learnt that they didn't lack knowledge. Instead, they needed the support of a larger team, in order to make progress faster, and to be heard across the business. The team had spent a lot of time trying to get the organisation on board with their data vision, but resource and capacity had been a challenge. As a result, our client saw huge value in reviewing, realigning and attaining external validation of their approach.

## Evaluating the current status

To fully understand the data challenges our client was having, we started our working relationship with a discovery phase. After 30+ workshops and interviews with multiple stakeholders, we had plenty of feedback, a strong grasp of their data

maturity level and a comprehensive understanding of how they wanted to move forwards.

It was evident that they'd already had some success with data initiatives. However, these projects weren't rooted in the organisation's vision or aligned with the overarching data strategy. Individuals had pursued things based on their specific interests. Of course, the Data Strategy team was well aware that more could be achieved from their data, and that's why one core focus for us was to see how we could get the various teams working together, in the most efficient way possible.

## Looking to the future

It was widely acknowledged across the business that, to future-proof themselves, they'd need to gain a stronger understanding of how their audiences used their digital services. And they recognised that a key part of this was harnessing the power of their data and its insights. Together, we identified the organisational structure and operational model as areas for improvement and we got to work. Our ANDis integrated themselves into the team to bolster expertise and share our proven approach to building data strategies.

## Achieving buy in from the exec team

In order to execute the Data Strategy team's vision, we needed to secure resource investment from the leadership team. So, we looked at the long-term ambitions of the business and set out a comprehensive three-year roadmap for how they could execute their data strategy – outlining how this would simultaneously support their organisation's goals.

Once we had compiled our assessment of their current data maturity with the findings of our interviews, the commercial benefits of the strategy rollout, and our roadmap for improvements, we took everything to the Executive team.

Our detailed presentation deck broke down the roadmap into phases and identified five clear organisational themes, 15 connected initiatives and an actions playbook. This consisted of 45+ actions, essentially giving the team a step-by-step guide that would ensure they executed their vision, within the three-year schedule.

## Actioning improvements almost instantly

The leadership team's collective response was overwhelmingly positive. So much so, that some of the commercial asks were approved immediately – right there in the meeting. Now our clients have the investment to attain the resource they need, a data literacy programme to ensure the team possess the right skills, and the processes in place to mitigate risk and maintain data governance.

## Data that delivers

At AND Digital, we focus on solving business problems with a progressive, holistic data solution. To help organisations understand the power of their data, we've developed a unique data value proposition. And we follow this tried-and-tested process with all of our customers.

### STRATEGY



Vision & Principles



Architecture



Teams & Capabilities

### ACTION



Analysis & Insight



Optimisation & Experimentation



Culture & Communication

### PLATFORM



Creation & Collection



Storage & Warehousing



Serving Data

### MAINTAIN



Governance & Processes



Data Quality



Security