

 **Modernize**

 **Manage**

 **Monetize**

The Agile approach to
driving value from your data

DISCOVER HOW WE:

Improved communication for supports of **Shelter** through Modernization

Delivered Data Governance training to the second-largest **Police force** for improved management

Helped **RES Group** make better decisions for the future through unified Financial Data Reporting

Transformed the **The Body Shop** into a Data-Driven organization in three months



“Agile Solutions had a thorough understanding of our data landscape and were very well positioned to support us with taking the platform to the next level. Combining MDM and BI expertise, both from a technology platform and project approach perspectives, the Agile Solutions team delivered a well thought-out set of reports and dashboards on Microsoft Power BI which are continuing to deliver value to our stakeholders.”

Panos Tsakins,
Reporting & Data Architect, RES

How do you extract commercial value from data?

There are so many technologies, processes and platforms that promise to turn your organization's Data into gold, but in truth, it's not that simple.

Buying the latest technology won't make you a Data Driven business. A single Data Quality initiative won't transform your Data Culture. A switch to the Cloud won't fix your challenges with Data Silos and accessibility. Advanced Analytics won't always put you ahead of your competitors.

If you want to feel the full commercial impact of your data, you need to examine your vision and strategy for data, aligned to your Business Strategy: how

you manage data, the infrastructure that is best to support it, and the technologies that will enable you to bring your Data Vision to fruition.

In this guide, we show you how to **Modernize** your infrastructure and strategy, **Manage** your data and **Monetize** those efforts, to capture a better return on your Data Investments and keep your organization evolving in line with technology market developments.

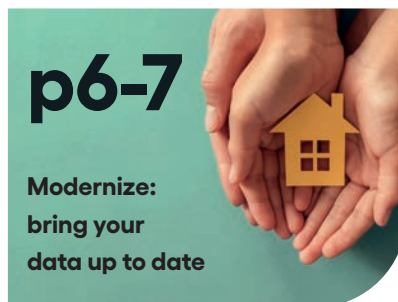
Like your business, data is always changing. Being Data Driven isn't an end goal: it's an evolutionary process that enables you to keep exploring commercial opportunities with data.

Wherever you currently are on your Data Journey, we know the next steps you need to take to increase the value of your key data assets, open new doors and keep delivering a strong ROI to your business, and your customers.

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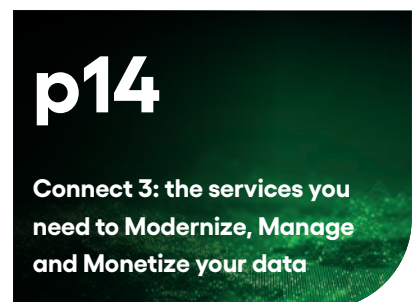
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AN AGILE APPROACH TO DATA

Agile by name, Agile by nature

**Business moves fast
– so why shouldn't
the delivery of your
Data Solutions too?**

 **So many Data Solutions and system implementations still rely on slow, rigid delivery methods that reduce organizations' opportunities with data – and in our fast-paced digital world, that is not acceptable.**

We've seen organizations burned by data projects that take two to three years to be delivered: that's two to three years working towards one fixed goal, with no incremental value delivered in the interim, and no flexibility to change course when you need to.

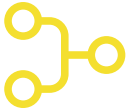
By time the project is complete, it's already drifting towards redundancy. Your customers' expectations, your market, and your business' needs will have all changed in that time, and your Data Strategy should be evolving with them.

At Agile, we understand that flexibility has to be part of the process. Wherever possible and pragmatic, we deliver our Data Solutions in sprint-based increments, delivering value at every phase and making it easier to track development, adjust your budgets or adapt if your objectives change.

This is Data Solutions as they should be: fast, agile and delivering commercial value at every step.

Choosing a data partner

It's critical that the right partner can support you with the following services:



Delivery

The Agile team manage all aspects of delivery, with agile methods tailored to meet how your organization operates. Delivery services include Project Management, Programme Management, PMO, Scrum and Delivery Assurance, ensuring that your Data Projects follow a clear plan that's easy to follow, measure success and keep on time and on budget.



Managed Services

Data Solutions should relieve workload within your organization, not add to it. Our managed services offer proactive monitoring and maintenance on all of your components in your systems, ensuring that issues are identified and dealt with in near real time. These services reduce the risk of mission critical failures at every stage of a project, and after any technology implementation is complete.



Resourcing

Agile's T-shaped individuals typically have a blend of development, business analyst and test resource expertise – exhibiting a broad range of technology skills while also specialising in a core area. This range and depth of talent makes every consultant more versatile, enabling them to move between tasks and react to the changing needs of a delivery or your requirements.



Team Agile

Our strength is in our people. As a business we specialize in data, but it's the broad range of skills exemplified by our team that make us a truly unique data partner. Our technology skillsets, project management, consultancy and commercial awareness enable our team to deliver projects that go beyond our client's expectations – whether they are in the process of modernizing, managing or monetizing their data assets.

“ I value the sense of Team Agile that I have ”





Modernize

Get your business ahead of your competitors by harnessing emerging technology, people and process trends.

We understand the data landscape and how it's changing, to engineer solutions that work for your organization and put you ahead of the competition.

Supported by our partners and agnostic industry bodies like Gartner, we know how to align your business goals with emerging trends, helping you to meet changing customer, client and supplier expectations with data.

Where next:

Understanding market direction

The data market moves fast. Nascent technology trends can quickly become operational must haves, which is why it's vital to have a data partner who keeps a close eye on the industry's evolution. Through tools like the Gartner Hype Cycle and the insight of our Core Tech Teams, we track technologies from conception to maturity, advising you on the right investments for your organization.

Believe the Hype

Some of the technologies and trends that have moved from innovation to widespread adoption in recent years include:

- Agile Delivery Methodologies
- Data Scientists • DevOps • DataOps
- iPaaS • Cloud Adoption

Looking ahead: emerging trends

With new solutions being developed all the time, our teams take time to assess their relevance to our clients as well as their stage of maturity. Some of the emerging solutions we're currently delivering for our clients include:

- Augmented Data Management
- Data Streaming
- Data Fabric and Data Mesh
- Cloud Native technologies.

3 tips on modernizing your data



Set your course. Data modernization isn't about onboarding tools to follow an industry trend: it's about modernizing your approach to data to deliver the commercial outcomes you need. A good Data Strategy will have a clear direction that connects to your wider business goals.



Get buy-in from the business. A Data Strategy needs the right buy in to succeed. Engage the right stakeholders in your strategy to instigate real, organizational change.



Make informed decisions. There's a reason that partner led implementation is encouraged by Gartner: Data Decisions can be complex, and it's always advisable to work with a supplier agnostic industry expert who can help you choose the practical solutions you need.



CASE STUDY: SHELTER

Modernizing their data infrastructure to offer a better experience to their supporters

The needs of people who are homeless have not changed. The needs of those who support them have. We helped charity Shelter to modernize their data infrastructure and strategy to offer a better experience to the supporters helping them to tackle homelessness in the UK.

The project

Shelter's goal was to strengthen their relationship with the supporters who donate money and time to the charity. They wanted to use data to get a clearer understanding of their supporters as individuals, creating personalized conversations, recognizing individual contributions and encouraging an ongoing dialogue – all while remaining GDPR compliant.

The challenge

Getting a single view of Shelter's supporters was difficult. The charity collects data from a wide range of sources – third party pages like JustGiving, social media interactions, donation forms, etc – and their pre-existing fundraising platform, Raiser's Edge, could no longer support Shelter's evolving relationship with that data. Other systems had been added to address that shortfall, leading to no less than 90 active data systems across the organization – 29 of which had no integration to Raiser's Edge at all. This complex knot of data and systems was raising their chance of data errors, not to mention their risk of GDPR infringement.



The Agile solution

Shelter chose Informatica's Hybrid Integration Platform to address their challenges in data capture, collaboration, analysis, and segmentation, and enable them to integrate their CRM system with multiple marketing avenues. Agile implemented Informatica's Cloud iPaaS (Integration Platform as a Service) in just seven two-week sprints, modernizing Shelter's data strategy and infrastructure quickly and effectively. This included the automation of incoming funding streams, data quality improvements, and removal of manual failure points. Methodology training for Shelter staff also helped the company improve future project deliveries after deployment ended.

The results

With Informatica Cloud iPaaS installed, the charity reduced the time spent on manual data entry and improved response times. With streamlined, real-time data processing, they could react quickly and improve their supporters' experience, as well as save costs. In the long term, Shelter will monitor the project outcomes to realize a return on investment in the shape of an increased level of support, thanks to personalized, data-driven dialogue with supporters.



Manage

Make sure your data is always reliable and ready to power your business.

Every data strategy needs high quality, secure data to fuel it. Data Management is critical to making sure your data stays up to date and accurate, wherever and whenever it's accessed.

We engineer and implement solutions that build Data Management into the fabric of your business – from Data Processing and storage platforms like Master Data Management (MDM) and Cloud Data Warehousing, to processes like Data Governance, Data Security, Data Lineage and Data Quality.

We do this irrespective of the types of data you need to manage and process, from structured through to semi structured and unstructured.

With robust Data Management, you can have full confidence that your data is accurate, timely and available, wherever and whenever it is accessed or used. Without it, it's impossible to know whether the data that is powering your business is reliable and well governed – with potentially disastrous outcomes for your organization.

6 essential elements of Data Management

1 Data Quality. High quality, consistent and accurate data is key to any data strategy's success. An initial Data Quality assessment and profiling of your data will help you define the data you need and what it should look like, from your data descriptions to categorization.

2 Data Governance. Data Governance acts as the foundation of your data strategy. It covers every aspect of your Data Strategy and your organizational relationship with data, ensuring that Data Quality is maintained and that data is clearly defined in your Business Glossary.

3 Data Lineage. Understanding the full life cycle of your data as it moves from source to consumption is key to understanding its reliability and accuracy, especially when it forms part of a complex supply chain.

4 Technology. To choose the right technology to manage your data – be it MDM, PIM, CDP or something else entirely – you need to outline your current expectations, long term goals and assess the way your business interacts with data.

5 Agility. Data Management should never be inflexible: it should change and adapt depending on what your business needs. In today's rapidly changing digital climate, every organization needs cloud capabilities for an agile, reactive Data Strategy.

6 Accessibility. For your data to influence organizational change, it needs to be accessible to everyone who needs it. Platforms like Data Lakes, Data Warehouses or Data Lakehouses help to democratize data by making it available and consistent across the business.



CASE STUDY:

Managing data in one of the UK's largest Police Forces

In the Police force, data can be high stakes: its accuracy, reliability and timeliness are essential for Police staff and systems to get accurate insights from data. We delivered Data Governance training to the second largest Police force in the UK, helping staff to maintain Data Quality standards.

Project goal:

Improving the force's relationship with data

The Police Force was developing a strategic roadmap to adopt Artificial Intelligence (AI) and Machine Learning (ML) tools that could predict events and protect officers. The success of both tools relied on the availability of high quality data, which meant introducing good data habits that could be rolled out to current and future staff. A Data Governance initiative was needed to set Data Quality definitions and ensure they would be maintained long into the future.

Challenges:

Following a restructure of the organization's Chief Data Office (CDO), the Chief Data Officer became responsible for several business areas. It was clear that there was a lack of maturity in relation to Data Governance principles and best practices. For any Data Strategy to be effective, a standardized approach to data needed to be rolled out.



The Agile solution:

Agile carried out onsite data governance training, tailored to the Police Force's Data Vision and their current level of Data Governance maturity. The training brought everyone in the CDO

to a shared understanding and appreciation of data, that would preserve Data Quality and enable successful onboarding of more complex Data Solutions in the future. The training enabled staff to use data effectively, as well as providing training materials that could be used moving forward. This customised approach created significant cost and time saving compared to traditional external training.

Data objectives unlocked:

- ✔ Good quality data available for future ML and AI implementation
- ✔ Bad data habits eradicated; good data habits introduced
- ✔ Data Governance protocols clearly set and maintained
- ✔ Reduced costs and time saving compared to off site training
- ✔ Training material available for future staff members

Long-term ROI:

Agile's approach to Data Governance training focussed on sustainable, long-term change, giving the Police Force the foundations they needed to introduce complex AI and ML Data Solutions.



Monetize

Create a competitive advantage with new data-driven solutions.

You've got data – now it's time to exploit it and convert it into a commercial differentiator. Our Monetization solutions explore the possibilities of your data, whether that's by opening new Data Driven revenue streams or identifying ways to drive down operational costs and overheads.

Our consultants will help you identify new opportunities in technology and processes, roadmap your route to implementation, and build Data Driven solutions that deliver commercial results to your organization.

What is Data Monetization?

As the name suggests, Data Monetization is any Data Driven initiative that delivers measurable economic benefit to your business. It could be a solution that enables you to identify and eradicate operational losses, or it could be a method of using data to unlock new revenue opportunities, such as targeted customer marketing or increasing CLV (Customer Lifetime Value).

Examples of Data Monetization solutions



Storytelling

Turning data into stories creates a narrative that everyone can understand, not just IT or technology teams. It can dramatically speed up the way that your business utilizes data by presenting data in an accessible format: visualizing that data through graphs, patterns, maps, timelines and more. The result is a more democratic approach to data – the benefits of data aren't just limited to those who fully understand data from a technical perspective, but are open to all. Data storytelling's commercial impact can be vast: it allows Data Driven actions to take place across the business, helping every department – or even individual – to be influenced by data.



Analytics and Insight

Using cloud services, like AWS or Microsoft Azure, you can explore new ways to exploit your data commercially and automate business actions, such as through Machine Learning, Artificial Intelligence and Natural Language Processing. Like visualization, the success of analytics and insight depends on how you manage your data and the platforms you use to process and store it: cloud capability is a must, as is consistently high quality data. Analytics and insight are a huge possibility to increase efficiency and minimize human error across your organization, but they aren't without their risks: automations based on inaccurate data at best won't deliver the results you need, but at worst can have disastrous business outcomes.



Enterprise Data Marketplaces, APIs, RPL and more

New methods of Data Monetization are emerging all the time. If you want to be ready to explore these lucrative opportunities with data, it's important to first Modernize and Manage your data effectively. With good quality data, the right systems and processes, and a clear strategy that has buy in from senior leadership, you'll be in a stronger position to adopt Monetization solutions and explore creative data ideas.

Monetizing your data through creative solutions

There's no rulebook to follow when it comes to monetizing your data: it's about having a vision for what you could achieve and developing a strategy to deliver it. Here are some examples of businesses who have creatively adopted data solutions to generate commercial value.

RES forecasts the future to rethink energy with analytics

The world's largest independent renewable energy company, RES, wanted to be able to see the bigger financial picture and use data to forecast into the future, empowering their decision makers with accurate, up to date and easy to understand information. With renewables playing a vital role in the fight against the climate crisis, they needed

precise financial reporting that allowed them to make fully informed investment decisions to strengthen their energy network. They worked with Agile to adopt advanced financial analytics with tailored reports and dashboards on Microsoft's Power BI: solutions that continue to deliver value to their stakeholders today.



Air Malta's transformation from struggling to soaring thanks to APIs

In 2017, Air Malta was at crisis point. As a small airline, it couldn't compete with larger airlines and had operated at a loss for two years – it was 10.8m EUR in negative earnings by 2017. A year later, it was turning a profit, with an 11% increase in passengers thanks to data. They switched to web based Application Programming Interfaces (APIs), making their data available to other airlines who could then list Air Malta flights on their own booking systems to offer new flight times, locations and additional capacity. Cloud based software also helped them to better manage their operations and reduce costs.



Addison Lee fights market disruption with data

In a market disrupted by new digital entrants like Uber, car service Addison Lee needed to expand and update their offering. After purchasing chauffeur service Tristar Worldwide, they moved to APIs to better integrate their systems and explore new commercial opportunities with data. As the market continues to evolve and APIs and advanced analytics become widespread, the robust data practices that enable them will allow organizations like RES, Air Malta and Addison Lee to keep transforming and increasing business revenues with data.

CASE STUDY:

The Body Shop's data journey

See how The Body Shop Modernized, Managed and Monetized their data in just three months to become a Data Driven business.

Like every retailer, The Body Shop were under pressure to adapt to a changing marketplace, fast. They knew that data held the answer to better customer interaction, sustainability and increased revenue, but didn't know how to realize those plans and make data a force for good in their business.

Agile Solutions guided The Body Shop to Modernize, Manage and Monetize their data in just three months – delivering a full transformation that enabled the brand to stay true to their values, deliver excellence to their customers and enjoy commercial results with their data. Here's how we did it.

The Body Shop's data goal: to become a data-driven organisation

The Body Shop's aim was to align their data and IT investment with their business strategy, extracting real commercial value from their data.





Modernize

As an omnichannel retailer, The Body Shop collates vast volumes of data from customers and products. At the start of our engagement, The Body Shop had six data sources with 20 terabytes of data across numerous technology stacks: these Data Silos were preventing data from being utilized effectively across the business.

Agile Solutions developed a strategy that identified the best platform to unify their data and a roadmap that would augment the platform over time to support their overall Data Strategy.



Manage

With consultation from Agile Solutions, The Body Shop selected Microsoft's Advanced Customer Data Platform and Synapse to unify data for web analytics, in store and online transactions, together with marketing and campaign data.

The platform was able to ingest data from key source platforms, centralising information and accelerating their unified customer data processing.

Crucially, as a Minimum Viable Product (MVP) product, the platform is now able to grow and develop in line with ongoing feedback from the team, creating a more sustainable and value-driven approach to The Body Shop's data initiatives.

This transformed the way that the business used and connected with data, not just from a technological perspective, but culturally and operationally.



Monetize

With the new platform in place, The Body Shop can enhance their data science capabilities and implement self-service Business Intelligence (BI): creating a more self-sufficient approach to data.

Processing and collation of data is now fully automatic: this takes place every day, giving data professionals across the enterprise access to high quality data and enabling better business outcomes thanks to readily available insights.

As well as enabling more informed customer engagement – thanks to customer insights – the platform provides full transparency of ongoing costs and budget controls, allowing The Body Shop to optimize their spend.

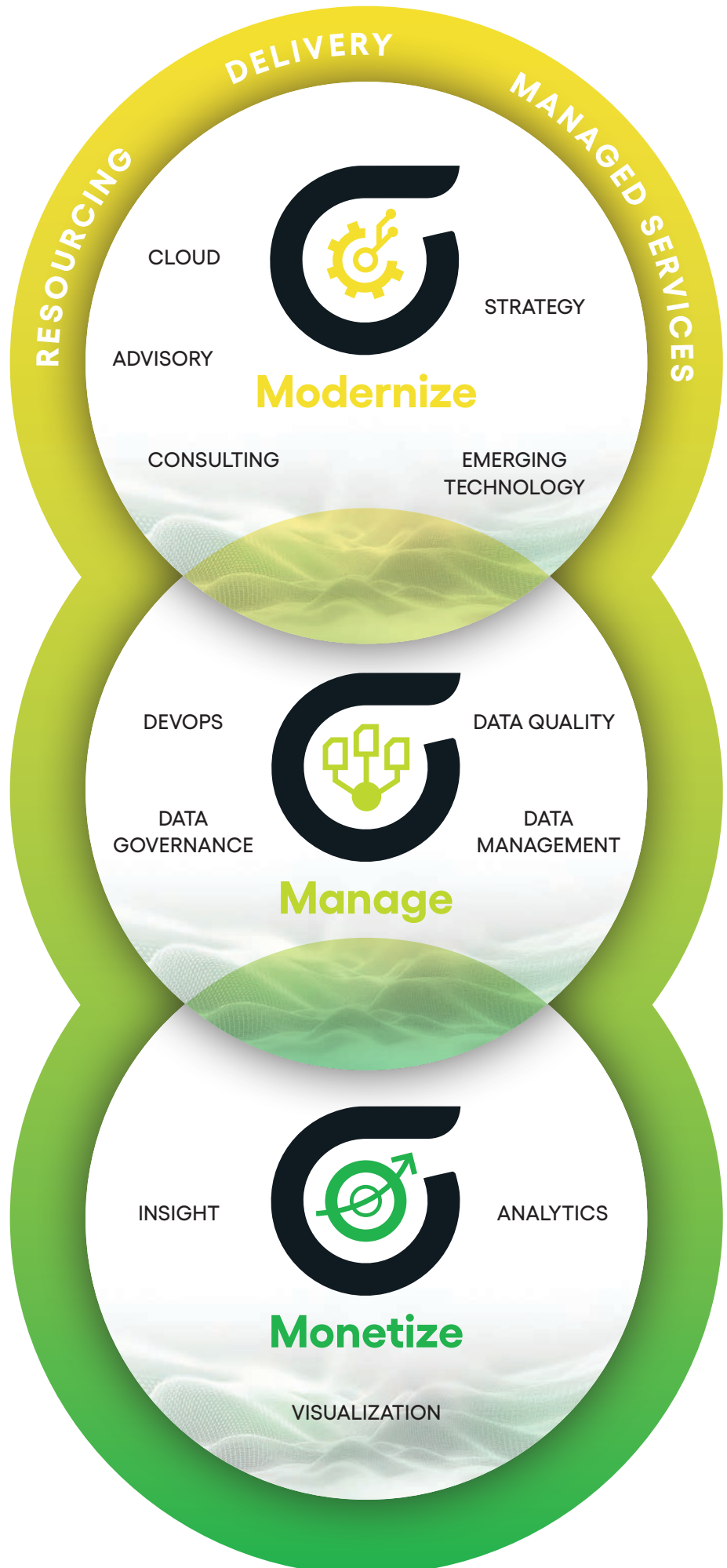


The result: “As part of Team Grace and our Data Platform initiative, Agile Solutions successfully delivered a minimal viable product based on Azure Synapse in addition to a pilot for Dynamics Customer Insights. Rapidly utilizing up to 20 Terabytes of data **the solution identified 35,000 new customers through out of the box machine learning models**, which in turn created over twenty new segments and measures, while enabling the Data Platform to break down Data Silos and unlock big Data Sources into one platform for the first time”

Tony Butler, Software and Data Engineering Director, The Body Shop International

Modernize, Manage, Monetize: the three phases of every successful data strategy

Data is a valuable asset, but extracting that value takes a journey, not a single step. At Agile, we can guide you through every stage of your Data development to deliver the full commercial impact of your Data.



Agile Solutions partner with some of the best technology providers in the world to deliver success for our customers.



Through our approach to Modernizing, Managing, and Monetizing, Agile Solutions can help you change your perceptions of your business Data from hoarded information to a valued resource that works for you.

It's time to try the Agile Approach.

Get in contact with our team today.

Call us on 01908 010618

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