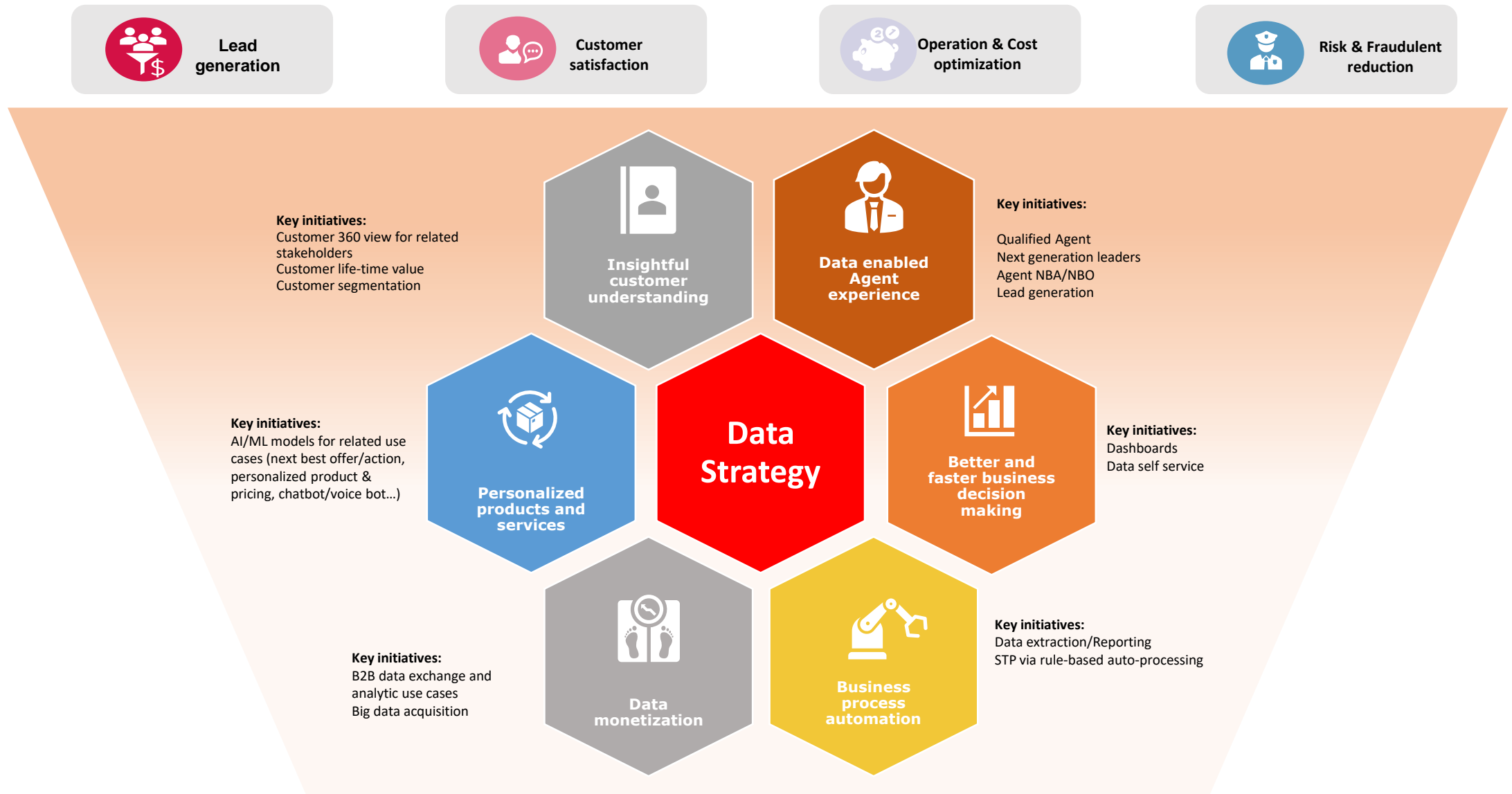
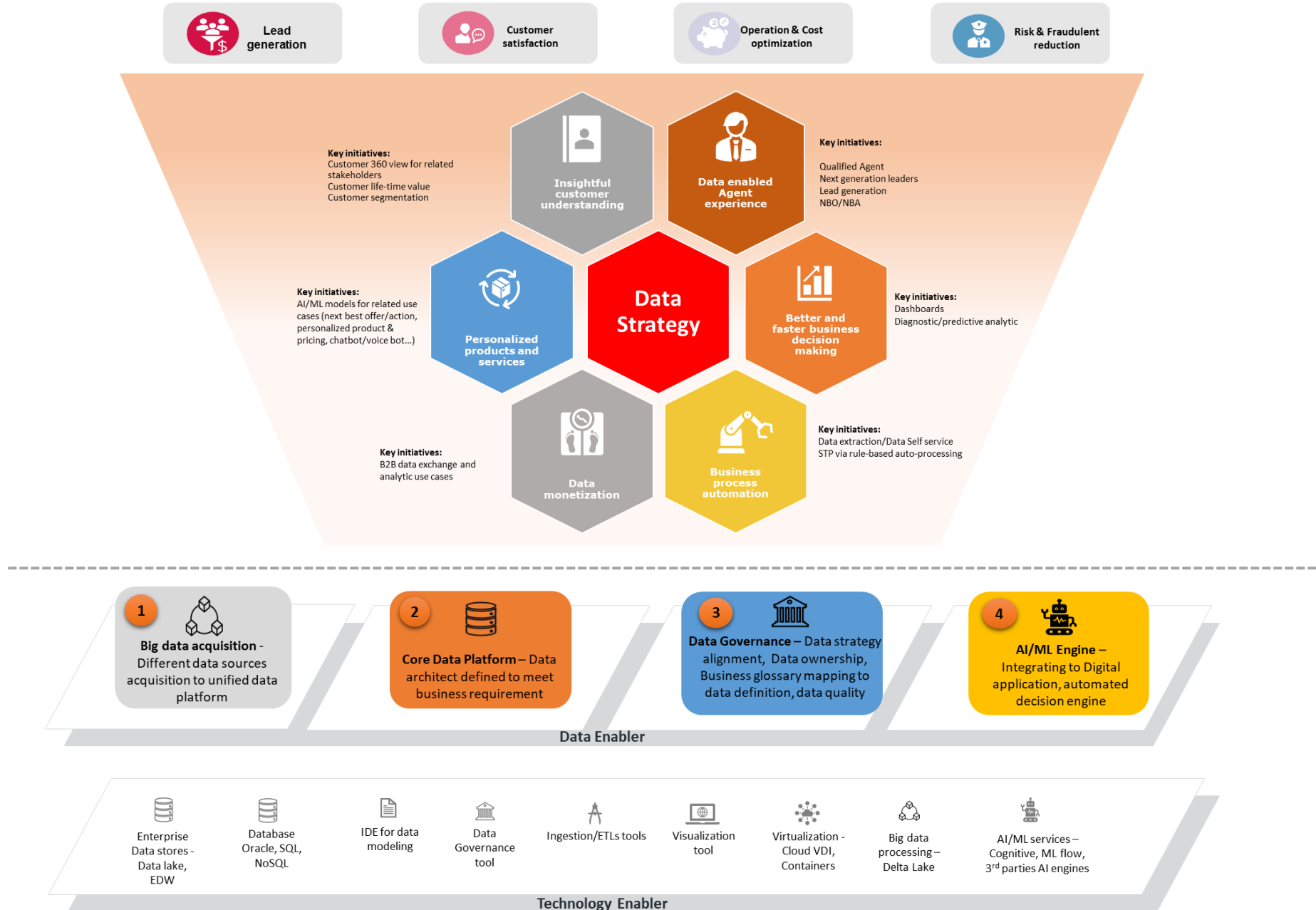


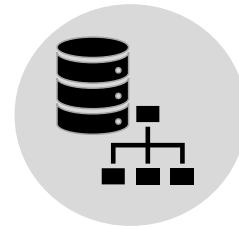
# 1. Business strategy & Data strategy alignment



## 2. Data Strategy – Execution management

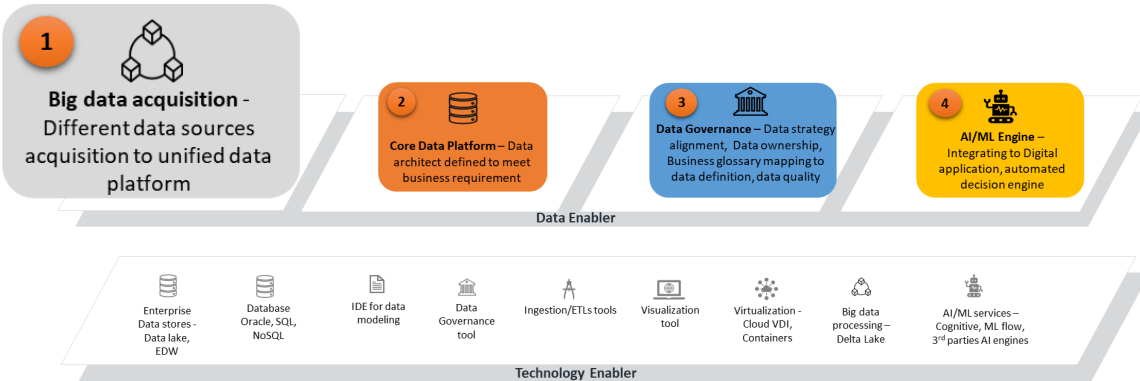


# 3. Execution - Data acquisition roadmap



Structured data

- **Front office:** Applications/Web portal for Customer, Distribution channels, Marketing, Employees, Partners, Contact Centers.
- **Middle office:** Systems likes Core, Claims, Product, Billing, Collection, Payments, CRM.
- **Back office:** System likes Finance, Procurement, HR, IT/Security, Risk and Compliance.



Unstructured data

- **Social network:** Customer relationship, Customer behaviors, preferences.
- **IOT/wearable devices:** Customer health, habit data
- **Text/Image documents:** statements, medical records, policy applications, claim forms, and customer feedback.
- **Voice data:** Customer servicing with customer needs, emotions and sentiment

# 3. Execution – Core data platform investment



## Available

- How many data sources are acquired, ingested into centralized data stores and available to meet business demand?

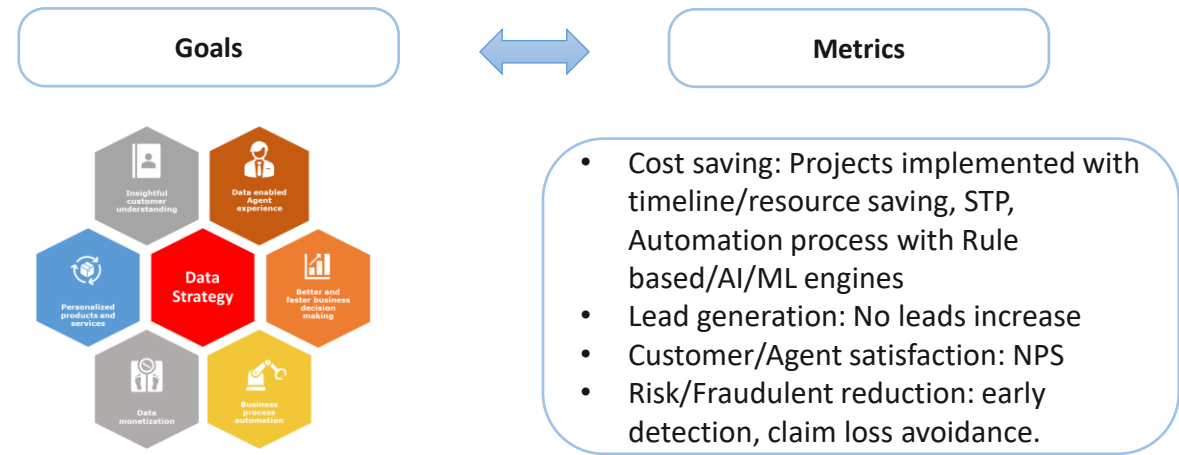
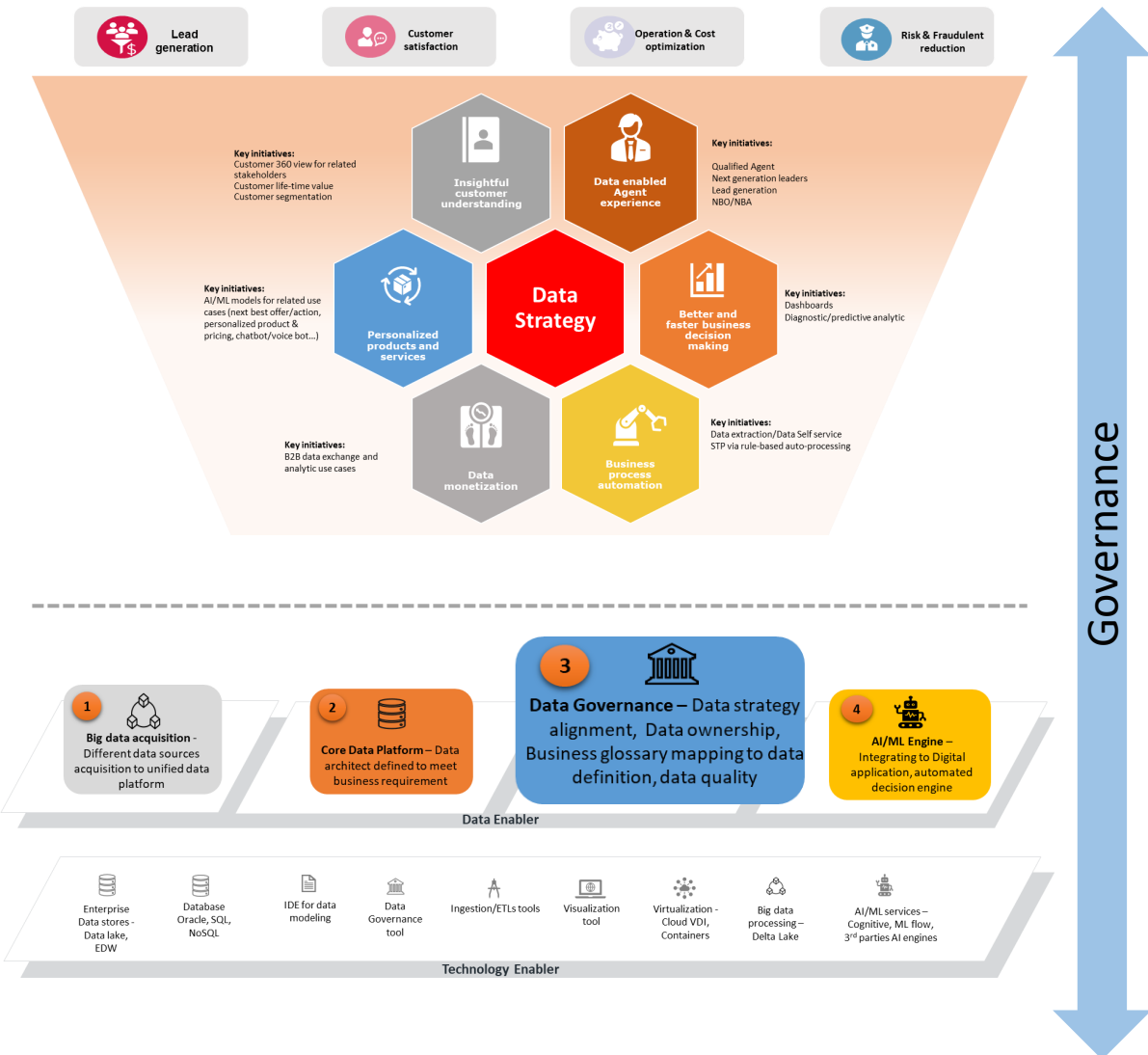
## Usage

- How is the data useful for whole enterprise information query from reporting, dashboard building, application integration, AI/ML engines built?

## Quality

- Is that the data in good quality and well defined with unified understanding from data engineer to business stewards and owners?

# 3. Execution - Strategic alignment is crucial role of Data Governance



## 1. Ownership

Define working group **Data owner** to work on the focused areas of **Data quality & Data protection**

## 3. Data protection

- a. Identify the business issues on **sensitive data protection leading to compliance/security issue.**
- b. Critical sensitive data inventory with identified controls applied.
- c. Follow up mitigation action with according data owner

## 2. Unique Business glossary/ Data quality

- a. quality/ business glossary leading to **low quality of business information**
- b. **Measure data quality** and reflex on the **dashboard**
- c. Follow up mitigation action with according data owner

# 3. Execution – AI/ML use cases with ROI focus

