



FACT SHEET

Data Capability Maturity Assessment

This Data Capability Maturity Assessment focuses on **speed, simplicity** and **practicality**. Unlike other assessment methods which can feel like they need their own project team to run, this approach quickly and cost-effectively answers the one truly essential question – is your data driving achievement of your business’s goals?

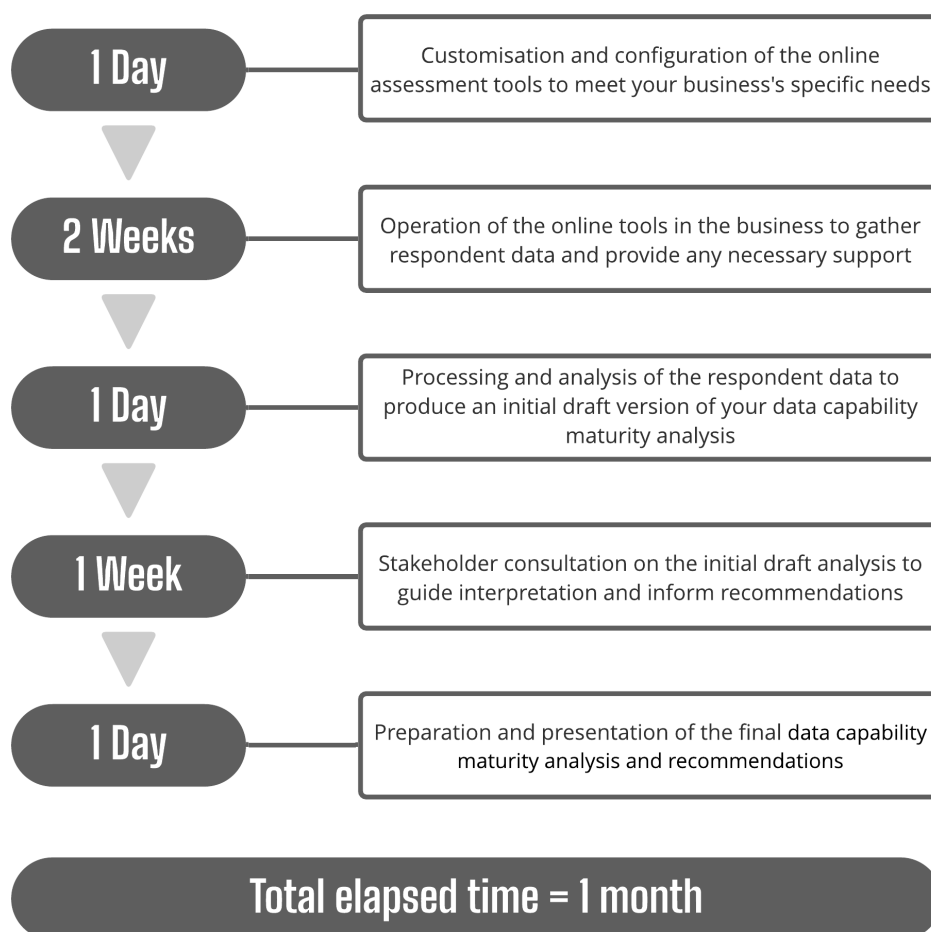
This is a **fixed-price** assessment package combining simple online tools, insightful data analysis, and consultancy expertise with the 4dDX data strategy framework. These components work together to rapidly provide your business with a clear, measurable and accountable view of how suitable your data capabilities are for driving achievement of your business’s goals, and what actions are appropriate for closing any harmful gaps in your data capabilities. Because this assessment is simple and lightweight, it can be easily repeated in the future at **no extra cost** to see how your data capabilities are evolving over time.

Benefits of the Data Capability Maturity Assessment

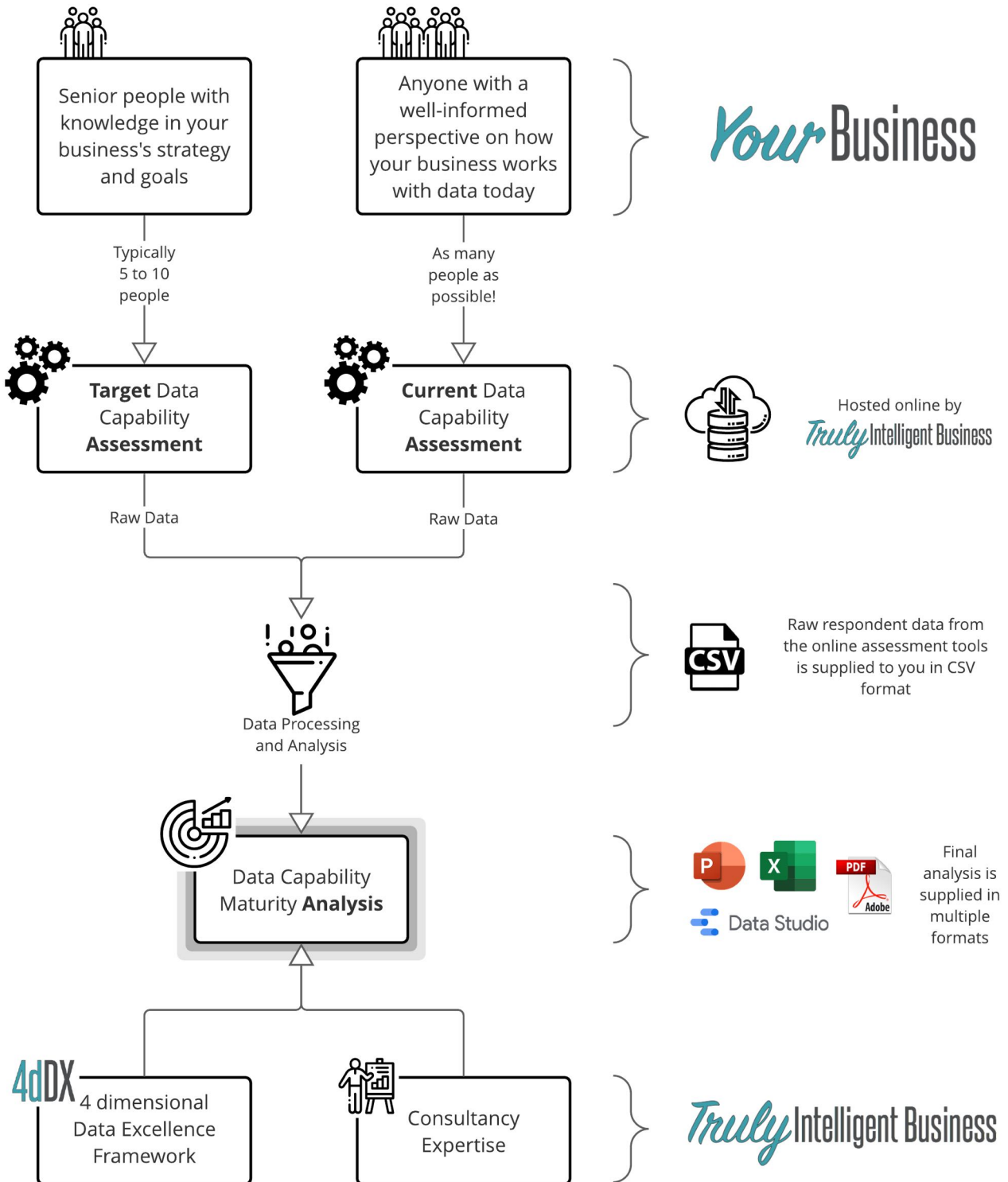
Achievable Benefits	Enablers of the Benefits
Accurate and accountable quantification of data capability strengths and weaknesses.	Simple online tools enable you to gather assessment data from as many people in your business as you wish. The 4dDX framework is then used in analysis of those data to reveal credible insights which are highly relevant to your business’s objectives. Real-world expertise then formulates a roadmap of recommendations in direct consultation with your stakeholders.
Understand how your data strengths and weaknesses are impacting achievement of your business’s goals.	
Powerful recommendations for data capability improvement based on rich expertise and actionable data insights.	
Keep tabs on how your data capabilities are improving and evolving over time.	Because the assessment method is simple as well as effective, you can repeat it as often as necessary to gather fresh data and generate updated results.

Achievable Benefits	Enablers of the Benefits
Freedom to develop and integrate the results of the assessment into other materials and analyses.	You will be supplied with the rich raw data gathered by the online tools during the assessment.
Build levels of people engagement which drive positive changes in your business's data culture.	The deeply insightful analysis combined with the approachable simplicity of 4dDX, drives a powerful and engaging conversation with everyone in the business.
High value and return on investment.	For a single low-cost fixed-price payment, your business will retain access to the online assessment tools and data, enabling you to multiply all of these benefits over time.

Typical Data Capability Maturity Assessment Timeline



How the Data Capability Maturity Assessment Works



Deliverables of the Data Capability Maturity Assessment

	Deliverable	Description	What's the Value?	Format Options
1	Data Capability Maturity Assessment Quick-Start Guide.	Instructions to guide you on how to use the Data Capability Maturity Assessment tools.		Content in your online client portal.
2	Target Data Capability Assessment.	Online application for gathering input from senior people with knowledge in your business's strategy and goals.	This simple tool allows you to rate how important different data capabilities are to the achievement of your business's goals. The data gathered by this assessment calibrates the results of the data capability maturity assessment.	Online application.
3	Current Data Capability Assessment.	Online application for gathering input from anyone with a well-informed perspective on how your business works with data today.	This comprehensive tool gathers data on a range of measures, which together define the current maturity of your organisations data capabilities.	Online application.
4	Online Assessment Tools Respondent Data.	The raw data generated by the online assessment tools.	By possessing the raw assessment data, you have the freedom to develop and integrate the results of the assessment into other materials and analyses.	CSV.
5	Data Capability Maturity Analysis.	The core deliverable of the Data Capability Maturity Assessment.	Provides visibility and understanding of how your data strengths and weaknesses are impacting achievement of your business's goals.	Google Data Studio, PowerPoint, Excel and PDF.

	Deliverable	Description	What's the Value?	Format Options
6	Data Capability Maturity Development Recommendations.	The results of your Data Capability Maturity Assessment interpreted into actionable insights and recommendations.	These recommendations answer the crucial questions of 'what does this mean to my business?' and 'what should we do now and why?'	Microsoft Word or Google Doc.
7	Data Capability Maturity Development Roadmap.	Recommendations arranged in a high-level timeline.	Provides an illustration of the sequencing and timelines of the actions which are recommended for enhancing your data capability maturity.	Microsoft Word or Google Doc, plus PowerPoint slides.
8	4dDX End User Licence	A licence granting your business non-exclusive use of the 4dDX strategic data framework, on which the Data Capability Maturity Assessment is based.		Digitally signed agreement.
9	Professional services.	<p>Every organisation is in some way unique. These professional services ensure that your Data Capability Maturity Assessment is tailored to align with your specific situation and needs. The activities typically performed by these services, are:</p> <ul style="list-style-type: none"> • Customisation and configuration of the online assessment tools to meet your business's specific needs. • Processing and analysis of the respondent data to produce an initial draft version of your data capability maturity analysis. • Preparation and presentation of the final data capability maturity analysis, recommendations and roadmap. 		3 x 7-hour professional days.

LET'S GET DATA DONE