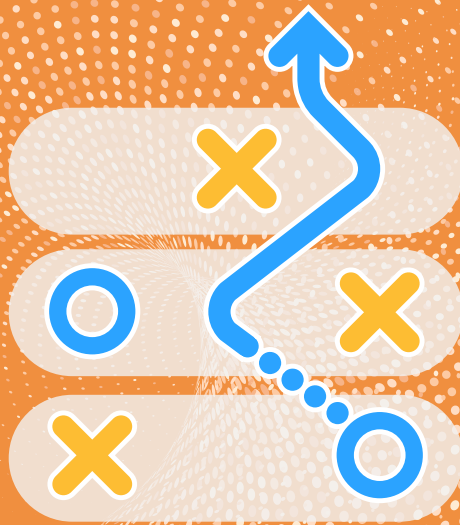




MATATIKA
BYTE SIZED INSIGHTS

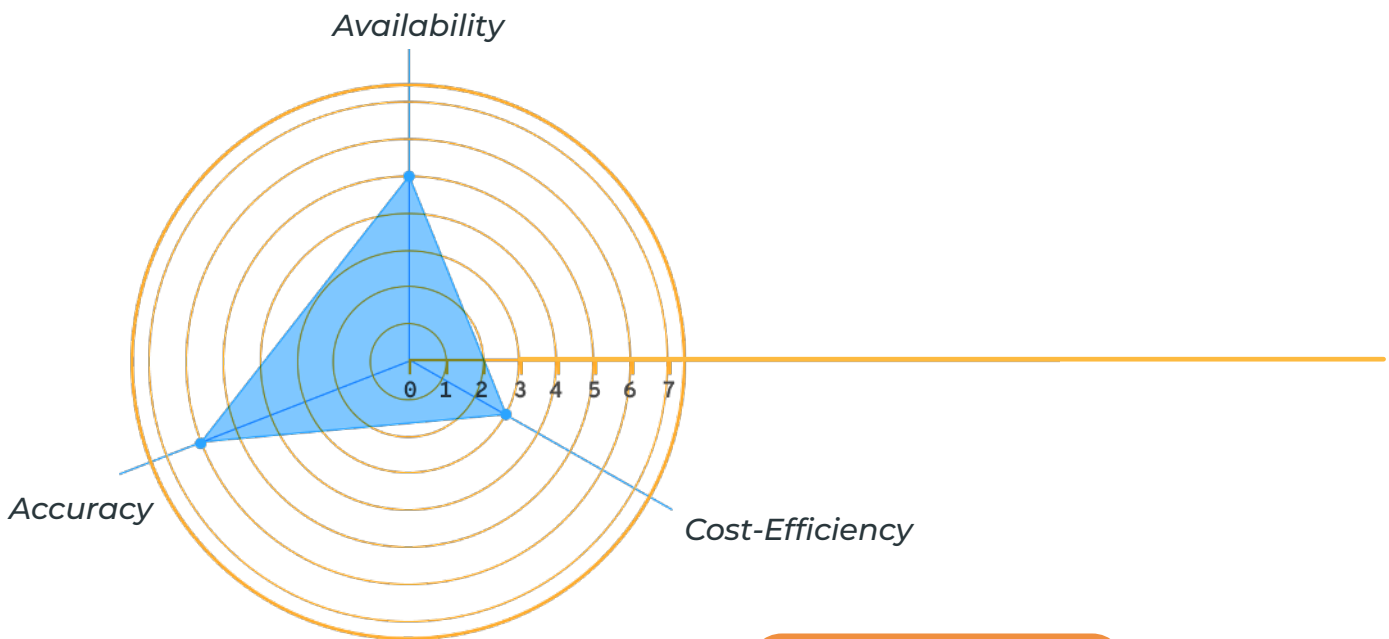


6 strategies

leaders are using
to *maximise*
company data ROI

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Introduction

Did you know 56% of CEOs don't trust their data? Imagine the impact that kind of distrust has on decision-making. At Matatika, we understand that leveraging your company's data effectively is key to staying ahead in today's competitive landscape.

This guide will show you how to maximise your company data ROI through six tactics that will rapidly transform your data availability, data accuracy, and cost-efficiency.

1

Map out your data strategy

A good strategy begins with a clear understanding of where you are now – Situational Awareness. Oftentimes, this understanding is most fractured between the technical and operational teams because they seem to speak different languages and seem to have

opposing motivations. This is particularly challenging in data because of the invisible nature of the systems and dependencies involved. In our

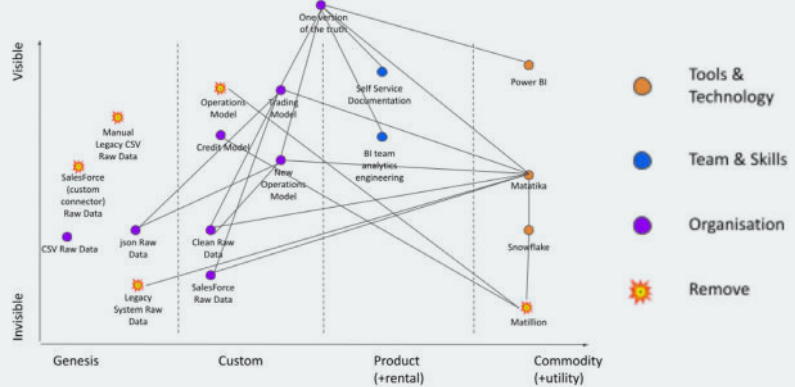
experience, this one “where are we” communication device has a disproportionately positive impact on a company’s data strategy.

TIP

Create and continuously socialise your “where are we and where are we going” strategy map.

Mapping your “where are we and where are we going” can be daunting, but it needn’t be, as simple is often better. We think a Wardley Map is the absolute best way to communicate the strategy. These maps are incredibly simple, require very little explanation, but do an excellent job of aligning the organisation by making the invisible, visible. The end outcome is better decisions because you can visualise your chain of needs across tools, processes and teams.

strategy



[Read more](#) about Wardley Maps

Offer: We see so much value in this strategy map, we are offering to produce your company strategy map for free.

BOOK FREE STRATEGY MAP MEETING

2

Optimise your data supply

We constantly meet leaders who are struggling to justify their current data strategy with poor outcomes and high costs from analytics teams, data engineering teams, cloud resources such as Azure, and data warehouse resources such as Snowflake.

Here are 4 common examples:

- We employ a large data engineering team, yet the 'solution' lacks accurate, consolidated analytics, and still depends on many monthly man-hours to get it all making sense.
- We have a plethora of data tools, yet the underlying data architecture is suboptimal – bespoke, slow and doesn't scale.
- Our data architectures are so rigid the technology ends up defining the business processes, confining our teams to inefficient workflows.
- The current data solutions were hastily put together; they are already legacy and unnecessarily complex.

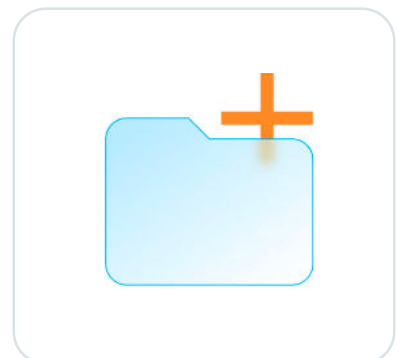
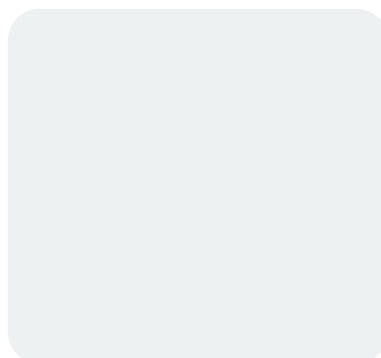
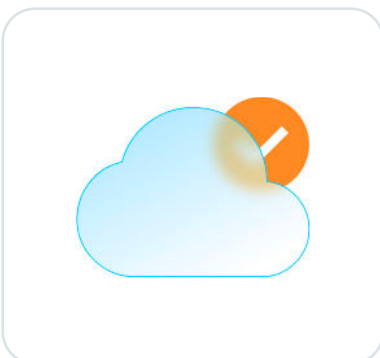
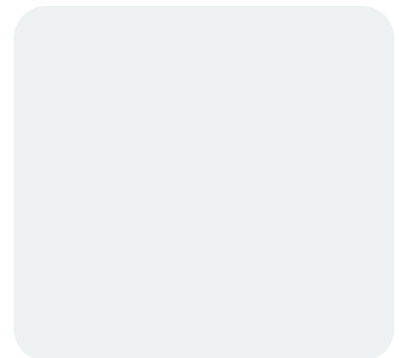
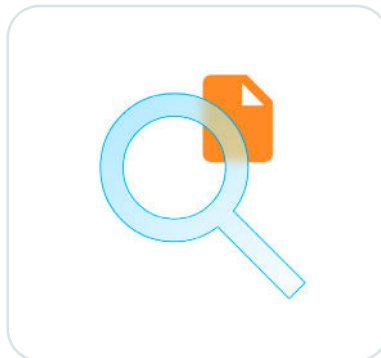
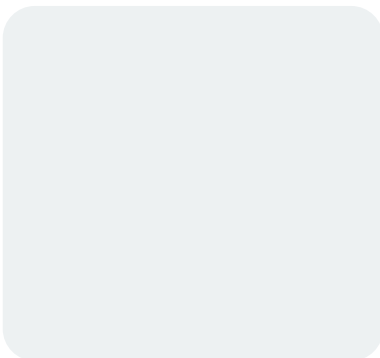
Before buying yet another tool or launching into an overhaul, reconsider your company data objective and whether you have the seamless data supply needed to achieve it.

For example, a succinct company data strategy might be as simple as:

"We need all our data in one place to make the best data-driven decisions"

While an in depth vision and scope exercise will provide a nuanced understanding of your data supply, get an effective steer immediately by turning your strategy into a data supply question:

**Do we have
all the data we need,
in one place,
to make the best
data-driven decisions?**



2 Optimise your data supply *Continued*

Understanding the key bits of information you capture or measure will help you focus on the data decisions you want to enable.

Examples of data capture answers include:

A We want to track, visualise, automate, and enhance our sales and service processes with AI. But our reps' activity isn't logged and tracked in one place - we need to collect data from:

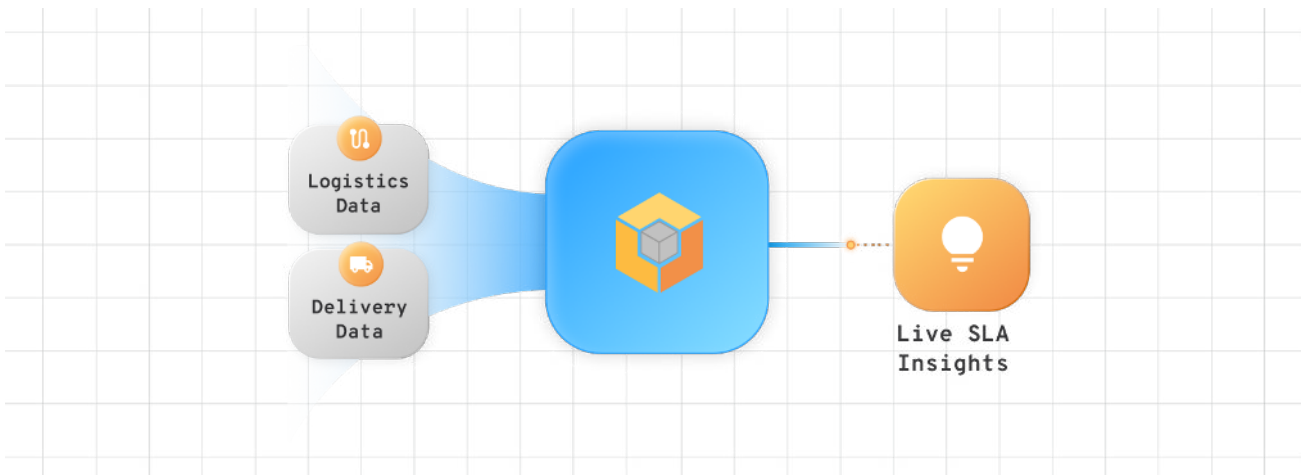
- Sentiment during sales and service processes
- Rep call accuracy
- Weighted pipeline values to quantitatively measure closing probability and performance against goals

Only then can we report on bottlenecks and optimisation opportunities.

B We want to understand shopper behaviour and user engagement information. But we don't have data from our shop floor - we need to collect data about:

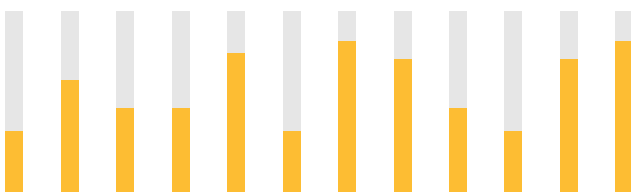
- Customer engagement from cameras enabled with AI demographics information
- Product pick-ups-and-put-downs from sensors
- hopper feedback from touch panels

C We need live customer SLA insights from data warehouse pickups, delivery information, and when jobs are completed. But our logistics fleet isn't being tracked with precision - we need to aggregate information from our logistics and distribution systems into one place.



Reflecting on the above, optimising your data supply is commonly in two parts:

1) Is all the key data being logged and tracked?



2) Is this data from many different apps, spreadsheets and platforms available in one place?

Accurate data in a single space is a prerequisite to visualisation, real time reporting, and AI. Looking at your data supply process or technology gaps through this user needs lens will very quickly focus your efforts and produce the best outcomes.

3

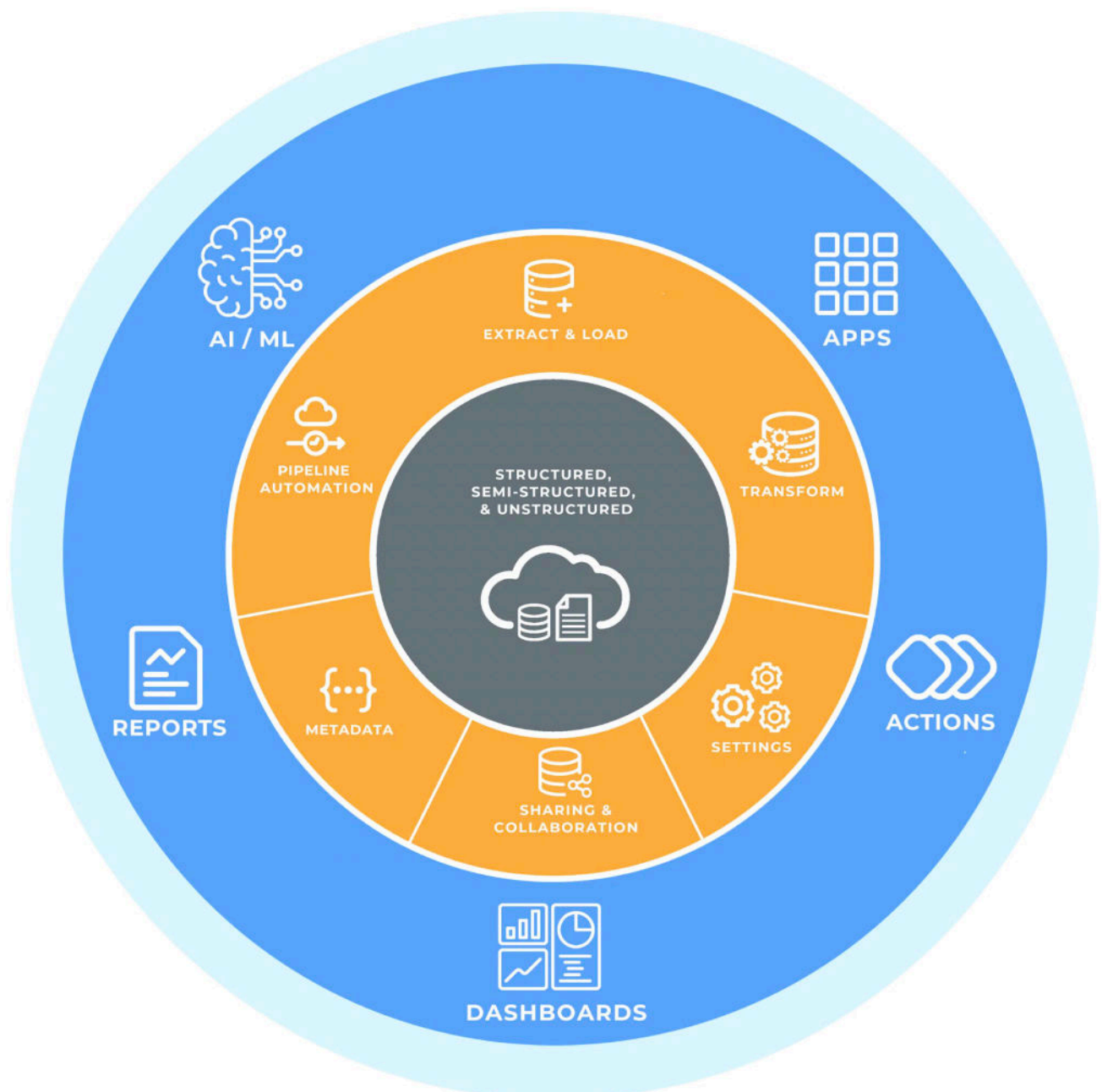
Adopt a platform approach to data management

The powerful benefits of **seeing** all your data in one place are quite obvious, but what's not as obvious is the importance of being able to **manage** all your data through one central system designed around accuracy and real-time collation.

One solution for data management requirements such as ETL (extract, transform,

load), with a robust and versatile set of tools to solve common and unique problems, reduces the potential for unique problems that distract your team. By removing custom code, custom scripts, and siloed solutions in favour of a platform approach - you create a far stronger foundation for accurate insights and growth-driven iteration.

We think it is vital that your chosen platform doesn't end up becoming a limiting factor itself, for example, integration capability with your current and future tools is a key consideration and you don't want your data engineers spending their time building platforms when technology solutions like Matatika exist in the market.



3

Adopt a platform approach to data management

Continued

KEY BENEFITS OF A CENTRAL DATA-MANAGEMENT PLATFORM LIKE MATATIKA:

Efficiency and Simplification:

By using a single platform to manage data from multiple sources, Matatika simplifies the process of building and managing data pipelines. This reduces the complexity and time required to handle data from various sources.

Collaboration and Version Control:

Matatika's platform supports collaborative development and version control, enabling teams to work together efficiently and manage changes seamlessly. This ensures that data transformations are well documented and tested before deployment.

Scalability and Flexibility:

The platform is designed to handle large volumes of data and adapt to changing business needs. This makes it easier to integrate new data sources and manage existing ones.

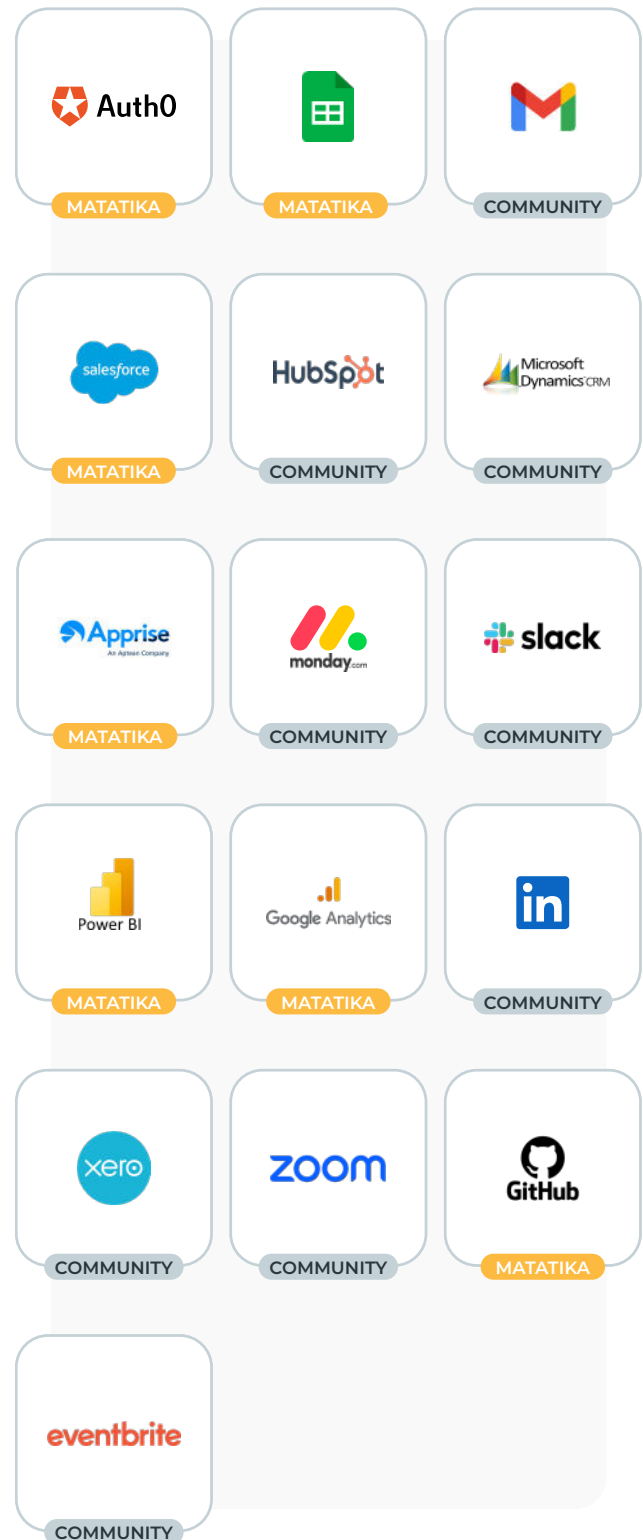
Real-time Insights:

Matatika enables real-time data processing and delivers up to the second real-time BI insights, allowing companies to respond quickly to changes and make great data-driven decisions.

Support and Services:

Matatika offers world class SaaS and support with just 4 minutes of downtime last year.

Search Matatika's **500+ connectors** [here](#) to see what's supported out-of-the-box.



Why not **ASK US** about our fractional data engineering capacity?

Our Stats (2023)

SaaS standard uptime target: **80%**

Matatika uptime: **99.99%**
(equivalent to 4 minutes per year)

100bn+
rows

processed by our platform

55+
data teams

used our workspaces to produce trusted data

110+
open source repositories

maintained by our team

Real example of transforming to a platform-first-approach:

CitySprint, a leading same-day logistics company in the UK, was struggling with ageing legacy BI systems and drowning in data work associated with trying to resolve different versions of the truth.

Summary of the challenge:

CitySprint had 3 legacy ETL solutions that were all meant to be solving the same problem, 2 BI platforms that didn't talk to each other, frequent outages, and a data team that spent most of their time fire-fighting. Needless to say this led to service delivery issues, cost issues associated with lots of manual work, and an inability to make better data informed decisions to name a few.

Summary of the solution:

We replaced the legacy systems and consolidated all data processing onto Matatika, creating a single space where CitySprint's data is aggregated, transformed, and constantly checked for accuracy and validity.

- Issues are now spotted before they impact business teams and revenue
- 75% reduction release management time has made the data team more productive and efficient
- Data is now documented, understood and reports are being delivered faster.
- Release and rollback capability has reduced risk and increased agility
- The tech stack is now scalable, meaning there is a solid foundation for rapid business growth without data-headaches and an inability to make better data informed decisions to name a few.

4

Focus your data teams on the business

Focusing on a single version of the truth, where all company data is available and used to support strategic decision making, is a common goal amongst many business leaders.

The benefits of this approach are clear and manifold:

Improved Decision-Making:

Leaders can make more informed decisions, identify trends, spot opportunities, and mitigate risks more effectively.

Enhanced Efficiency:

A unified data view helps streamline processes by reducing data silos and ensuring that all departments are aligned.

Better Resource Allocation:

By understanding the full picture of the company's operations and performance, leaders can ensure that resources are directed towards the most impactful areas.

Increased Agility:

With real-time data access, companies can quickly adapt to market changes and respond to new opportunities or threats. This agility is crucial in maintaining a competitive edge.

Improved Customer Insights:

A single view of data allows for a deeper understanding of customer behaviour and preferences – leading to improved customer satisfaction and more effective marketing strategies.

Enhanced Compliance and Risk Management:

Having all data in one place makes it easier to monitor compliance with regulations and manage risks. This reduces the likelihood of legal issues and financial penalties.

Boosted Innovation:

Access to comprehensive data can foster innovation by providing insights that lead to new product development or process improvements.

KPMG - Developing a Successful 2023 Data Strategy

KPMG reports that businesses with a clear data strategy experience a 15-25% increase in operational efficiency and a 10-15% boost in revenue.

These improvements come from better alignment of data initiatives with business goals and enhanced data-driven decision-making.

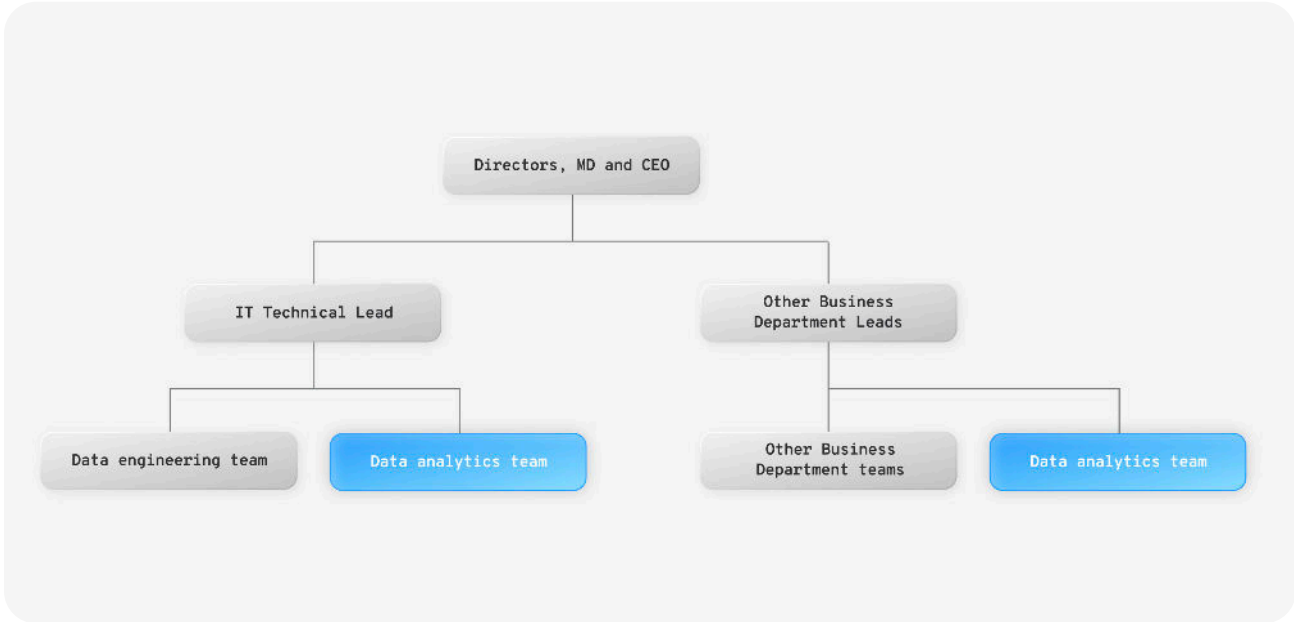
4 Focus your data teams on the business

Continued

A common trend among leaders we speak with, is a move towards analytics teams responsibility in the line of business and IT responsibility for data supply. We think

this is a very natural progression as data technology matures. Strategic cloud choice; Performance; Accessibility; Security and disaster recovery; Scalability:

and Cost efficiency are all well understood in the IT organisation. Vica versa, the leaders and lines of business know the business best.



VENDOR CLOUD VS PRIVATE CLOUD

→ Vendor Cloud ETL Tools

Pros:

Ease of use: Typically easier to set up and user-friendly.

Scalability: Can easily scale up or down based on data volume and computational needs.

Cost-effective: Operate on a pay-as-you-go model, which can be more cost effective for organisations with fluctuating data processing needs.

Maintenance: The vendor handles all maintenance, updates, and upgrades.

Cons:

Data security: Increased data security concerns due to shared environments on the vendor cloud.

Limited customisation: May limit control compared to private cloud ETL tools.

Performance: Typically geared towards batch processing, which may not be ideal for real-time or on-demand data access.

→ Private Cloud ETL Tools

Pros:

Data security: More control over security and compliance within a private network.

Scalability: Can easily scale up or down, provided you have a knowledgeable partner or IT team.

Customisation: Higher level of customisation and control over the ETL process.

Cons:

Cost: Generally more expensive to set up and maintain, requiring dedicated infrastructure and resources.

Maintenance: Requires ongoing maintenance and management, which can be resource-intensive if not set up right.

Performance dependency: Performance, quality, flexibility, and support SLA's are highly dependent on infrastructure and partner quality.

→ Consider private cloud ETL tools if your organisation has:

- Stringent data security and compliance requirements, meaning you need more control over data security and compliance.
- Higher levels of customisation are required in the ETL process.
- Resource availability, meaning you have the necessary resources (like a dedicated IT team or reputable partner) to set up and maintain the ETL tools and infrastructure.
- Specific data destination requirements, meaning you need more control over the intended destination of processed data.

For a more detailed comparison, read our [Ultimate Guide to ETL Tools for Modern Business Intelligence](#)

5

Enhance business intelligence (BI) capabilities with AI

Interest in Generative AI technologies, such as Chat GPT, have grown tremendously throughout the past 18 months. Its utility in Business Intelligence is becoming more clear with question answering, data summarisation, and other unstructured data processing techniques already delivering significant benefits.

When considering your data strategy, we think its key to recognise that all AI initiatives rely on the availability of accurate data.

If you're still on the fence about AI benefits, *invest in your data accuracy.*
In addition to unstructured data processing,

leading data platforms like Matatika allow you to bring generative AI to life within user applications such as the **Matatika Human++ browser extension**. We think assistants such as ours that are able to securely deal with your sensitive company data are leading the way for businesses to benefit from Gen AI technology.

- Quickly summarise information to research faster.
- Get intelligent suggestions to improve productivity and, for example, support efficiency.
- Integrate generative AI into your daily work – because it's connected to your company data. This is in contrast to standalone/disconnected versions of LLM's like the freely available Chat GPT, which can't reference your internal company insights.

LEARN MORE

about our Human++ App

in this short 5 minute demo:



6

Collaborate with experts who 'do it every day'

Finally, our last tactic is to collaborate with experts who specialise in data. In our view, there is simply no substitute for people who work on these problems day in, day out. These are just a few of the benefits you can expect from an expert:

Knowledge and experience:

Professionals who work with ETL tools daily bring a wealth of knowledge and practical experience. We are familiar with best practices, common pitfalls, and the latest advancements in the field.

Customised solutions:

Experts like Matatika can tailor solutions to meet the specific needs of a business. We can design and implement ETL processes that align with the company's data architecture, business goals, and regulatory requirements.

Risk mitigation:

Experienced professionals ensure data quality, security, and compliance - reducing the likelihood of data breaches or regulatory issues.

Time and cost efficiency:

We can quickly identify and address issues, streamline processes, and avoid costly mistakes.

Scalability and future-proofing:

Experts design ETL solutions that are scalable and adaptable to future needs – ensuring the data platform can grow with the business and accommodate new data sources and technologies.

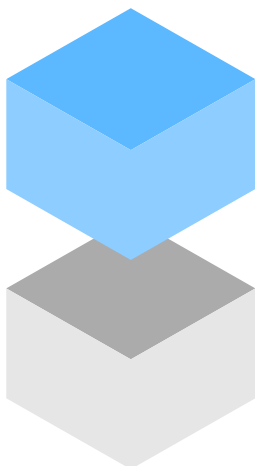
Focus on your core business:

By outsourcing data platform optimisation to experts, businesses can focus on their core competencies and strategic initiatives. This allows internal teams to concentrate on driving business growth rather than getting bogged down in technical details.



Our team at Matatika has over 150 years combined experience in data.

We believe data is the most valuable asset a company has, but only if it can be made accessible to authorised parties, trusted by all stakeholders, and understood by anyone.



Why not book your free data strategy mapping call with an expert, or simply [drop us a line](#)

FREE STRATEGY MAP