ALIGN
## B I

Your Data Warehouse is Not a Data Strategy

WWW.ALIGNBI.COM

ALIGN
B I
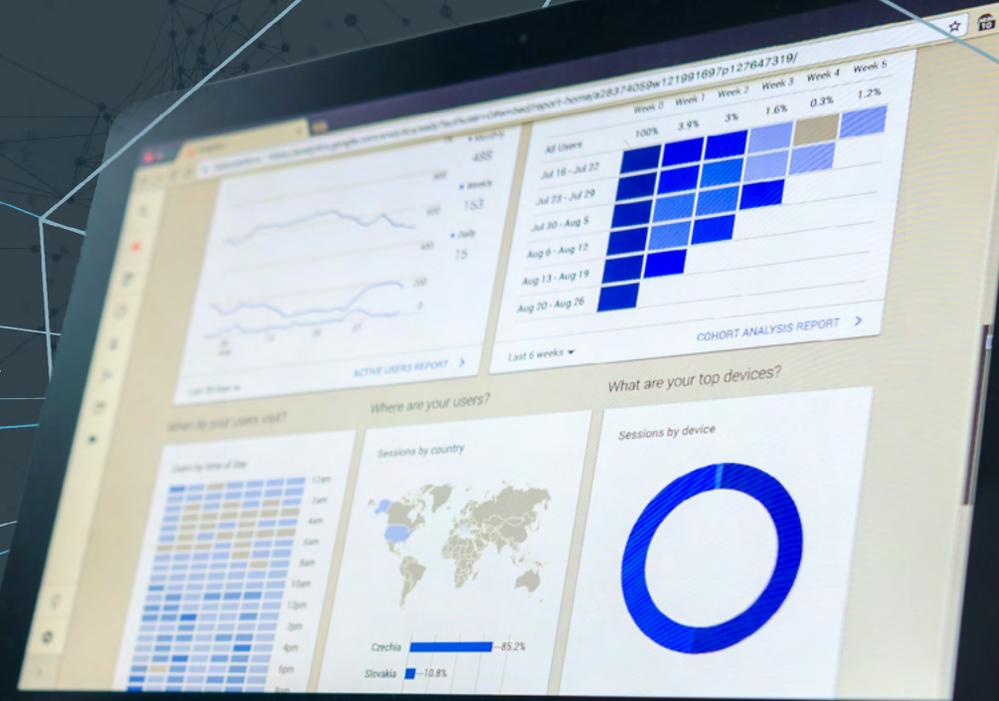
Get an Effective Data Strategy at a Fraction of the Cost

For 90% of businesses, data and analytics are critical to digital transformation. But for many, the internal data initiatives stop at a data warehouse. -Gartner

A data warehouse is not a data strategy.

If your dashboards and reports are disconnected from your company's mission and vision, you can't make the right data-driven decisions. You're likely drowning in too much data, too many systems and tools, and too many decisions on what to do with your current data.

And every data decision you make? It's reactive.

It's time to get proactive with your data.
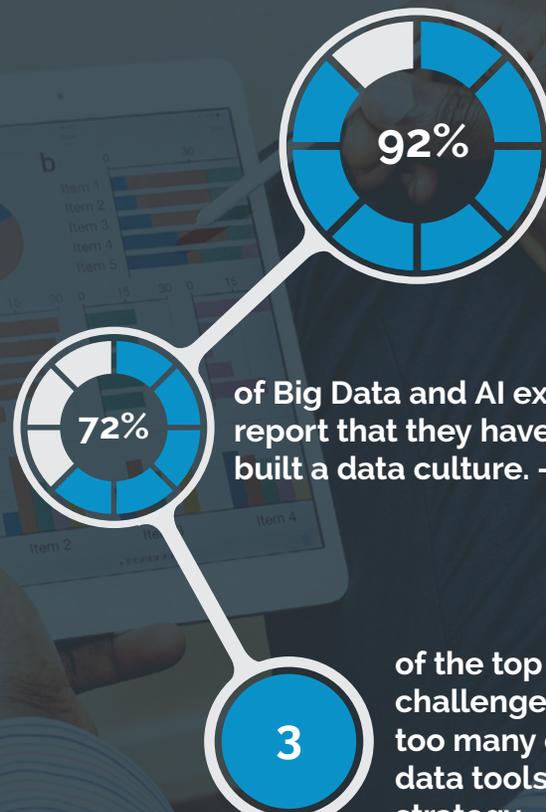
92% of businesses struggle with data management challenges. - Vanson Bourne

72% of Big Data and AI executives report that they haven't yet built a data culture. - Big Data

3 of the top 5 data management challenges for businesses include: too many data sources, too many data tools, and lack of a data strategy. - Vanson Bourne

ALIGN
BI

The right data strategy can help your business achieve overall business goals. It can help you make truly informed data decisions, be proactive with your data insights, and focus data efforts on monetization and customer acquisition.

Businesses with an effective data strategy see incredible results.

Data-driven organizations are:

23X	19X	6x	20-30$^\%$
more likely to acquire customers	more likely to be profitable	more likely to retain customers	more successful (improvements in EBITDA)
-Gartner	-Gartner	-Gartner	-Tellius

ALIGN
BI

The Anatomy of an Effective Data Strategy

People > Process > Culture > Technology

_____

Your data strategy should include more than a data lake or data warehouse. An effective data strategy integrates every area of your business and impacts how data is collected, analyzed, and used. As you implement an effective data strategy, you will find that each item inside the strategy relates to at least one of these primary components.

Who should create and drive your data strategy?

Because 92% of businesses struggle with data management challenges, many turn to a new, dedicated executive resource to build and implement an effective data strategy—a Chief Data Officer. **-Gartner**

But hiring a CDO can be costly. On average, the tenure for a full-time CDO is less than two and a half years and the position is premature for many organizations that need to allocate budget to actually implement a data strategy. **-Harvard Business Review**

And recently, more and more companies are favoring outside change agents in the CDO/CDAO role, turning away from insider veterans—only 16% of companies report hiring internal CDOs.
**-Big Data**

ALIGN
BI
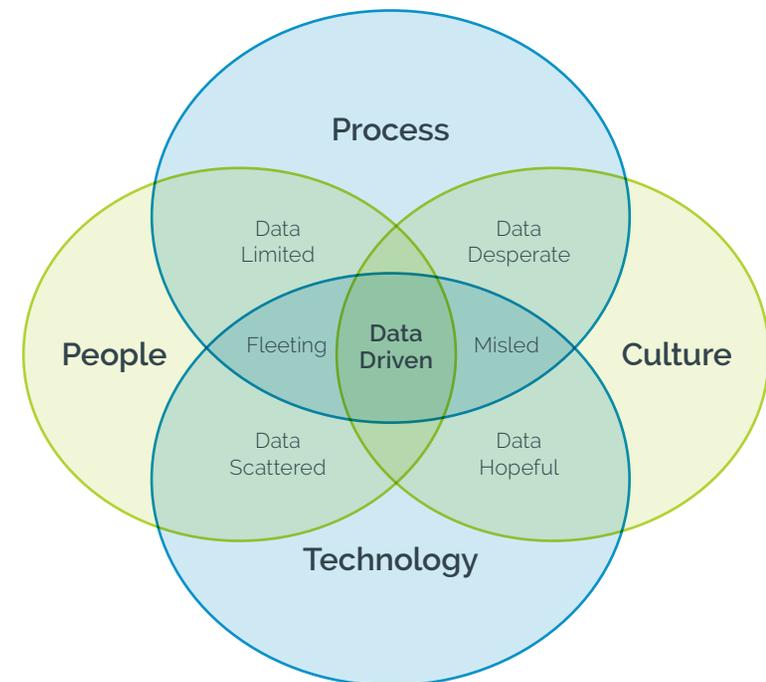
Get a Killer Data Strategy with a Fractional CDO

Now, you can get the Chief Data Officer strategy—without hiring a full-time CDO.

How a fractional CDO can help your business:
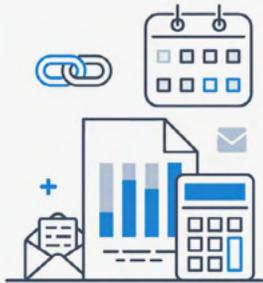
1. GET STRATEGIC GUIDANCE FOR YOUR EXECUTIVE TEAM

Make data-driven decisions based on a data strategy that's anchored to your organization's larger mission and vision.

2. GET A PERSONALIZED PLAN, WITH THE RIGHT SUPPORT

Wherever you are on your data journey, you'll need a custom data roadmap, built just for your business. And with a fractional CDO, you get personalized support, too.

3. GET IMPLEMENTATION HELP BEYOND A STRATEGY DISCUSSION

Spend your budget on implementing your data strategy, not just getting a plan. With a fractional CDO, you can allocate more to resources adopting the data strategy.

Fractional CDO: A full-time data strategy at a part-time cost.

Just as fractional CFOs offer executive-level support to growing businesses, a fractional CDO can implement a data strategy that will help you increase revenue, decrease business costs, and reduce data-driven risks.

Align BI—Your Fractional CDO Firm

Get a customized data strategy with Align BI's proprietary data strategy framework, proven over 15 years. We'll help you connect your data strategy to your business mission and vision, build a personalized data roadmap, and implement data best practices across all 10 areas of our data strategy framework.

With Align BI, you can

SAVE TIME
Properly manage your data tools and systems.

INCREASE SALES
Use your data to improve customer acquisition and retention.

IDENTIFY NEW REVENUE
Find ways to monetize your data.

Contact us to learn more about our framework for data strategy success.

www.alignbi.com