



Are you capitalising on your data?

73%

of companies still don't have a CDO in place

Net revenue growth of

>29%

year-over-year is possible with CDOs

Source: In the age of data, why are there so few Chief Data Officers?, Strategy&

Transforming data into insights and opportunities

As organisations redouble efforts to reinvent their business models, executives recognise the need for a strong, modern data platform in order to make significant progress.

47%

of CIOs are prioritising data transformation over other areas like customer relationship management, marketing and customer support systems

(Source: PwC Pulse Survey)

We elevate the Chief Data Officer function

1. Our comprehensive solution

- Providing a human-led and tech-powered approach in delivering our data services
- Realising your analytics use cases, by integrating our industry specialists and data technologist to deliver data visualisation, machine learning (ML) and artificial intelligence (AI) solutions that fit your organisation's needs
- Building a trusted data environment and ecosystem through effective data governance implementation
- Helping you build a data-driven culture that sticks, and providing HRDF-certified training to upskill your organisation

2. Our industry recognition

- Leader in 2022 Gartner Magic Quadrant and The Forrester Wave™ in various data and analytics services
- Leader in Q4 2021 The Forrester Wave™ for Data Management Service Providers
- EDM Council-accredited specialist for Data Management Capability Assessment Model (DCAM)

3. Technology alliances and enablers

- Our strategic alliances with industry-leading cloud platforms such as AWS and Microsoft Azure enable you to scale at speed to realise your value proposition
- We collaborate with purpose-built data solutions providers such as Alation, Collibra, Insider and Solidatus to deliver services in data governance and customer data platform (CDP)

Working with you to transform your business through the power of data

Our team guides businesses in their data journey to harness the power of data and analytics. We work with clients to leverage their **data capabilities, understand risks and gain competitive advantage**. Here are some of our key capabilities.



Data organisation transformation

- **Data strategy:** Deliver data strategy based on PwC's Business Enabled Analytics Transformation (BEAT) framework to realise your vision
- **Data operating model:** Define the target operating model, data organisation structure, technology requirements, data capabilities, data governance and change management as part of your data transformation roadmap
- **Upskilling:** HRDF-certified training courses to upskill users in realising the value of data and enabling data democratisation



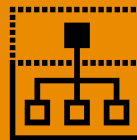
AI, analytics, visualisation and data automation

- **Data use cases:** Define the user journey, identify value proposition and dependencies to deliver use cases via analytics, visualisation, AI/ML to achieve your desired outcome
- **Purpose-led analytics:** Deliver purpose-led analytics use cases, e.g. customer segmentation, financial risk machine learning solutions, data quality assessment via AI, data due diligence, process mining, continuous monitoring and financial dashboards
- **Data automated solutions:** Reliable and efficient reporting requirements (e.g. regulatory reporting, management reporting)



Data and cloud technology

- **Data architecture:** Build digital blueprints, solution architectures and define your data model
- **Data technology:** Deliver a data technology environment, supported by our strategic alliance cloud solution and specialised data solution partners
- **Managed data:** Support your organisation in data domains such as data engineering, data science, data analytics, data governance and data architecture



Data governance and management

- **Data governance framework:** Provide professional services that support your organisation from gap assessment, target state implementation, data governance framework, policies and procedures
- **Data governance solutions:** Implement data governance solutions that fit your organisational needs, e.g. data glossary, data lineage, data quality, data classification and ownership

Connect with us



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