DATA STRATEGY

Prolifics

WHAT'S THE FOUNDATION OF THE SUCCESSFUL C-SUITE? DATA.

Your data is your most important asset – it's your business foundation, and data strategies that align to your strategic business outcomes will help drive your company's success. When your data strategy is right, you will:

- Ensure timely, confident decision-making and planning

- Unlock the competitive advantages hidden in massive amounts of available data – like customer behavior and "what's next"

- Enhance the customer experience and increase customer satisfaction

- Get data in the hands of those that need it – when, where and how they need it

- Know where your data came from, where it is, and where it's going

- Be known publicly as a good steward of customer information

PROLIFICS' TECHNOLOGY AND EXPERTISE WILL TAKE YOU THROUGH THESE DATA STRATEGY KEY COMPONENTS

Discover	Store	Provision	Consume	Govern
Discover and identify data and understand its meaning regardless of structure, origin or location	Persist data in a structure and location that supports easy, shared access and processing	Package data so it can be reused and shared, and provide rules and access guidelines for the data	Move and combine data residing in disparate systems, and provide a unified, consistent data view	Establish, manage and communicate information policies and mechanisms for effective data usage

Using the Prolifics Workshop approach, let's create a data strategy together that works for your business model.

Our Data Strategy Workshop pairs you with our experienced data leaders to help you define your business and data strategy, assess existing technologies and architecture, identify monetization opportunities and create a target landscape. You'll get a comprehensive implementation plan that will align your data strategy and business drivers.

PROLIFICS WORKSHOP SESSIONS A SURE BET FOR GAMING COMPANY

Our client, a large, national gaming corporation (NGC), is a gaming and hospitality company based in the Southwest and is currently comprised of more than 25 properties in multiple states. Prolifics has been working with NGC to modernize its systems, many of which are older legacies that don't communicate well. We've also been providing managed services to plug NGC's technology gaps.

CHALLENGE

NGC has struggled over time to have the necessary data in place to make intelligent decisions from a customer reinvestment perspective. For example, knowing what an NGC customer likes to eat, and providing a gift certificate for that meal, will help keep that customer gaming on the NGC property. One of the reasons for the struggle has been NGC's legacy, on-prem data warehouse appliance, which in fact will no longer be supported by the vendor. NGC decided to move to a cloud computing-based data warehousing environment, but needed guidance. This led to a discussion between Prolifics and NGC on providing our strategy workshop approach for a large, in-depth assessment of cloud migration for data, SaaS offerings, infrastructures and platforms.

ACTION

Prolifics' Greg Kordelski works with NGC and is one of our data subject matter experts. He picks up the rest of this customer success story: "We decided that it made more sense to do workshop sessions on a grand scheme of what a true data and cloud journey should look like and how it should be represented.

"Over a period of five weeks, we engaged over 130 NGC folks in 17 working sessions. We used Mural, the online collaboration platform, to run the sessions. I believe we had over 2,000 Mural cards filled out during those 17 sessions. Mural cards are basically digital sticky notes on which participants wrote down what their concerns were; where they thought they have data, knowledge, or technology gaps – or just any gap in general; and where they would like to see their specific department or division go on this data and cloud journey.

RESULT

Greg continues:

"NGC leadership told us they have confidence in what they're going to need to do for this data and cloud journey. What they really need to do, how they need to fund it, how they need to staff it, and how they need to run with it.

"The workshop sessions were so successful that NGC people on several occasions said, 'We loved it. We had a great time doing it. We absolutely enjoyed it this way. We've never done anything like it before, and we really like what Prolifics brought to the table.'"

NGC received the guidance they needed through our workshop approach, and future implementation will help ensure that decision-making data is timely, correct and available.