



In association with **Informatica**

CDO-Smart Services

How Deloitte and Informatica work together to build strong CDO functions

Deloitte's CDO-Smart Services leverage the power of the Informatica Intelligent Data Platform to support the strategy and process-related functions specific to your business. It's a turnkey set of services that will provide you with a skilled team and the technology that's primed to assess, prioritize, and address transformational data issues for your organization.

Deloitte's CDO-Smart Services

Whether your organization is creating the CDO function or looking to take the next step in its CDO journey, Deloitte's customizable CDO-Smart Services support CDOs on their journeys to drive business value from enterprise data assets. The CDO-Smart Services portfolio can help you:

- ▶ Establish a cross-functional data vision and strategy that enables you to operate as a data-driven organization
- ▶ Leverage data as an enterprise-wide asset
- ▶ Modernize data operations while mitigating regulatory risks
- ▶ Define the goals, responsibilities, and operating model design of your office of the CDO
- ▶ Develop an optimal change management approach and build the case for change

CDO-Smart Services portfolio

Deloitte provides a turnkey portfolio of services aimed at transforming your organization into a data-driven entity, while addressing a complete set of data management and analytics capabilities.

CDO Strategy and Health Check

Data strategy health checks are the mechanism by which we can help you to monitor your data maturity's progress and to enhance your ability to influence, as well as keep up with, emerging trends and innovations. This service provides new or existing CDOs with the support needed to get business and stakeholder alignment by:

- ▶ Assessing your organization's current state, future vision, case for change, and data maturity model
- ▶ Developing a strategy focused on processes, applications, data, and organization model
- ▶ Conducting periodic health checks based on baseline metrics or benchmarks within your industry peers and across industry leaders

Organization Talent Define and Run

CDOs typically require a lot of support to accomplish their strategies. This support requires a variety of skills from the office of the CDO, as well as from other collaborators within the organization. Deloitte can help design and stand up your organization's CDO function by:

- ▶ Identifying talent needs and operating model fit
- ▶ Temporarily augmenting your existing staff with Deloitte subject matter experts to help jump-start your CDO office
- ▶ Helping to assess suitable internal or external candidates to permanently fill open roles
- ▶ Training already-staffed CDO office members

Data Business Value Realization

The value of data can be realized in many ways, including business decisions support, business operations improvements, and data monetization. To address these areas, Deloitte offers focused Data Labs that are designed to drive business value and executive alignment through data and insights. Deloitte's Data Lab experience focuses on key data issues, alignment, top priorities, and immediate execution.



To help you improve business decisions, we will focus on your:

- Customer and competitor landscapes
- Internal operations
- Financial results
- People



To help you improve business operations, we will review your:

- End-to-end value chain processes
- Product offerings and customer services



To help you improve your data monetization, we will review:

- The data your organization owns
- Selling data to other parties
- Your organization's ability to manage data

CDO Transition Lab

The CDO Transition Lab focuses on the individual CDO to help him or her create a plan focused on their top priorities, organization, engagement, and alignment between their ecosystem. As a one-day, customized, and immersive experience, the lab is designed to help CDOs build a more cohesive leadership team, overcome organizational barriers, and define a course of action for executing strategic change.

Whether you've recently restructured your leadership team or are looking to realign your existing team to meet evolving business demands, the CDO Transition Lab can help:

- ▶ Identify your immediate needs, current pain points, and priorities
- ▶ Accelerate your team's buildout, alignment, and execution
- ▶ Strengthen your strategic communications and relationships

Technology enablement, powered by Informatica

The Deloitte and Informatica alliance combines Deloitte's experience in information management with Informatica's industry-leading software. Together we can help you take control of your biggest data needs from integration, quality, and management, to data governance and security. We'll deliver smart data that gleans powerful insights and unlocks potential you never knew existed.

We'll disrupt the way you manage your data—without disrupting your day-to-day—so you can see the bigger picture. With more than 3,000 practitioners experienced in Informatica products globally, and a network of member firms that reaches 150 countries, we have the scale, scope, and capabilities to help you make it happen.

Let's get started

Juan Tello
Principal
Deloitte Consulting LLP
jtello@deloitte.com

Scott Holcomb
Principal
Deloitte Consulting LLP
sholcomb@deloitte.com

Sara Hennessey
Alliance Manager
Deloitte Consulting LLP
shennessey@deloitte.com

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms or their related entities (collectively, the "Deloitte Network"), is, by means of this communication, rendering professional advice or services. Before making any decisions or taking any action that may affect your finances, or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.