# Data-analytiikan kyvykkyystasot
# Työpaja, Rauma 23.11.2016

# Erilaisia analytiikan kyvykkyyden arviointimalleja

- Adobe AMM

- Informs AMM

- IBM's Big Data & AMM

AMM = Analytics Maturity Models

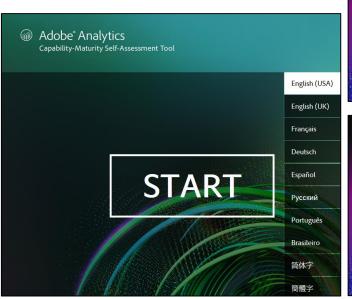Työpajan materiaaliin linkit sivustolla:

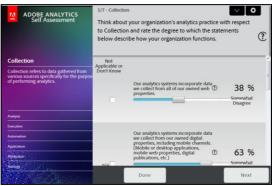http://www.datatiede.fi/rauma2311/

| Kohta | Aika (min) |
|---|---|
| Alustus | 10 |
| Adobe ja Informs | 15 |
| IBM | 10 |
| Keskustelua ja pohdintaa | 20 |

# Adobe AMM

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# Informs AMM

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TAMPEREEN TEKNILLINEN YLIOPISTO

# IBM's Big Data & AMM

| | Ad hoc | Foundational | Competitive | Differentiating | Breakaway |
|---|---|---|---|---|---|
| **Business strategy** | Big data is discussed but not reflected in business strategy in which use of data extends simply to financial and regulatory reporting. | The business strategy recognizes that data can be used to generate business value and return on investment (ROI) though realization that is largely experimental. | The business strategy encourages the use of insight from data within business processes. | The business strategy realizes competitive advantage using client-centric insight. | Data drives continuous business model innovation. |
| **Information** | The organization uses its historical structured data to observe its business. | Information is used to effectively manage the business. | Information is applied to improve operational processes and client engagement | Relevant information in context is used as a differentiator. | Information is used as a strategic asset. |
| **Analytics** | Analytics is limited to describing what has happened. | Analytics is used to inform decision makers why something in the business has happened. | Analytical insight is used to predict the likelihood of what will happen to some current business activity. | Predictive analytics is used to help optimize an organization's decision making so that the best actions are taken to maximize business value. | Analytical insight optimizes business processes and is automated where possible. |
| **Culture and operational execution** | The application of analytical insight is the choice of the individual and has little effect on how the organization operates. | The organization understands the causes behind observations in business processes, but its culture is largely resistant to adaptation that takes advantage of the insight. | The organization makes limited business decisions using analytical insight to improve operational efficiency and generate additional value. | Decision makers are well informed with insight from analytics, and the organization is capable of acting to maximize resulting business value. | The organization and its business processes continuously adapt and improve, using analytical insight in line with strategic business objectives. |
| **Architecture** | The organization does not have a single, coherent information architecture. | An information architecture framework exists but does not extend to new data sources or advanced analytics capabilities. | Best-practice information architectural patterns for big data and analytics are defined and have been applied in certain areas. | Information architecture and associated standards are well defined and cover most of the volume, variety, velocity and veracity capabilities and structured and unstructured data consumption needed for differentiation. | Information architecture fully underpins business strategies to enable complete market disruption with volume, variety velocity and veracity specifications applied. |
| **Governance** | Information governance is largely manual and barely sufficient to stand up to legal, audit and other regulatory scrutiny. | Understanding of data and its ownership are defined and managed in a piecemeal fashion. | Policies and procedures are implemented to manage and protect core information through its life in the organization. | The degree of confidence in information and resulting insights is reflected in madding decisions. | Information governance is integrated into all aspects of the business processes. |

Kyvykkyystasot

Kehitysalueet

TAMPEREEN TEKNILLINEN YLIOPISTO

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# Pohdittavaa...

- Oletko käyttänyt vastaavia malleja kyvykkyyden arviointiin aiemmin?

- Ovatko mallien kysymykset ymmärrettäviä?

- Vastaavatko mallien antamat tulokset omaa käsitystäsi kyvykkyydestä?

- Syntyikö tuloksen perusteella tarve kehittää toimintaa? Tiedätkö, mistä pitää aloittaa?

- Millaista tukea jatkossa tarvittaisiin?

Kuva: https://pixabay.com/fi/kysymysmerkki-kysymys-vastaus-1019922/