



# Data Driven Organisation Assessment

Use data to achieve your business goals.

**Fact Sheet**





## Benefits

- Discover **new business opportunities** using data and analytics for insight and prediction.
- Encourage **innovation and agility** by empowering teams with simplified access to data analytics.
- Make **smarter decisions** with a combined view of data sources across your organisation.
- Manage **risk and regulatory compliance** by ensuring the accuracy and availability of data sources.



## Why Telstra Purple

We have several years of experience delivering real business transformation across small, medium, and large enterprises.

Our expert mix of Data Platform Engineers, Solution Architects, and Data Scientists combine to provide a complete end-to-end service from advice and strategy to implementation.

We are technology and vendor independent, but are backed by multiple technology partnerships with the leading vendors in this space.



## How does it Work?

Telstra Purple's Data-Driven Organisation Assessment is designed to help you identify the data and analytics path that is right for your business and lets you see real, tangible benefits more quickly.

Our Senior Architects and Data Scientists will run workshops and interviews with key stakeholders in your organisation to understand your strategy and goals, and review your current capabilities.

This will result in a report highlighting:

- A Roadmap and Strategy for Data in your organisation.

- Opportunities to Create New Value from your data, by identifying process and applications to develop.
- Quick-Wins and recommendations for an early visibility Proof-Of-Concept trial.

Our process-driven approach is repeatable and based on years of experience. To help you get started more quickly, it is delivered in a time-efficient package.



## What's in the Report?

- Management Summary and Strategic Guidance.
- Maturity Scorecard for your organisation's current data platform.
- Areas of opportunity for data analytics innovation and optimisation.
- Plan and proposal for a Rapid Prototype or Proof-of-Concept test.



## Recent Examples

Telstra Purple has supported customers' business transformation across various industries through Data-Driven Organisation Assessment. The examples below outline the types of sectors and how we helped them.

- Insurance Sector: Telstra Purple defined a roadmap and strategy for data science innovation and a platform for delivering analytics services to applications. This unblocked stalled projects and freed up budget for spend in other areas.
- Healthcare Sector: We developed a strategy for monetising existing data via an algorithm-as-a-service product and demonstrating the concept in a working prototype
- Bio-Informatics Sector: Combining CPU usage data, business organisational data, and financial invoice data, we helped to lower cloud costs and achieved hundreds of thousands in annual savings.



## Telstra Purple

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