

Simple Data Capability Framework

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Collation of Data
to provide
Information

Run the Business Effectively

Leverage of Data
to generate
Insight

Move the needle Commercially

Control of Data
to ensure it is
Fit-for-Purpose

Sound Decisions / Compliance

Data **Architecture & Infrastructure**

Robustly Support and Facilitate the Leverage, Collation and Control of Data

Data **Operating Model / Organisation Design**

The right Capabilities and Expertise delivered Efficiently and Effectively

Data **Strategy**

What we are doing. Why we are doing it. Commercial Benefits.