

Data Maturity Model

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A Advanced

- 1 Data Strategy a major pillar of both Business Strategy and Innovation agenda
- 2 Collaborative Data Community in place with central hub and federated spokes
- 3 Data Architecture supporting internal integration and digital capabilities
- 4 Information exposed to customers / business partners and a differentiator
- 5 Sophisticated Analytics underpinning strategic decisions and day-to-day work
- 6 Data Governance matures into Stewardship of valuable Data Assets

B Basic

- 1 Data Strategy fully-aligned with business objectives and widely understood
- 2 Having established order, Data Team begins to repatriate work to functions
- 3 Modern Architecture with single Operational and single Analytical repository
- 4 Information is seen as timely, reliable and indispensable to decision-making
- 5 Some Analytics capabilities operationalised / integrated with processes
- 6 Data Governance in place and ongoing focus on maintaining Data Quality

C Transitional

- 1 Data Strategy agreed with Executive, but not embedded in day-to-day
- 2 Central Data Team seen as adding value, prioritisation process in place
- 3 Further reduction in Data Landscape complexity, or creation of new facilities
- 4 Sound information with rudimentary analysis facilities being widely used
- 5 Analytics beginning to produce insight that delivers measurable value
- 6 Data Audit quantifies problems, identified hot spots and tracks remediation

D Emergent

- 1 Beginnings of a Data Strategy, but often a technologically-focussed one
- 2 Central Data Team established and begin to drive consistency / add value
- 3 Reduction in complexity of Data Landscape, mild increase in consistency
- 4 Summary information improved, but no analysis or drill-down capabilities
- 5 Attempts to corral Analytical work and perhaps establish a team
- 6 Identification of most urgent Data Quality issues and some mitigation in place

E Disorder

- 1 No Data Strategy, or Data Strategy is irrelevant to day-to-day work
- 2 No central Data Team, or small and ineffective one, extensive duplication
- 3 Data Landscape fragmented with “isolated islands” and great inconsistency
- 4 Information out-of-date, not reliable, hard to access and contradictory
- 5 No Analytics or Insight, save for small pockets of uncoordinated work
- 6 No formal Data Governance, Data Quality very poor, posing significant risks

Key:

- 1 Data Strategy
- 2 Data Organisation
- 3 Data Architecture
- 4 Information
- 5 Analytics
- 6 Data Controls