

Simple Data Capability Framework

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4. **Collation** of Data
to provide
Information

Run the Business Effectively

5. **Leverage** of Data
to generate
Insight

Move the needle Commercially

6. **Control** of Data
to ensure it is
Fit-for-Purpose

Sound Decisions / Compliance

3. Data **Architecture & Infrastructure**

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

2. Data **Operating Model / Organisation Design**

The right Capabilities and Expertise delivered Efficiently and Effectively

1. Data **Strategy**

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