# Simple Data Capability Framework

## 1. Data Strategy

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

## 2. Data Operating Model / Organisation Design

The right Capabilities and Expertise delivered Efficiently and Effectively.

## 3. Data Architecture & Infrastructure

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

## 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