Everyone has seen similar statistics ... for years !! ... a decade even !!

- More than 50% of projects failed to deliver expected benefit
- Two thirds of respondents felt that quality of and timely access to data is poor and inconsistent
- Seventy percent of respondents do not get the right information to make decisions

(KPMG Study, 2009)
Engaging The Executive Suite

Two words from the title tell the story:

- **ENTERPRISE** Architecture
- Business **TRANSFORMATION**
Engaging The Executive Suite

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No Executive Engagement = No Success
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Obvious to all; Practiced by few
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**Why?**

Obvious to all; Practiced by few
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Too technical; They do not have the patience nor ability to understand
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Leads to the “Automobile Black Box” Analogy
And “try something” they usually do......

Thousands of Extracts and Cross-feeds

The dominance of the “Shadow World”
Change in the Executive Suite

• Drivers behind the change ....
  • Regulatory / legislative
  • Reduced investment in recent years
  • ERP / accounting challenges
  • Product master challenges
  • Business / marketplace frustration
The Executive Epiphany

• Data is the foundation for success ....
  • Global Retailer
  • Top US Railroad
  • Top US Food Retailer
  • Global Food Manufacturer
  • Global Music Brand
  • Largest Mortgage
  • Largest Credit Card
  • Top Regional Bank
  • Global Re-Insurer
  • Top US Bank

• How to begin the discussion .......
  • Failure is less of an option today
  • “Trying something” is no longer a game plan
Focus on the “Keys to Success”

• Clear articulation of “success”…
• Business owns and drives ....
• Define a data roadmap ....
• Governance from the start ..... 
• Victory every six months ....
• “Adoption” seals the deal ....
Focus on the “Keys to Success”

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Brilliant statements
of the obvious !
Focus on VALUE

• Clear articulation of “success” ...
• Business owns and drives ....
• Define a data roadmap ....
• Governance from the start ..... 
• Victory every six months ....
• “Adoption” seals the deal ....

Collectively they define **VALUE**
Talk about the journey

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And Finally the Impacts:
- Business Operating Model
- The Organization
- Roles / Responsibilities
- The Financials
- The Risk Profile
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And Finally the Impacts:
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These are the topics that get and keep the Executive Team involved

VALUE

Measure
Questions

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