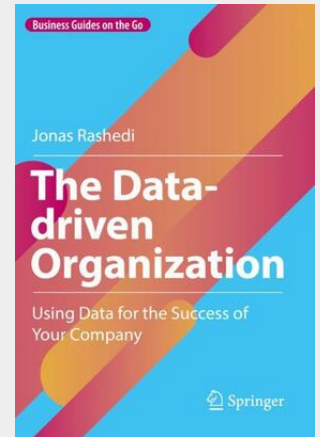


Rashedi

The Data-driven Organization

Using Data for the Success of Your Company

Data has become an indispensable success factor for every company. However, the road towards a data-driven organization is paved with numerous challenges. This book presents a process model for the path to a data-driven company and provides recommendations for the design of all relevant fields of action: Which structures need to be created? Which systems and processes have proven beneficial? How can the quality of the data be ensured and what requirements exist for a data-driven organization in the areas of governance and communication? And last but not least: How can employees be brought along on the journey and what implications does the data-driven organization have for our corporate culture? The book presents an orientation and action framework for the strategic and operational design of a data-driven organization and is valuable for managers who are involved in data management in companies and organizations.



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