

# Data as an asset

Unlock the value of information to create business insights

Data as an asset is not only about how organizations of the future manage data, but also about how they can become information-centric organizations with data at the heart of their transformation.

## The challenge

**While the view of the value of data has increased the approach to data often has not.**

Seeing the value of data requires a fundamental shift in the way organizations understand data.


Data needs to be seen as more than a by-product of business processes.


Data is often seen as a management and technology problem, rather than a business one


**Enabling data as an asset requires a shift in both mindset and approach.**


**An information-centric organization has key capabilities:**



 > Analysis of data uses both “big” and “thick” sources

 > Integrating internal and external signals data

 > Enabled with machine learning, NLP, bots, and AI-assisted modeling

 > An intentional learning strategy to increase data literacy

## The opportunity

Digital leaders approach data differently than their peers. The key differentiator is the role of IT in accelerating the organization’s focus on the maturity and utilization of data.

Three principles guide the pathway to transformation:



Develop a modern data architecture built upon cloud, leveraging multiple data sources



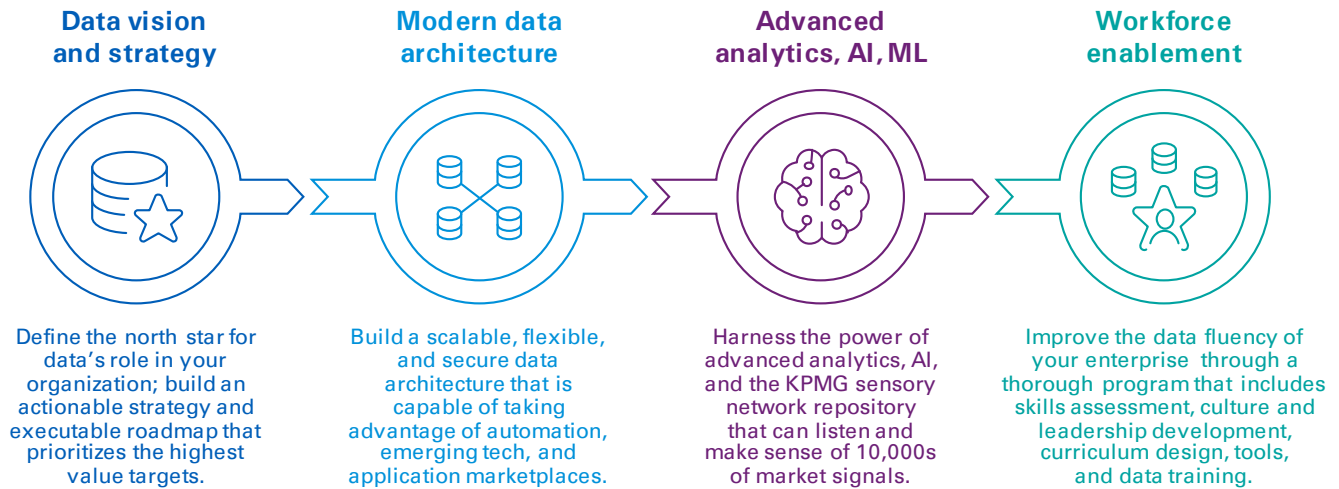
Establish scaled solutions in analytics, automation, and integration



Ensure clear data accountabilities and establish strong data fluency

## The KPMG approach

Wherever your organization is in its understanding of data as an asset, KPMG firms can help you assess and transform the value of the data within your business.



## Getting started

The hardest part is often knowing where to start, but as good a place as any is asking yourself some critical questions:



Have you identified the specific value and insights you want to extract from your data?

Do you have clear data accountabilities across the C-Suite?

Do you have the ability to monitor and interpret data across both internal and external sources?



KPMG firms are here to help, wherever you are on your transformation journey. To learn more about how you can become a market speed organization, please visit : [home.kpmg/Future-IT](https://home.kpmg/Future-IT)

## Contact us

For further information on how KPMG professionals can help your business, please contact us:

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