



# Data Excellence Maturity Model

In today's data-driven era, it's important to maintain data quality and integrity. While it's a formidable challenge, our model ensures the highest level of precision and trustworthiness by navigating the intricacies of data management.

The future digital landscape is one that's high on interconnectivity and AI. It's a realm that allows AI to extract profound insights from vast data troves. And the value generation hinges on data and analytics applications that are spread across an organization, including advanced optimization tools, machine learning algorithms and simulation software. Recognizing the transformative power of these applications, numerous organizations are poised to unlock heightened productivity, offer enriched products and services, and foster positive impacts on both society and the environment.

To achieve this, organizations must gauge their current maturity levels regarding data and analytics, both internally and across interconnected data ecosystems. This is where our maturity model comes into play, enabling Cognizant to perform a swift and comprehensive assessment within a span of two weeks. We conduct this assessment collaboratively on platforms like MIRO, enabling real-time access and document tracking for all stakeholders.

By using this model, organizations can quickly gauge their maturity across various domains, identify opportunities, align expectations and craft a clear roadmap for growth. In an environment where data reigns supreme, our model empowers organizations to traverse data landscapes with precision and confidence, ensuring they extract maximum value from their data-driven endeavors.

## Pillars of the maturity assessment

**Accuracy:** Assesses how well data represents the true state of the world and is free from discrepancies and inconsistencies, so that data consistently reflects true values and supports confident decision-making.

**Completeness:** Evaluates if all data that's required for an organization to achieve business goals is captured and accounted for. This means that there's no missing data or it's minimal, enabling accurate insights.

**Consistency:** Refers to the extent to which data has the same meaning and format across different sources and time periods. This means data should be uniform, regardless of where it comes from or when it was created.

**Timeliness:** Assesses how up-to-date data is and how quickly it's available when needed to make informed business decisions. It should also be accurate and reliable.

**Relevance:** Evaluates whether the available data is useful and aligns with an organization's business goals and objectives. Relevant data addresses specific analysis requirements and can be used to make informed decisions that support the achievement of these goals and objectives.

**Transparency:** Refers to the extent to which data is clear, understandable and auditable. This means that the data sources and methodology used to collect and process data are well documented, and that the data transformation process is visible.

**Integrity:** Assesses how data is protected from unauthorized access, modification or deletion and whether it is kept unaltered and intact. This means that data is reliable and can be trusted for informed decision-making.

**Documentation:** Refers to the process of creating and maintaining accurate, up to date, comprehensive documentation of all data assets. This includes documenting data's definition, meaning, usage and lineage to ensure that it's understood and accessible.

**Access:** Highlights the process of granting users the appropriate level of access to data based on their roles and responsibilities. This includes defining access request process, assigning data owners to the most critical data and automating access provisioning.

**Source documentation:** Describes the origin, meaning and usage of data. This includes documentation about data sources, collection methods, processing steps and storage locations.

**Source maintenance:** Assesses how often data sources are kept up to date and maintained. This process entails activities such as identifying new data, updating existing data sources and monitoring quality.

**Validation:** Refers to data accuracy, completeness and consistency. This includes tasks such as checking for data errors, identifying outliers and anomalies, and ensuring that data meets business rules. When data is not validated, errors and inconsistencies can negatively impact decision-making.

**Governance:** Refers to a system of decision rights and accountability for information-related processes. These processes are executed according to models that describe the information required to take action, their timing and the methods to follow.

**User feedbacks:** Refers to the feedback that data users provide about the quality, usefulness and accessibility of data. This feedback can be collected through surveys, interviews, focus groups and other methods. It helps identify and address data quality concerns.

**Source collaboration:** It is the process of working with data source owners to understand data and its sources, identify and address quality issues, and communicate regularly to resolve any potential issues.

**Source integration:** Refers to the process of combining data from multiple sources into a single and unified view. Successful source integration is essential as it allows organizations to have a holistic view of their data to make better decisions.

## Purpose and benefits of this model

### Purpose

The purpose of this model is to assess the maturity of an organization in different areas around data excellence, identify opportunities, create a prioritization diagram and define a clear roadmap.

We will help clients enhance their capabilities and effectiveness in these areas, leading to improved performance, efficiency and outcomes. The maturity model also provides a structured and methodical approach to assess, benchmark and enhance an organization's performance and capabilities, fostering a culture of continuous improvement and excellence.

### Benefits



#### Informed decision-making

Leveraging quality data enables accurate analytics and insights, leading to better strategic decisions, and helps to align with consumer demands and market trends.



#### Enhanced customer experience

Consistent high-quality data enables personalized marketing and customer engagement, leading to higher customer retention and brand loyalty.



### Cost efficiency

Clean and well-managed data minimizes redundancy and streamlines operations, leading to cost savings. It also enables optimal resource allocations and increases profitability.



### Accelerates development of solutions

Thanks to the known quality of datasets; it speeds up the development of new solutions.



### Increased data quality

Managing data in a systematic way ensures less data quality issues.



### Right incentives

Incentivize employees based on their performances in maintaining good data quality.



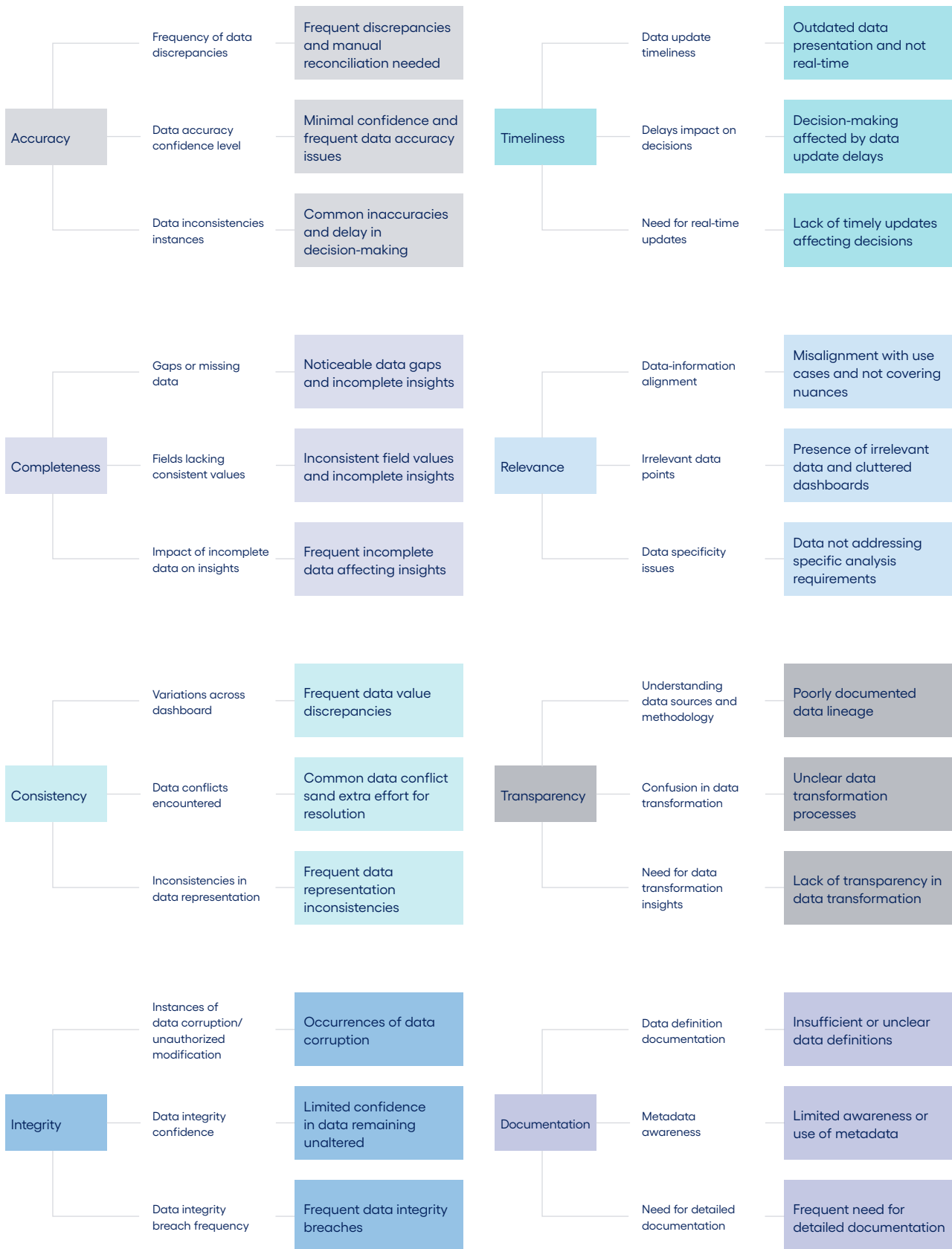
## Deliverables:

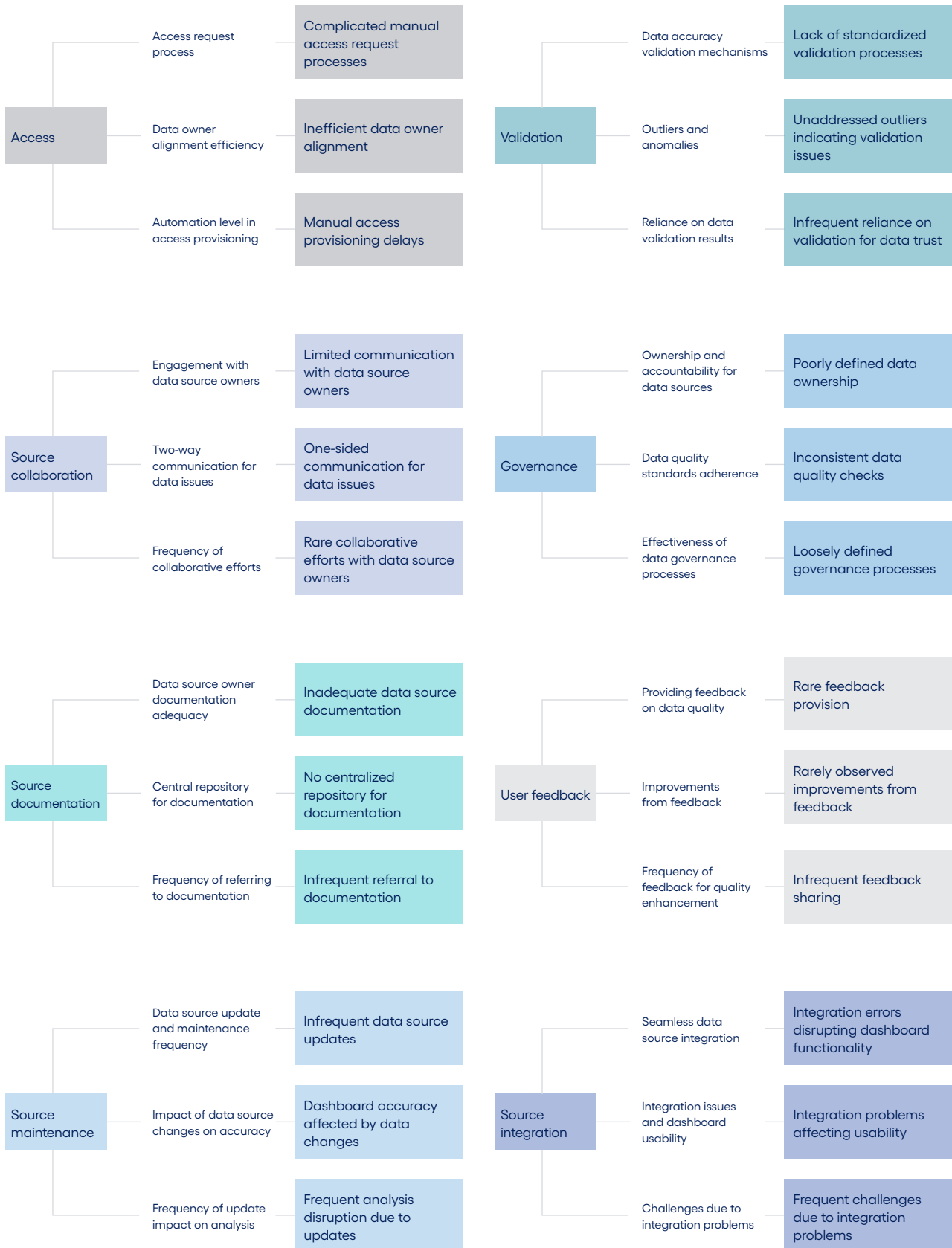
During this rapid assessment, we cover three key deliverables:

- Opportunity diagram
- Prioritization matrix
- KPIs

## Opportunity diagram:

Pillars are major branches from the root. On each connector, subcategories are listed. Subcategories have direct paths to issues, outlining the common problems identified as opportunities.





**Data Excellence Opportunity Diagram**

## Prioritization matrix

This prioritization matrix is a tool to systematically evaluate and prioritize options or alternatives based on multiple criteria. It offers a structured approach to decision-making, particularly when addressing complex problems or assessing various projects, tasks or concepts. Informed decisions can be made regarding which options to pursue based on the ranking. Top-ranked options are those that align most closely with the criteria and hold the greatest potential for achieving the desired objectives.



## KPIs

A successful data excellence model is all about delivering results for the business. But how can organizations most effectively measure those results? One way is to establish and track key performance indicators (KPIs). Here's how you can do it:

- Provide objective evidence of progress toward desired goals
- Measure the intended parameters to facilitate informed decision-making
- Enable comparisons to gauge performance changes over time
- Monitor performance metrics

Question	Level	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5	KPI 6	KPI 7	KPI 8	KPIs (To be checked, integrated or modified)
How do you build long term strategic and short-term project plans?	1	•	•							<ul style="list-style-type: none"> <li>• Strategy alignment score</li> <li>• Project planning accuracy rate</li> <li>• Ratio of long-term to short-term projects</li> <li>• Percentage of projects aligned with strategic goals</li> <li>• Percentage of projects completed on time and on budget</li> <li>• Strategy execution score</li> <li>• Resource utilization rate</li> <li>• Efficiency of project delivery (time, cost, quality)</li> </ul>
	2			•	•	•				
	3							•	•	
What process is in place to identify and track the business benefits that are realized by the program/project?	1	•	•							<ul style="list-style-type: none"> <li>• Benefit realization rate</li> <li>• Business value score (BVS)</li> <li>• Benefit identification and tracking accuracy</li> <li>• Benefit delivery on time and on budget</li> <li>• Percentage of benefits realized versus planned</li> <li>• Rate of business change requests (BCR)</li> <li>• Stakeholder satisfaction score</li> <li>• ROI of the program/project</li> </ul>
	2			•	•	•				
	3							•	•	

### KPI recommendations to measure improvements in Data Excellence





# Roadmap

The below roadmap is the holistic view which outlines the objectives, priorities and timelines for this specific type of engagement.



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