ACCELERATE TO THE NEW ACCELERATING BIG DATA ADOPTION
IT’S NO LONGER ENOUGH TO BUILD IT AND RELY ON THE PROMISE OF BIG DATA FOR USERS TO COME

YOU MUST ACTIVELY DRIVE USER ADOPTION TO SUCCEED WITH YOUR BIG DATA PLATFORM
The journey begins by migrating from the classical data warehouse and requires a holistic adoption campaign to fully transition to the “new”

1. **CLASSICAL DATA WAREHOUSE**
   - Legacy data warehouses drive all functions across production use cases, analytics, reporting, regulatory, finance, etc.

2. **BIG DATA LAKE**
   - Migration to Big Data begins with a data lake supporting production use cases and analytics with legacy data warehouses filling key regulatory and reporting functions.

3. **NEXT GENERATION LAKE & CLOUD**
   - Hybrid architectures leverage on-premise data lakes as the system of record and cloud computing power to support large scale Artificial Intelligence and Machine Learning.
A SUCCESSFUL JOURNEY CAN DRAMATICALLY CHANGE THE WAY YOU OPERATE

The flexibility gained from adopting the “new” will translate to significant benefits for your organization

**INCREASED AGILITY & PRODUCTIVITY**
- FASTER DELIVERY OF SERVICES
- PATH TO NEW CAPABILITIES

**NEW SOURCES OF REVENUE**
- REACH NEW/ADDITIONAL CUSTOMERS
- NEW TRENDS AND MONETIZATION CAPABILITIES

**REDUCED INFRASTRUCTURE COSTS**
- OPTIMIZE STORAGE COSTS AND VALUE OF YOUR EDW
- CAPEX TO OPEX SHIFT
BUT NEW CHALLENGES ALONG THE JOURNEY IMPACT ADOPTION ACROSS THE ENTERPRISE

Big Data Platforms present unique challenges that slow efforts to move away from legacy and into the new

- **LARGER DATA ECOSYSTEMS**
  New ‘data lakes’ expose users to huge amounts of data

- **LESS ENTERPRISE SUPPORT**
  Open source adoption has left user support to internal teams

- **MORE COMPLEX DATA GOVERNANCE**
  Changing regulations make accessing the right data harder

- **STeeper LEARNING CURVE**
  Less mature and inherently more complex tools require more advanced training

- **MORE SOPHISTICATED AI/ML TECHNIQUES**
  Advanced ML/AI require tuning and user-defined parameters
ADOPTION REQUIRES A MULTI-PRONG PROGRAM THAT INCLUDES USERS AND PLATFORM TEAMS

Embedding a Core Adoption Program bridges the gap between end users and the platform teams to actively drive user adoption and satisfaction.

KEY SUCCESS FACTORS

1. USER ACCESS & ONBOARDING
2. TOOLS & DATA SUPPORT
3. COMMUNICATIONS & CHANGE MANAGEMENT
4. DATA QUALITY & TRUST
5. PLATFORM ROADMAP & FEATURE PRIORITIZATION
Migration from a classical data warehouse to Big Data lake requires in-depth user support as this phase often faces the most resistance.
EVOLVING FROM CURRENT BIG DATA LAKES TO THE NEW, WHERE IT MAKES SENSE, IS STEP TWO

Transformation to the new requires a fit-for-purpose strategy to take advantage of scale and speed offered by the cloud

1. USER ACCESS & ONBOARDING
   - Analyze end-user usage patterns to determine who to migrate to the cloud

2. TOOLS & DATA SUPPORT
   - Develop a migration strategy for data to the cloud and tailored tools support

3. COMMUNICATIONS & CHANGE MANAGEMENT
   - Deliver consistent and informative communications to create awareness and gain buy-in

4. DATA QUALITY & TRUST
   - Holistic data trust approach working with end-users along the way to data in the cloud

5. PLATFORM ROADMAP & FEATURE PRIORITIZATION
   - Understand business unit priorities and long-term vision to create a path for future cloud-native capabilities
# Example Components of an Adoption Program

## Stage 1
- User proficiency profiles
- User workflow analysis
- Data readiness assessment
- Platform access support
- Team prioritization
- Training content development
- Training delivery & logistics

## Stage 2
- User consumption requirements analysis
- User access provisioning
- Cloud set-up
- Training content development
- Training delivery & logistics

## Stage 3
- Historical data migration strategy & approach
- Data classification
- Baseline query execution
- Schema conversion & optimization

## Tools & Data Support
- Legacy data mapping
- Legacy code conversion & migration
- Dedicated virtual migration support
- In-person 1:1 office hours
- Reference guides and job aids
- Digital code library

## Communications & Change Management
- Communications strategy
- Leadership alignment
- Executive scorecard
- User feedback channels
- User satisfaction surveys & dashboard
- De-provision tracking

## Data Quality & Trust
- Multi-factor data quality assessment
- Data trust root cause analysis
- Data quality escalation
- Data quality SWAT team
- E-2-E data lineage mapping
- Data ontology
- Data standardization and clean-up
- Test mapping with test data
- Data filtering
- Migrated data alignment check
- Operational and data comparison reports
- Data reconciliation
- Intelligent data quality enrichment

## Platform Roadmap & Feature Prioritization
- Product development support
- Platform advocacy group
- Design-led roadmap creation
- Security operations
- Cloud optimization services
WHAT DOES A SUCCESSFUL ADOPTION PROGRAM LOOK LIKE

INCREASED # OF ACTIVE USERS

DECREASED # OF LEGACY USERS

INCREASED NET PROMOTER SCORE (NPS) FOR THE NEW PLATFORM

REDUCED INFRASTRUCTURE COSTS

INCREASED DATA QUALITY & TRUST

Consistency
Completeness
Conformity
Timeliness
Accuracy
Integrity

x% → 3x%
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Key Contacts

Ramesh Nair
Managing Director, Financial Services
Leader, Applied Intelligence
ramesh.a.nair@accenture.com

Huendy Espinal
Manager, Financial Services
Applied Intelligence
huendy.espinal@accenture.com