

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 BIG DATA JOURNEY TO THE NEW IS MULTI-PHASED

The journey begins by migrating from the classical data warehouse and requires a holistic adoption campaign to fully transition to the “new”

CLASSICAL DATA WAREHOUSE



Legacy data warehouses drive all functions across production use cases, analytics, reporting, regulatory, finance, etc.

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.

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.

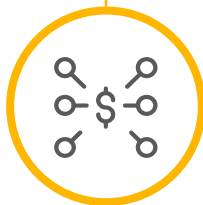
A SUCCESSFUL JOURNEY CAN DRAMATICALLY CHANGE THE WAY YOU OPERATE

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

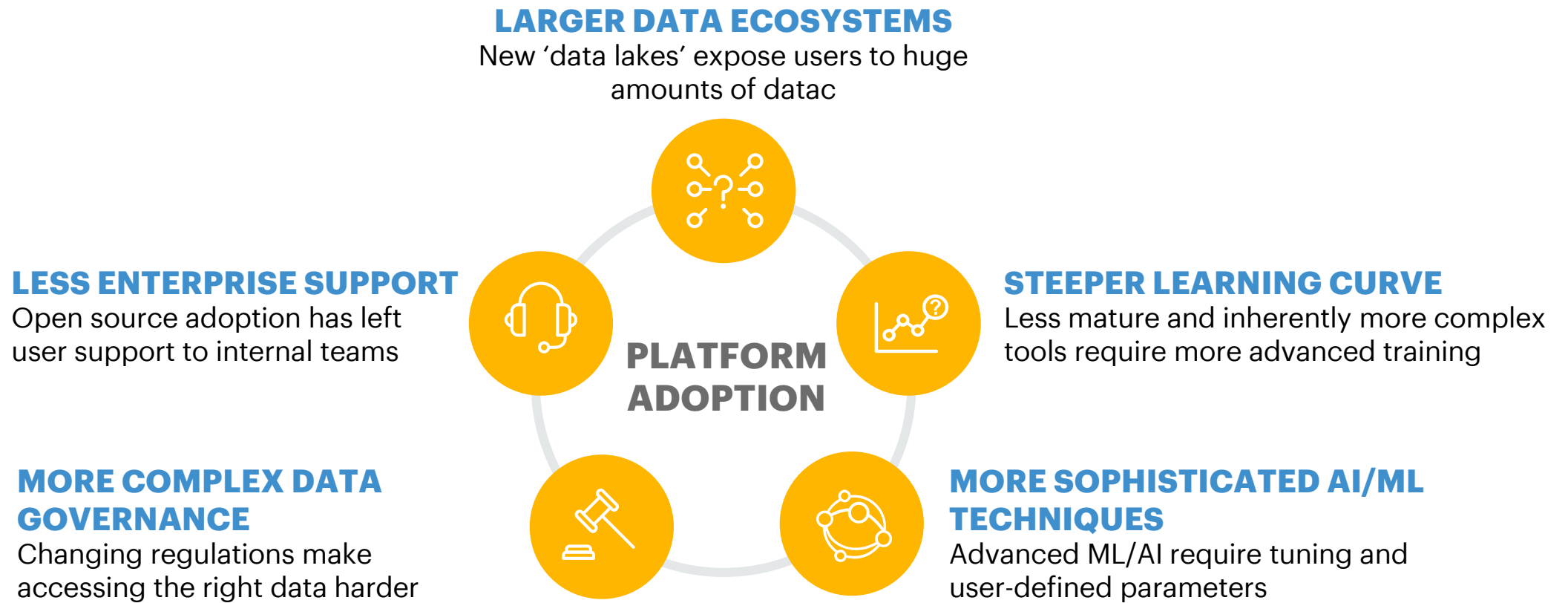


REDUCED INFRASTRUCTURE COSTS

- 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



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

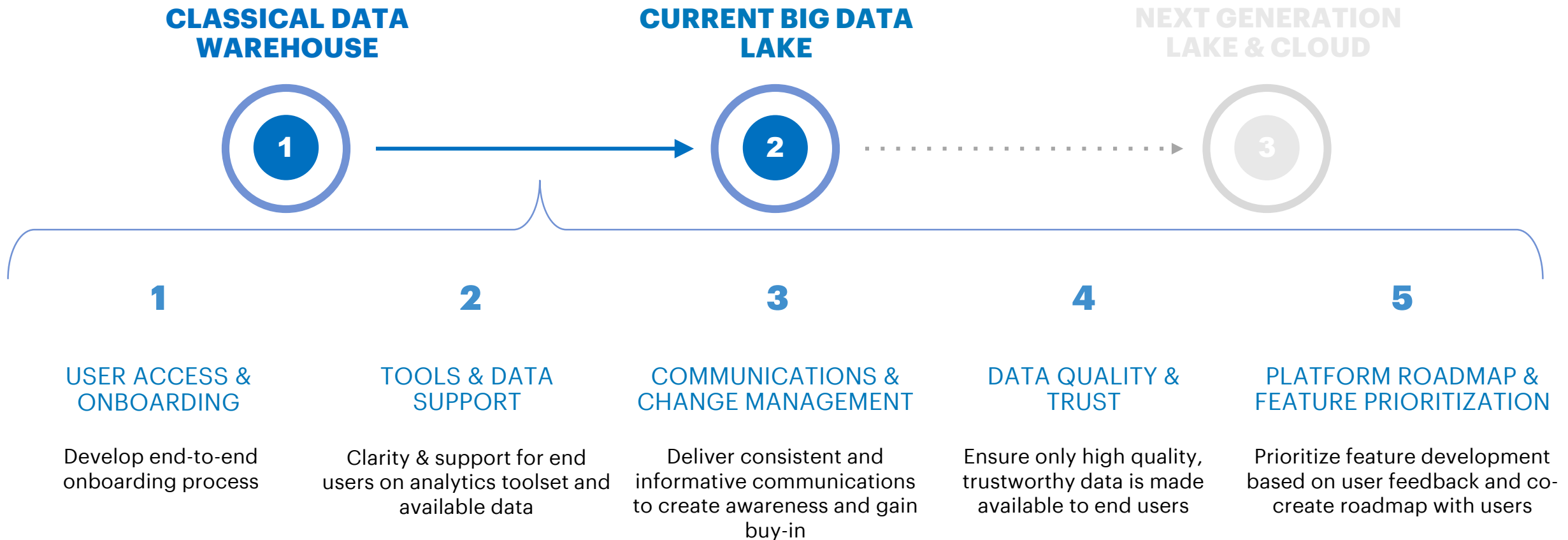
DATA QUALITY &
TRUST

5

PLATFORM ROADMAP &
FEATURE PRIORITIZATION

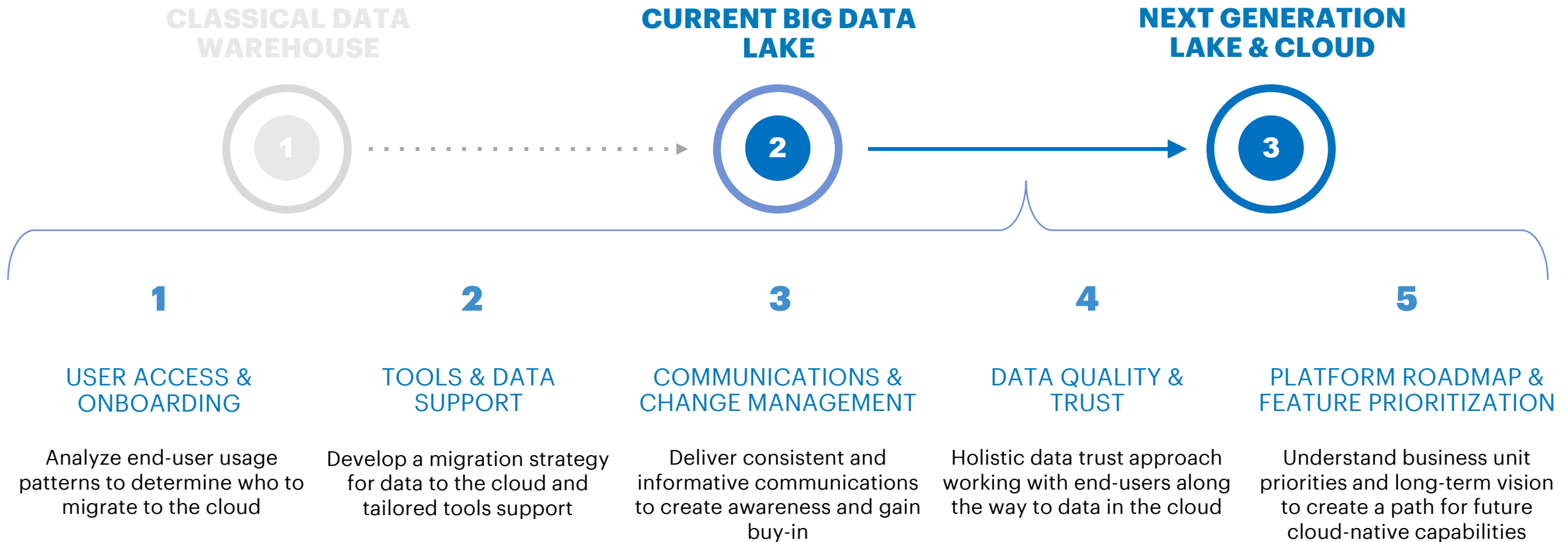
MIGRATING FROM THE CLASSICAL DATA WAREHOUSE IS THE FIRST BIG HURDLE

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



EXAMPLE COMPONENTS OF AN ADOPTION PROGRAM

Stage 2 ← Stage 1

USER ACCESS & ONBOARDING

TOOLS & DATA SUPPORT

COMMUNICATIONS & CHANGE MANAGEMENT

DATA QUALITY & TRUST

PLATFORM ROADMAP & FEATURE PRIORITIZATION

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

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

- 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

- Product development support
- Platform advocacy group
- Design-led roadmap creation

Stage 3 ← Stage 2

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

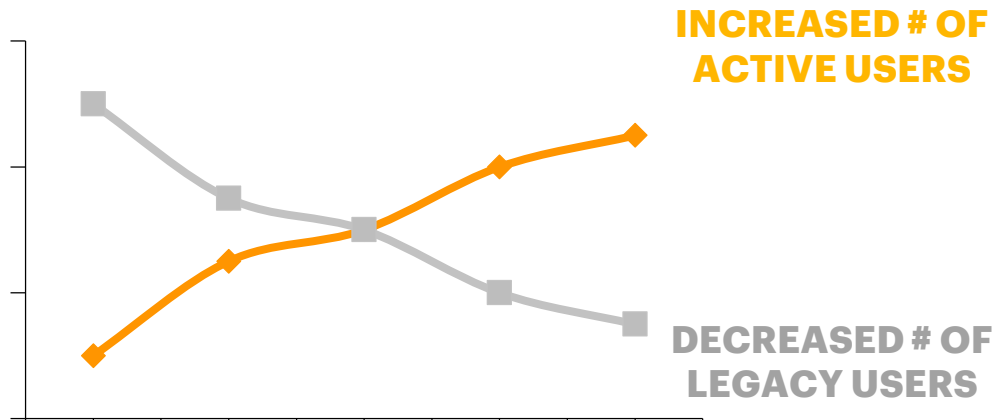
- Historical data migration strategy & approach
- Data classification
- Baseline query execution
- Schema conversion & optimization

- Communications strategy
- Leadership alignment
- Executive scorecard
- User feedback channels
- User satisfaction surveys & dashboard

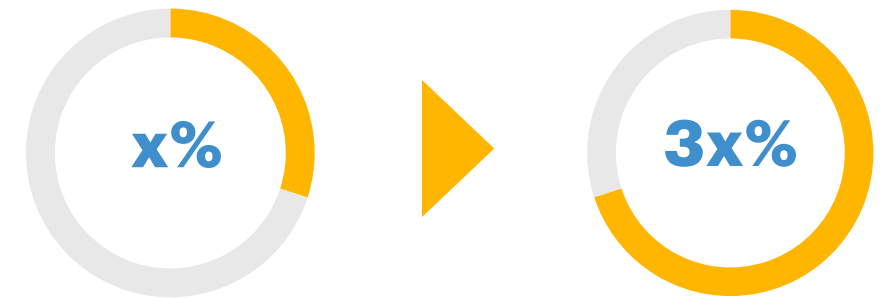
- Data filtering
- Migrated data alignment check
- Operational and data comparison reports
- Data reconciliation
- Intelligent data quality enrichment

- Product development support
- Security operations
- Cloud optimization services

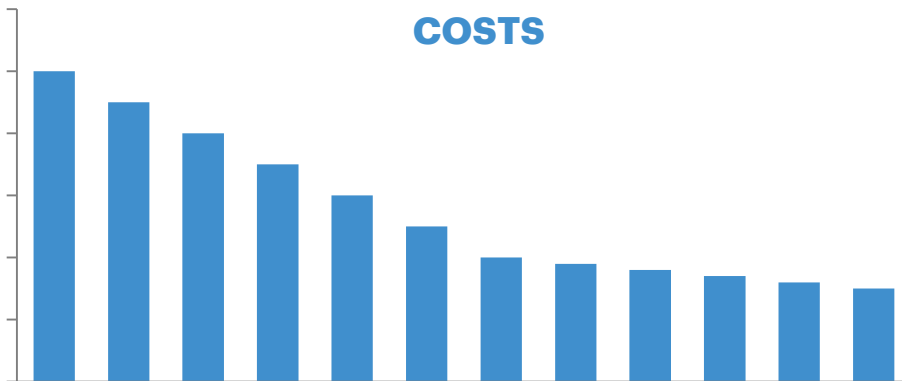
WHAT DOES A SUCCESSFUL ADOPTION PROGRAM LOOK LIKE



INCREASED NET PROMOTER SCORE (NPS) FOR THE NEW PLATFORM



REDUCED INFRASTRUCTURE COSTS



INCREASED DATA QUALITY & TRUST



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