



**CUSTOMER**  
— CRUNCH —



# **SPARCA<sup>TM</sup>** **DATA MANAGEMENT**

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The SPARCA Data Management solution will assess how your organisation captures, stores, and processes data for use in the development of insight.

[www.customercrunch.com](http://www.customercrunch.com)

# SPARCA™

## DATA MANAGEMENT



The SPARCA Data Management solution considers the attributes that align with an optimised data environment, the potential asset, how data is governed, and communication to those functions that turn data into insights.

### Solution Features

- ✓ Identify the value of your data as an asset.
- ✓ Identify weaknesses in your data capture process and examine the data quality within your organisation.
- ✓ Assess technical and commercial data governance stress points.
- ✓ Team sentiment analysis on how data is communicated and disseminated internally.
- ✓ Monitor data management over time, tracking your score each time you complete the assessment.

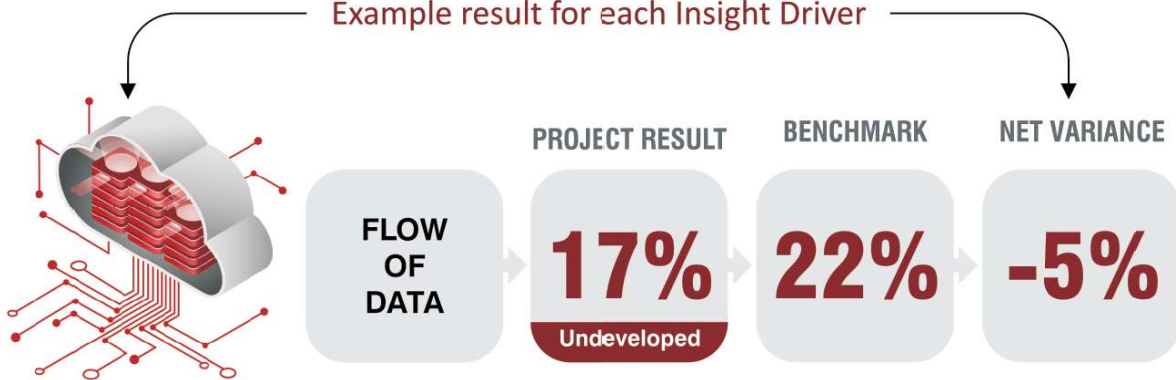


# COMPREHENSIVE ASSESSMENT COMBINED WITH ACTIONABLE RECOMMENDATIONS

Dimensions and Insight Drivers present a point of collective assessment relating to a particular topic. Each receives a benchmarked score, contextual explanation, recommendations, and action steps designed explicitly to improve your result with your internal resources.



Example result for each Insight Driver



## OUTCOME OF RESULT

The insight teams who consume the information have provided feedback that they find the information environment difficult to understand and a challenge to use. This, in turn, has led to the production of their own bespoke data environments, typically as data extracts or standalone tables.

Regardless of how much high-quality data an organisation has if the flow of information to the users is not efficient, it is unlikely the business will experience much benefit.

## KEY RECOMMENDATION

It is recommended that work should be directed to improve the information architecture at the point of consumption.

This will ensure ease of access to information and provide a single source of truth for all commercial information.

## KEY TACTICAL ACTIONS

Review information standards and identify areas that are complex or difficult to access. Shortlist a key set of tasks to resolve these issues.

Validate if there are key data extracts that could be automated to speed up the flow of data.

# Automated data and analytics consultancy at speed

**How it works:** A set of questions on fundamental data capabilities are collected and consolidated into key Dimensions and Insight Drivers, providing you an actionable scorecard to monitor process gaps, tactical opportunities, and a set of actions to improve data enablement.



## DEPLOY

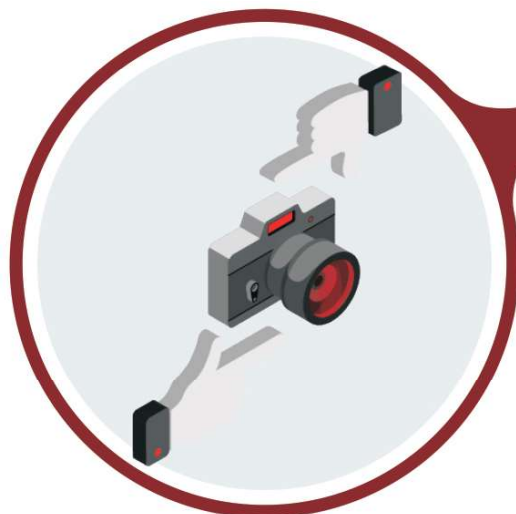
5 Minutes

Deploy tailored assessment in minutes with 10 to 1,000 people.

## DISCOVER

24 Hours

Discover the makes and breaks with your actionable scorecard.



## DECIDE

Instant

Make a choice on which recommendations are right for you.

# SPARCA Data Management evaluates a key set Dimensions and Insight Drivers



## STORED

### *Data Footprint & Potential*

Depth & Breadth Granularity & Frequency  
Gaps & Perceived Value



**CUSTOMER /  
CONSUMER DATA**



**EXTERNAL  
DATA**



**CAPTURE  
OF DATA**



**DEPTH &  
BREADTH**



**GRANULARITY &  
FREQUENCY**



**DATA  
POTENTIAL**



**DATA  
QUALITY**



**DATA  
COMMUNICATION**



## PROCESSED

### *Proficiency to Structure*

Master Data Management Business  
Custodianship Information Efficiency



**TAXONOMY**



**PROCESS  
EFFICIENCY**



**BUSINESS  
METRICS**



**FLOW OF  
DATA**



**TECHNICAL DATA  
GOVERNANCE**



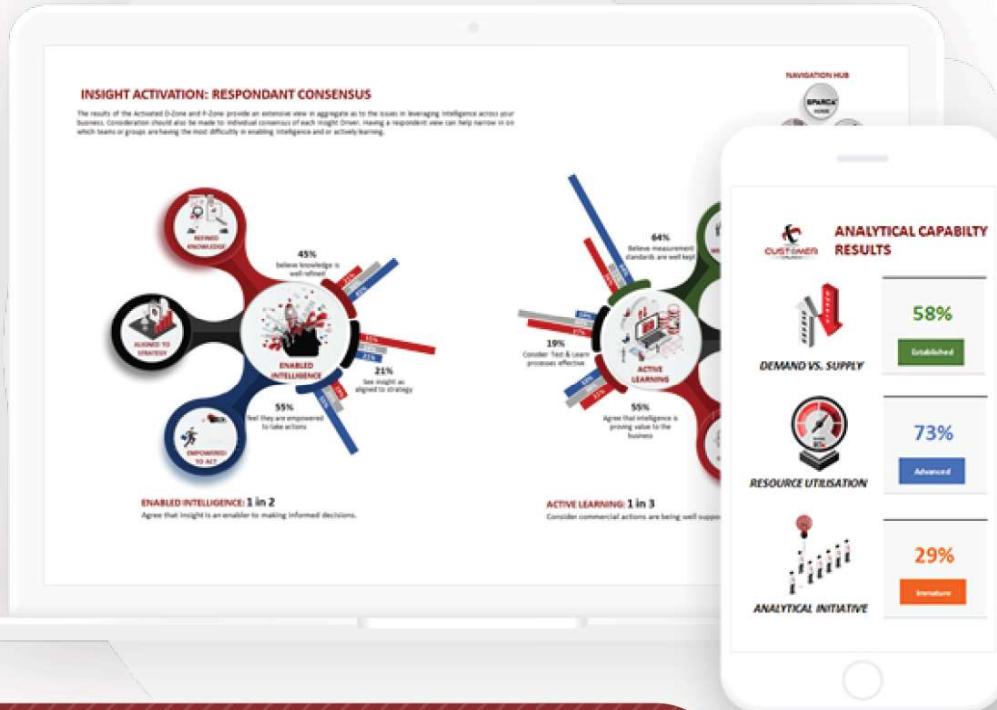
**COMMERCIAL DATA  
GOVERNANCE**



**COMBINED DATA  
GOVERNANCE**

**DISCOVER YOUR  
UNIQUE DATA  
MANAGEMENT STORY.**

Results are presented in an interactive scorecard combined with visual representations, response sentiment, and recommendations for next steps.



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**For more information on  
SPARCA Data Management**

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