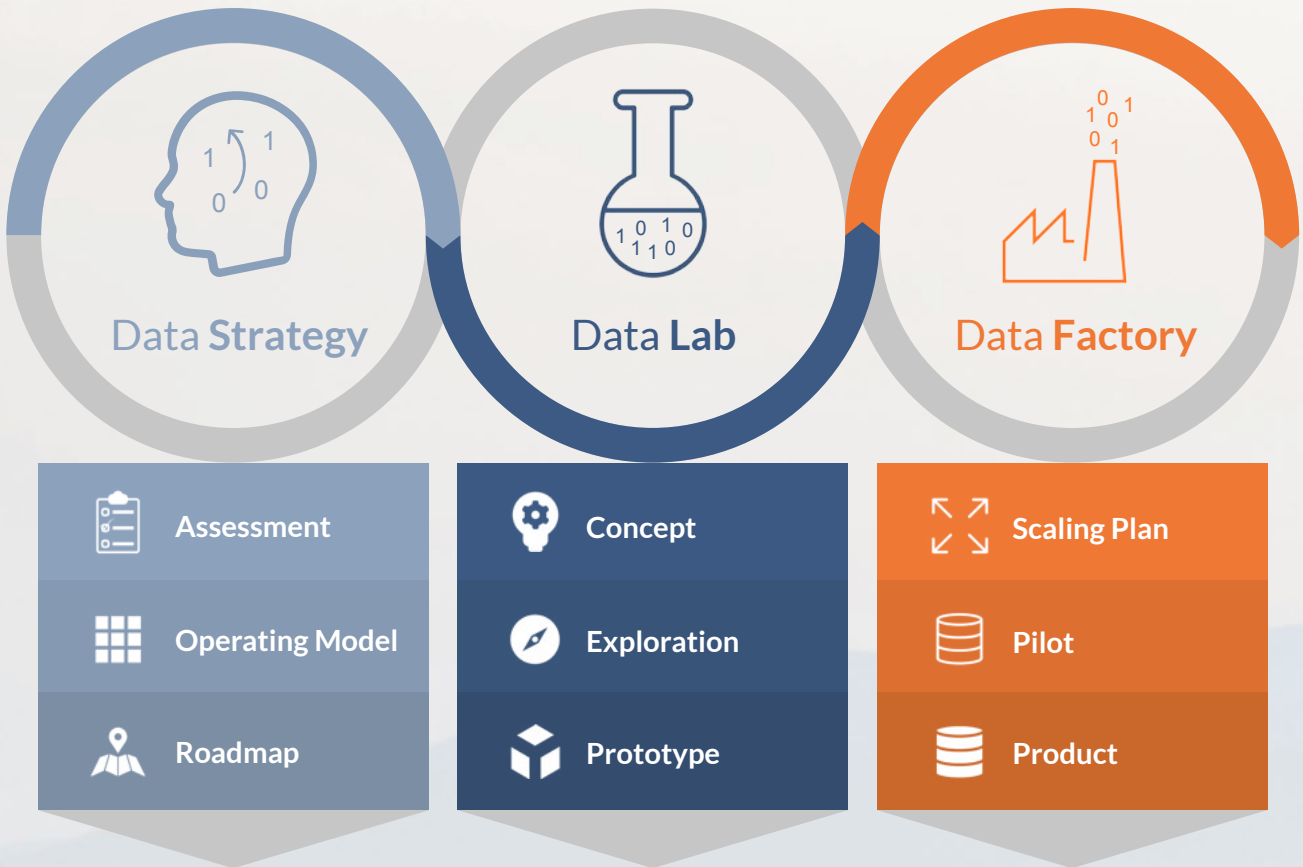


Start your

Data Journey



We accompany you from the initial idea to the finished Data Product



Big Data & Data Science simplified! The AT Data Journey takes you from the Data Strategy to the finished Data Product.

Data Strategy



A comprehensive Data Strategy forms the basis for generating true added value from data - we call this Data2Value.



Assessment

Our Assessment Workshop has proven itself worthy in determining your status quo. In it, we explain the relevant aspects of Machine Learning, Big Data and Artificial Intelligence. We also perform a site determination and benchmark your current Big Data, AI and Analytics skills.



Operating Model

Upon identifying the starting point for your Data Journey, the trip may begin. The Operating Model is your „digitization engine“ for creating true added value from data. Together, we define the 5 pillars of your Data Operating Model: organizational structure, processes, roles, data governance and IT system landscape.



Roadmap

To initially fill of your use case library, we generate an extensive use case list and prioritize the use cases according to your goals and our experience. Our Roadmap Workshop is a great choice for this. In it, we develop Design Thinking methods to compile an overview of use cases and translate the business processes into data-driven questions.

Result: Data2Value Readiness



clear understanding of
data success factors
and **best practices**



transparency of your
own organization's **data**
skills



customized **Data**
Operating Model with
a clear objective



Roadmap and
implementation plan for
your use cases

Data Lab



The Data Lab is about speed! The goal is to test use cases as quickly as possible - from Concept to Prototype with real data.



Concept

We generate hypotheses for the use case and evaluate the necessary data. We recommend our use case workshop with design thinking elements for this. In the Use Case Workshop, we turn the technical use case idea into an analytical Concept, which can be put to the test in the next step.



Exploration

We often do the Use Case Exploration in the form of a Hackathon. During the multi-day Hackathon workshop, we build a test environment with your data. Within one week, we know whether or not the use case can be implemented.



Prototype

In Data Lab, we develop a first version of your Analytics or Big Data app within a test environment. Here, we use your data foundation to produce realistic results. As a result, you obtain a verified prototype with added value for the users.

Result: Prototype (App / Microservice) with real data



analytical Concept
with hypotheses for the
use case



**validation of data and
proof-of-concept**



**analytics or Big Data
prototype runs and
offers benefits right away**



**feedback from users for
optimization
is made possible**

Data Factory



In the Data Factory, use cases are scaled and industrialized to the finished Data Product - that's how we generate sustainable added value.



Scaling Plan

The „tender plant“ (Prototype) shall successively transform into a stately tree. In the harsh and not always innovation-friendly environment outside of the Data Lab, we are gradually planing the scaling and industrialization. For this purpose, we create a Scaling Plan in the Data Factory that includes market prioritization, functions and brands.



Pilot

The pilot involves development of the so-called Minimum Viable Product (MVP) - a β -version of the Data Product. More users, more data, additional markets and other functionalities serve the development of a robust product. We also select the right platform for the Data Product.



Product

Continuous and extensive testing in the development pipeline transforms the β -version into a marketable Data Product. DevOps is used to merge further development and operation of the Data Product. This allows for ongoing optimization of the product or service.

Result: marketable Data Product / Service



Scaling Plan as a blueprint for scaling



operating environment for development, testing and operation of the product



implemented continuous delivery pipeline



introduced DevOps processes for smooth operation

Business
Processes


Insights
Visualization



Data
Intelligence

Predictive
Analytics

Our tool:

 The **Data Compass** ensures that we
always find the right path on your Data Journey.

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