DATA DIGITALIZATION HURDLES



AGENDA

- 1. Intro to Data Digitalization
- 2. Benefits
- 3. Common Hurdles
- 4. Strategies to Overcome Challenges
- 5. Tools and Technologies
- 6. Data Privacy and Security
- 7. Key Takeways
- 8. Q+A



INTRO TO DATA DIGITALIZATION



INTRO TO DATA DIGITALIZATION

Data Digitalization vs Digitization

- Digitalization involves taking digitized data to automate otherwise manual workflows
- Information processing

Digitalization is relevent to businesses of all sizes.





BENEFITS



BENEFITS OF DATA DIGITALIZATION



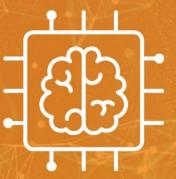
Enhanced Decision Making



Improved Customer Experiences



Competitive Advantage



Smarter Al Usage



COMMON HURDLES



COMMON HURDLES TO DATA DIGITALIZATION



Lack of Data Strategy



Poor Data Quality



Budget Constraints



Resistance to Change



Data Privacy Concerns



STRATEGIES TO OVERCOME CHALLENGES



STRATEGY 1 - ESTABLISH DATA STRATEGY



- Define your data goals
- Identify data sources
- Create a data governance framework



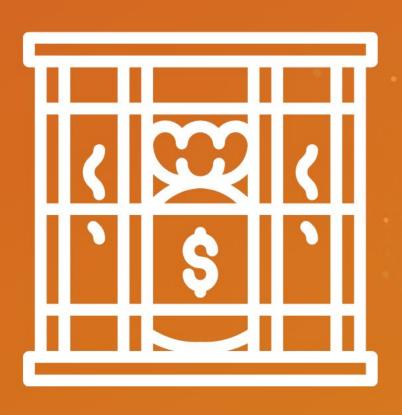
STRATEGY 2 - DATA QUALITY IMPROVEMENT



- Assess current data quality
- Implementing data cleansing techniques
- Ensure data accuracy and consistency



STRATEGY 3 - BUDGET CONSIDERATIONS



 Prioritize data digitalization projects an investment

- Explore cost-effective solutions
- Complete an ROI analysis for data investments



STRATEGY 4 - OVERCOMING RESISTANCE TO CHANGE



Provide employee training and education

 Communicate clearly and utilize change management

Highlight benefits for employees



STRATEGY 5 - DATA PRIVACY AND SECURITY



- Comply with GDPR and other data regulations
- Leverage secure data handling practices
- Encrypt all sensitive data



TOOLS AND TECHNOLOGIES



TOOLS AND TECHNOLOGIES

There are several cloud computing and data digitalization platforms on the market. Here's a small sampling:





























KEY TAKEAWAYS



KEY TAKEAWAYS

Data digitalization is relevent to businesses of all sizes.

Data digitalization is important to business success - especially in the fast-moving digital age

Establish a data strategy, including your end goals

Strategy success can only happen when data quality is good

Some solutions pay for themselves in ROI

Clear communication and the opportunity to learn about new processes will improve adoption

Don't reinvent the wheel when it comes to data privacy practices



Q+A



THANK YOU

