

ADV DATA GOVERNANCE 2022 & AUSTRIAN DATA GOVERNANCE AWARD

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**28nd & 29rd
APRIL 2022**
PARK HYATT VIENNA™

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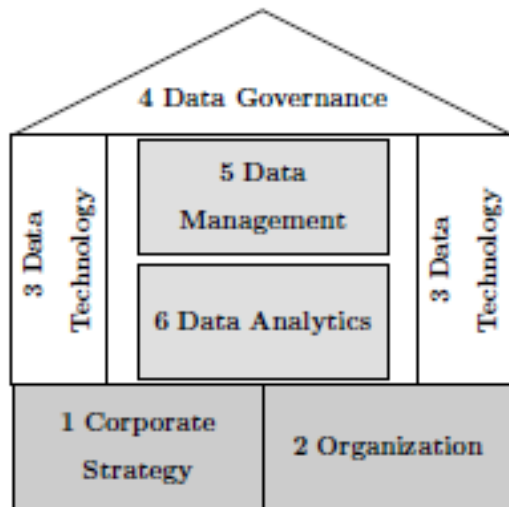
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Master Thesis

Professional MBA - Digital Transformation and Data Science
Wirtschaftsuniversität Wien

Title

Data Driven Organizations: A Framework for Assessing Data
Maturity in Large Enterprises



Data Driven Organizations: A Framework for Assessing Data Maturity in Large Enterprises

- The research work is conducted to find out how large enterprises can transform towards data driven organizations and leverage the ever increasing amount of data. The underlying research question is framed to understand the strategic requirements, organizational structures, and technological requirements needed to become a data driven company.
- In order to enhance the research a fictive large enterprise named OeTech is in the center of the research's use case. The research is grounded on an integrative literature review. The literature review evaluates indicators and enablers of data driven organizations. Furthermore existing data maturity frameworks are analyzed and discussed. The conclusion shows that available data maturity frameworks do not fit the purpose for large manufacturing enterprises such as OeTech.
- Therefor, the existing frameworks are synthesized and further developed using the structured case methodological framework. The result is a **data maturity assessment for large enterprises (DALE)** which is then applied using the example of OeTech. Based on the assessment results a short, mid, and long term roadmap is developed for OeTech to become a data driven organization.

ADDED VALUE

The operational ready data maturity framework (DALE) targets large enterprises where data maturity is not easy to assess and a roadmap to increase the data maturity is difficult to derive. With the developed framework enterprises can assess their data maturity and develop a corresponding roadmap to enhance the ability to govern data.

INNOVATION

The idea to assess the data maturity is not new, yet the existing frameworks are not possible to be used as self assessment, are very complex and not easy to conduct. DALE focuses on applicability and ease of use in order to reduce boundaries for organizations to understand their data maturity and data governance level. In order to approve something is must first be measured.

STRATEGY

DALE lays the foundation to develop a data strategy for large enterprises targeting six dimensions incl. data governance and organization.

DATA HERO
TALENTS

EXPERTISE

Within DALE the dimension “Data Governance” is assessed

USER CENTERING

DALE is a ready to self-assessment focusing on applicability and ease of use.

DEGREE OF IMPLEMENTATION

DALE has been applied for a large enterprise in Austria already and a roadmap has been created built on this.

COMMUNITY/RANGE

DALE can be applied by any organization targeting large enterprises.

PLEASE TIK & FILL IN!

CATEGORY **AUSTRIAN DATA HERO 2022**

AUSTRIAN DATA HERO TALENT 2022

RESPONSIBLE PERSON(S):

Ulrike Klein, MBA MSc (ulrikeklein@outlook.com)

SUBMISSION REQUIREMENTS

- Each work can only be submitted in one of the two categories
- The submissions are to be written in German or English.
- The expert jury only evaluates fully completed submissions.
- The decision of the expert jury is binding.
- Recourse to the courts is impossible.
- The submitters agree to send one of the people responsible for the project to the award ceremony on April 28, 2022 in any case.
- All submissions must be received by ADV by February 25th, 2022 at the latest.

*Submission (& Questions)
until 25.02.2022 to:
datagovernance@adv.at*

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Thank you!

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AUSTRIAN DATA GOVERNANCE VALUE

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