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# WHITEPAPER

5 Tips on the Path towards Greater **Data Literacy**



# 1.

## Management Power

The establishment of a data-driven corporate culture and the development of Data Literacy as a necessary basic requirement should be understood as strategic goals. Management has to be convinced that a better understanding of data has a positive effect on the company's success and that investments into data competence are thus worthwhile.

The vision of a data-driven company, the associated benefits, challenges and measures also need to be communicated unequivocally to the workforce. Moreover, doubt and critical voices should be listened to and taken seriously, in order to ensure as wide of an acceptance as possible. Achieving at least an interest, and ideally excitement, for this topic is more effective than to enforce the implementation by means of a directive.

# 2.

## The right dose

Not every company needs to have the entire range of data competence represented on all its staff levels. Instead, it is recommended to define a Data Literacy initiative beforehand, specifying what amount of data competence is productive for whom. Companies should clarify:

- which parts of the company exhibit the most valuable potential for optimisation or competitive advantages that can be achieved through more data competence
- based on this, which departments or functional areas most urgently require Data Literacy
- which of these data skills are useful for the respective department or functional area
- how many staff members should possess the respective skills

From this, a graduated qualification concept can be derived analogue to the individual digitisation strategy of the company, which can be continuously adapted to current requirements and framework conditions.



## 3. The human factor

In addition to the question, who NEEDS data literacy skills, who CAN acquire these skills - to what extent and at what speed - should also be clarified.

Not everyone has the makings of a highly committed data literate. There are employees in every company, who have a lower affinity for data. They need more time, different learning methods and simplified tools.

At the same time, there are data fans in every workforce who enjoy quickly developing their expert knowledge. These individuals should be supported specifically and encouraged to share their knowledge and excitement throughout the company.

Just like undertaxing, overtaxing the workforce can quickly lead to disinterest. Differentiated training measures and instructions, for example, for

- decision-makers, who wish to acquire the fundamentals in the area of data science
- users, who would like to analyse the data using existing tools and methods
- experts, who wish to react with more flexibility to requirements using novel, data-based solutions

ensure that data skills are conveyed while considering the 'human factor'.



### INFO-LINKS:

#### **Data Literacy Project:**

<https://thedataliteracyproject.org/>

#### **Data Literacy Programm von Qlik:**

<https://www.qlik.com/us/services/training/data-literacy-program>

## 4.

## 4. The suitable software

Using the right tools such as analysis and reporting solutions, companies cannot only ensure that data-competent employees work more efficiently. The right software can also foster the development of Data Literacy.

In an ideal case, it will support all processes, from the capture, to the collection and application of data. Depending on the IT infrastructure, it may make sense, however, to combine different solutions.

Companies should make sure that an analysis platform is established or adapted in such a way that data from different sources is aggregated, linked and processed in such a way that employees without profound IT or BI expertise can also work with it. In addition, it should be scalable, so that it can serve as many technical departments with different demands as possible. Furthermore, it should also offer a way to map best-practice solutions for different applications.



### CLIENTSAY



„iVIEW enables us to fully exploit the potential of our data and easily implement analyses down to the project level.“

**Michèle Kayser**  
Manager Finance & Controlling  
ARCONDIS

## 5. Consultation

A Data Literacy initiative does not only require targeted training measures for the workforce, but certain framework conditions must be met as well. Companies should first undergo a 'maturity check' in terms of Data Literacy to answer the following questions:

- Is there a uniform understanding of which data are to be provided as the basis for analyses and reporting?
- Are all the required information that are key and analogous to the company-specific data security governance guidelines available or do further data sources need to be integrated?
- Does the applied analysis and reporting tool or its operating concept meet the requirements or does it require adjustments?
- Which data skills exist in the company; which areas need to be expanded or what is sensible?
- Is there sufficient internal staff to drive the topic forward?

The Data Literacy topic is multifaceted and companies still have little experience in dealing with the challenge of promoting it. Hence companies should seek professional advice to ensure they are using the right setup (structure, organisation and tools) and in order to create acceptance for the added value of Data Literacy.

As a rule, 'good advice' becomes expensive when it is acquired too late, for example when BI tools are not widely used, because they are too complex, users continue to use isolated solu-

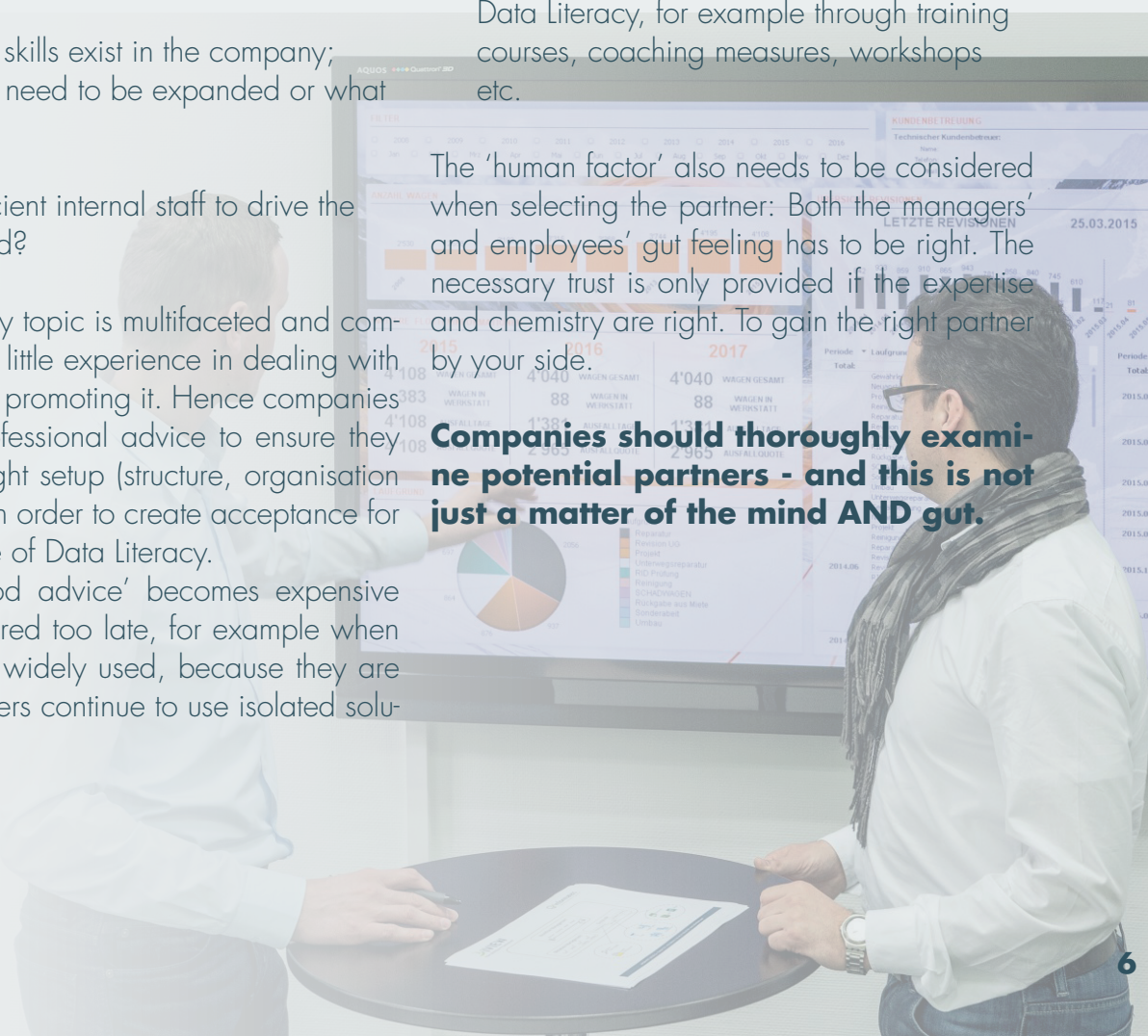
tions, the data and thus the quality of decisions is insufficient due to missing data models or the development of Data Literacy stalls because there is no consensus on its meaningfulness.

Companies who invite experts onboard at an early stage on their path towards becoming data-driven, reach their destination with greater speed and safety. Companies should invite solution providers with

- expertise in BI and data analytics
- project experience in the respective industry
- a deep understanding of the importance of Data Literacy and the challenges it poses for organisations
- consulting competence to actively and pragmatically support companies in building up Data Literacy, for example through training courses, coaching measures, workshops etc.

The 'human factor' also needs to be considered when selecting the partner: Both the managers' and employees' gut feeling has to be right. The necessary trust is only provided if the expertise and chemistry are right. To gain the right partner by your side.

**Companies should thoroughly examine potential partners - and this is not just a matter of the mind AND gut.**



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„To sustainably establish a data-driven corporate culture as per industry 4.0 not only requires the appropriate IT but also a combination of specialist and industry knowledge as well as Data Literacy. Companies need to invest more especially in the development of their employees' Data Literacy in order for the digital transformation to succeed.“

**Oktay Pamuk**  
Senior BI Consultant & Developer



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