



PwC and Microsoft

# Unlock the Value of Your Data with PwC's Data Modernisation Framework

In today's data-driven world, leveraging data as a strategic asset is crucial for business success. PwC's Data Modernisation Framework offers a holistic approach to modernising your data and analytics capabilities, ensuring that your organisation can unlock the full potential of its data.

Here's why PwC stands out:



#### **Strategic Asset Utilisation:**

Transform data into a strategic asset that drives enterprise value.  
Ensure trust in data with a centralised view of all data assets.



#### **Holistic Approach:**

Address challenges across people, processes, technology, and architecture.  
Engage with business, technology, and other teams to gather key inputs.



#### **Future State Architecture:**

Map technical capabilities to analytics and business processes.  
Develop a future state architecture that supports your business goals.



#### **Defined Roadmap:**

Create a clear roadmap and plan to manage the impact of transformation.  
Prioritise use cases and datasets for effective modernisation.



#### **Comprehensive Assessment:**

Conduct workshops, questionnaires, code reviews, and document scans to assess current state challenges and gaps.  
Achieve a more effective target state through a well-defined strategy.

#### **Key Questions:**

- Is the current data and analytics strategy allowing data to be used as a strategic asset?
- Can you measure the impact of data on strategic outcomes and communicate it across the complete value chain?
- Is your existing operating model allowing the realisation of enterprise value through data & AI?
- How are data assets managed and who owns them across the ecosystem?
- Is there a central view on all data assets across the organisation?
- Is there a defined roadmap and plan to manage the impact of the current transformation program on existing data platforms and analytics applications?

## PwC Offering:

Modernisation of data and analytics is not just about moving data and workloads. It has broader implications across people, processes, technology and your organisation's approach to create value from data, analytics and AI. PwC's Data Modernisation Framework takes a holistic approach across your organisation, from vision and processes to data, technology and architecture, determining the most suitable actions for your business.

## Why PwC is the right Partner?

Our unique approach allows us to work with business, technology, and other teams to gather key inputs. Activities such as questionnaires, workshops, code reviews, and document scans help us assess current state challenges and gaps, enabling us to achieve a more effective target state.

PwC takes the time to deeply understand the challenges you face with customer interactions. The first step is booking a meeting with our team to discuss your current approach and how it connects across your business.

## Target Audiences:

- Chief Data Officers (CDOs)
- Chief Information Officers (CIOs)
- Chief Technology Officers (CTOs)
- Enterprise Data Architects
- Data Strategy Manager
- Head of Business Intelligence
- Head of digital transformation

## Industry Focus:

Our framework is applicable across various industries and verticals, ensuring that your organisation can approach transformation in a way that allows for current and future data assets to co-exist.

## Contact Us:

To learn more about how PwC's Data Modernisation Framework can benefit your organisation, please contact:



**Tracey Kennair**  
Partner | Microsoft Alliance Lead  
+61 400 878 607  
[Tracey.Kennair@au.pwc.com](mailto:Tracey.Kennair@au.pwc.com)



**Murad Kahn**  
Partner, PwC  
[murad.khan@au.pwc.com](mailto:murad.khan@au.pwc.com)