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# Driving Digital Transformation – The need for Governing Data Value

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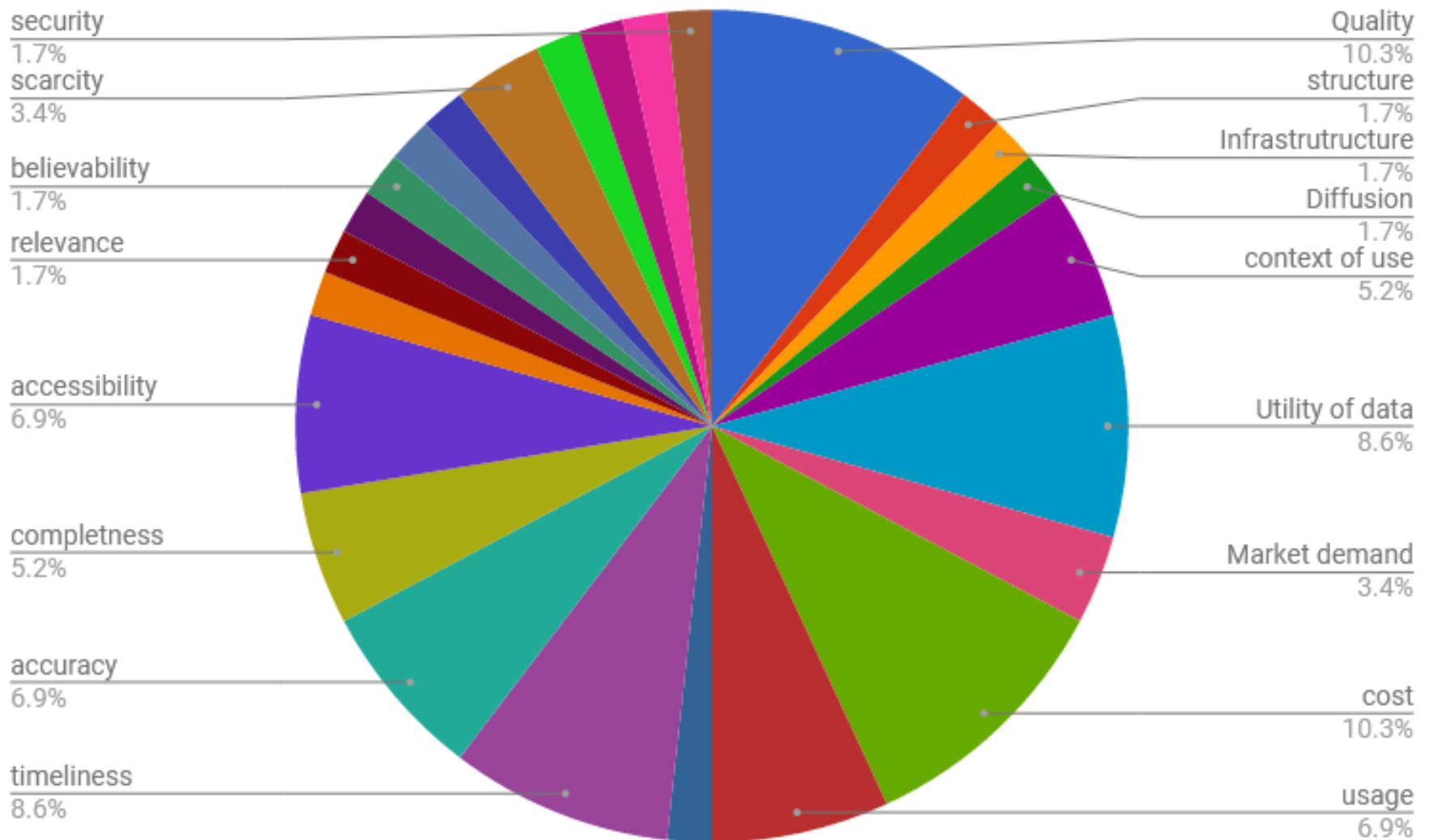
- Create awareness and further understanding of the untapped value that data can yield
- New ways to utilise data value in business innovation.
- Build an international community of data value researchers and practitioners
- Start a dialog on data value challenges, methods, tools and definitions
- Present new research on data value



- **Good news!** There is no consensus on a definition, challenges, metrics etc. of data value.
- We think:
  - Data value is complex, multi-dimensional & contextual
  - Quantitative data value research is immature
  - No standardised models



# Data Value Dimensions in the Literature



Data value dimensions, from a 27 paper survey – R. Brennan and J. Attard



- Modelling data value<sup>1</sup>
- End-to-end data value monitoring
- Capability Maturity Models for data value<sup>2</sup>
- Decision support tools for data value networks<sup>3</sup>
- Manual data value assessment techniques

1 Judie Attard, Rob Brennan, *A Semantic Data Value Vocabulary Supporting Data Value Assessment and Measurement Integration*.

Proceedings of the 20<sup>th</sup> International Conference on Enterprise Information Systems, ICEIS 2018

2. Rob Brennan, Judie Attard and Markus Helfert, *Management of Data Value Chains, a Value Monitoring Capability Maturity Model*, *ICDIS 2018*

3. Attard, J., Orlandi, F., & Auer, S. (2017). *Exploiting the value of data through data value networks*.



## 1. Measurement

- What metrics do we use to measure value?
- What units should we use to measure value?
- How can we convert between them?
- Can we combine metrics to create valuations?

## 2. Data Governance and Value

- Data Governance / Management Processes?
- How do we prioritise data value dimensions to create value profiles?
- Can we estimate utility to a business?
- How to integrate data value into governance systems?
- Developing business capabilities based on value

## 3. What Else?



## Future Calls

- See programme

## LinkedIn Data Value community

<https://www.linkedin.com/groups/13606759/>

## Events:

29<sup>th</sup> Feb 2019

**5th International Workshop on Information Value Management -  
*Challenges in an Area of Digitalisation and Big Data.***

<http://www.iceis.org/Workshops.aspx#IVM>

Submissions deadline: 26<sup>th</sup> Dec 2018

Anything else?



- Please take this quick anonymous survey to find out!
- [https://scsstcd.qualtrics.com/jfe/form/SV\\_2hHGICmkDgrC85v](https://scsstcd.qualtrics.com/jfe/form/SV_2hHGICmkDgrC85v)
- Or
- <https://tinyurl.com/y9x9rkfb>

