BUSINESS PROCESS INTEGRATION

HOW TO MAXIMIZE THE RETURN OF YOUR BIG DATA PROJECT

Introduction

Big Data integration without the right processes is like a new express train without passengers: technically impressive but not highly effective if everyone continues to drive to work in their cars.

Many years of experience confirm that even the best data basis only produces measurable success if utilized correctly. To better understand the challenges of transitioning to a truly data-driven management approach, let us first look at who the primary beneficiaries of cross-process data integration are, and which goals result from that.

Subsequently, we will present a solution approach on how to exploit the potential of a standard data basis more effectively across departments.

This article focuses on market-oriented activities, from strategic planning to communicating one's value proposition to sales success.

For whom is data integration interesting?

Why have businesses and scientists looked into Big Data integration so extensively for years? [1]

There are many good arguments for connecting data silos and making them available to the broadest possible user base. Most obvious is the issue of reducing costs by avoiding unnecessary data redundancy, maintenance, and acquisition. However, maximizing benefits through unity effects and optimizing how the data are applied is even more important. Drawing on the right figures and analyses at the right time is the hallmark of a modern, "data-driven„ management approach that takes advantage of all the benefits of digitization. [2]

Every day, unimaginable amounts of data is created. [3] These often exist in isolated silos, making them difficult to access. Enterprise-wide data lakes are increasingly emerging, which significantly improve accessibility and visibility. However, end users cannot use them in practice due to their unprocessed state. [4]

Therefore, data integration aims to provide a business-ready, trusted data pipeline from multiple sources[5] for operational and analytical purposes. [6] Many software companies, such as IBM, MODELYZR, or Oracle, offer comprehensive and customizable business solutions for this purpose. Some platforms, like Informatica or MODELYZR, also include user-friendly frontends for business users. This is particularly useful when supporting a specific process chain via a partial integration through a single vendor, which helps reduce a project's cost, complexity, and runtime.

A typical example of such a chain is a company's market-oriented activities involving key departments like business development, marketing, and sales.

Providing these departments with a common, trusted database generates measurable successes within the company's own pipeline. But what needs to be considered on the process side for such a project to succeed?

[1] https://scholar.google.de/scholar?q=big+data+integration&hl=de&as_sdt=0,5

[2] https://www2.deloitte.com/de/de/pages/trends/zukunft-der-entscheidungsfindung.html

[3] https://de.statista.com/statistik/daten/studie/267974/umfrage/prognose-zum-weltweit-generierten-datenvolumen/#professional

[4] https://en.wikipedia.org/wiki/Data_lake

[5] https://www.ibm.com/analytics/data-integration

[6] https://searchdatamanagement.techtarget.com/definition/data-integration

The main actors and their needs.

While differing in their target agreements, business development, marketing, and sales all work towards the same goal: selling more products. These departments play critical roles in the go-to-market strategy.
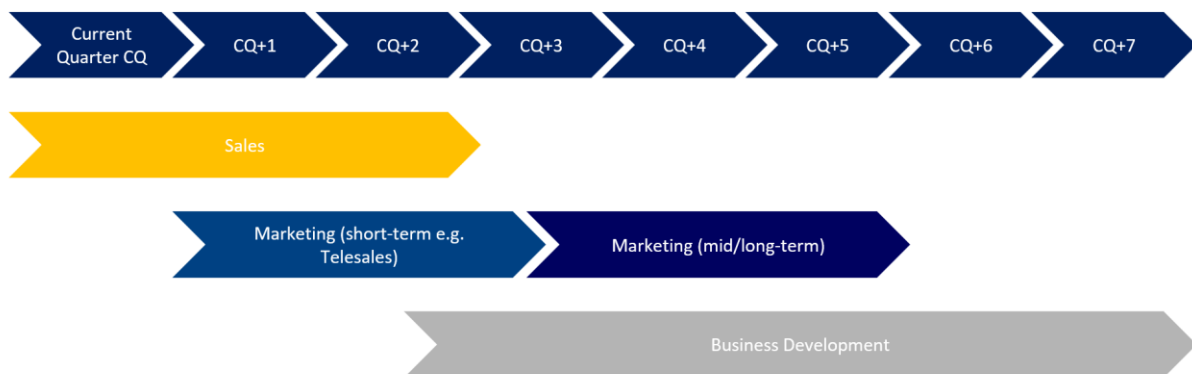
Business developers plan further ahead, focusing on the next one to two fiscal years. They influence many business units by identifying and evaluating markets and developing plans to leverage those potentials. They consider geographical and firmographic data, assess market, trend studies, and use key sales with success figures from the company's product portfolio to develop successful strategies.

Marketing operates with a longer time frame of 6 to 18 months. However, this varies depending on the activity, from long-term awareness campaigns to telesales initiatives that ideally generate warm leads quickly. Marketing activities require a wide range of data, including market forecasts, propensity-to-buy models, intent data, and CRM data, which reflect the diverse nature of their efforts.

Sales teams often work from one quarterly target to the next but always keep future quarters in mind. CRM is central to their activities. In new customer sales, additional market data, intent data, and any other available information about potential customers are utilized.

It is easy to see that due to the substantial number of data points required, each unit already needs data consolidation and integration.

| Current Quarter CQ | CQ+1 | CQ+2 | CQ+3 | CQ+4 | CQ+5 | CQ+6 | CQ+7 |

Sales

Marketing (short-term e.g. Telesales)

Marketing (mid/long-term)

Business Development

Data sources and their relevance

ERP   CRM   Firmographic data   Intent Data   Marketing automation   Propensity to buy   Trend studies   Competitive landscape

Suppose one imagines the planning horizon of their respective activities along a timeline. In that case, it becomes clear why it can be considered an interrelated process chain of market-oriented activities.

This creates an incentive not only for individual departments to have access to a consolidated and integrated database of all relevant sources but also for sharing data across departments.

However, sharing data and information freely is not always a given. Due to the differences in performance measurement across departments, there is often a lack of incentive to focus on the big picture and act in a coordinated manner.

The advantages of a consolidated and integrated database are clear:

- **All information is available all the time to all parties.**
- **Everyone discusses the exact data for the same customers.**
- **Marketing and sales processes are supported and mapped end-to-end.**
- **Reduction of required data governance (if one data point is updated, all users benefit)**

The road to success

Data integration should always be viewed as a change process, not just a purely technical project. This process has both cultural and structural components.

Employees should be encouraged to share knowledge and information and to collaborate across departments, fostering a culture of information exchange[7]. This approach helps share the costs of data acquisition and reduces silo formation from the outset.

In other words, **success lies in collective understanding and cooperation.**

A regular exchange between departments at the management level supports this understanding across the board. All parties should regularly align to ensure that the jointly developed strategy is being pursued effectively and to make any necessary adjustments.

This brings us to the other component of the change process. In many projects, it has proven best to establish a newly defined, dedicated office or unit with a specially developed target system alongside existing player. This unit ensures the jointly coordinated value creation along the entire market-oriented process chain.
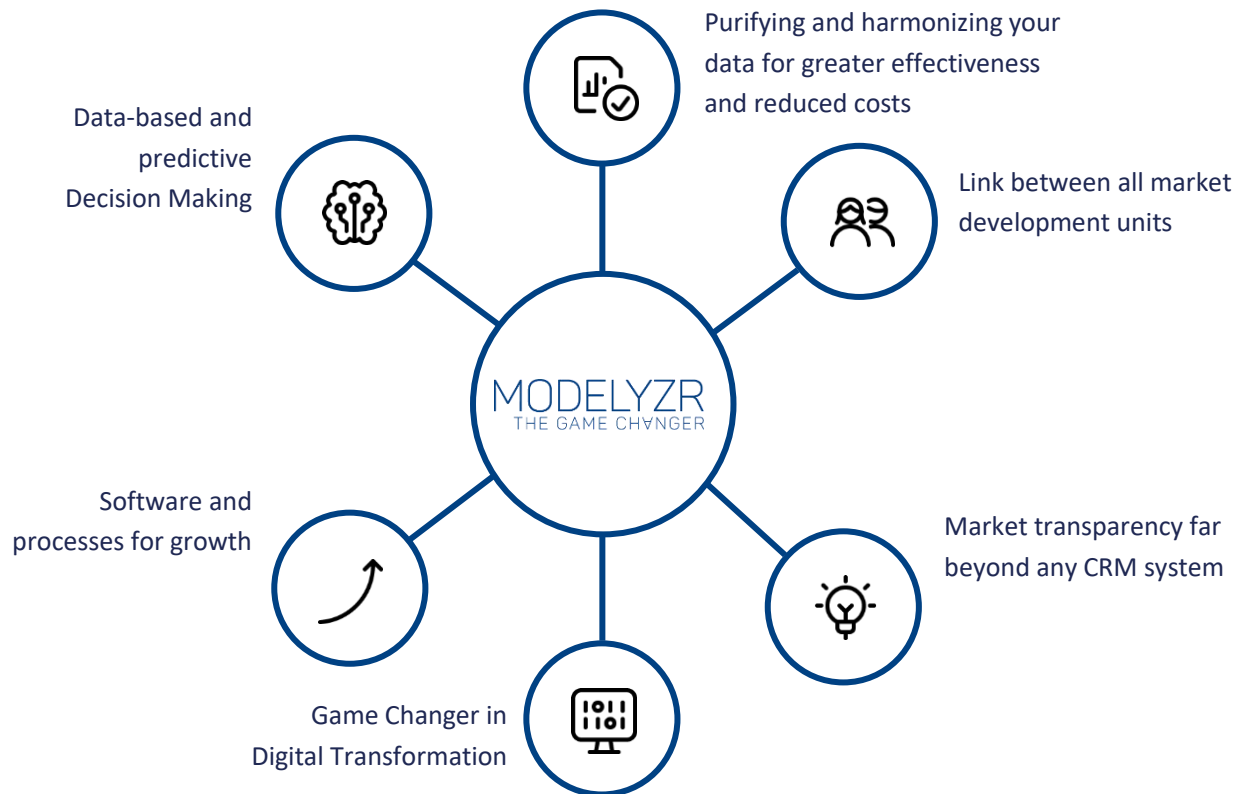
It supports and relieves other departments and ensures the existing data platform is used optimally.

Conclusively, these steps enable the data-driven express train to deliver its passengers to its customers faster and more efficiently than they could ever have reached them with their own vehicles.

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[7] https://status.net/articles/data-silos-information-silos/

Your questions

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Your ideas

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Your advantages at a glance:

Purifying and harmonizing your data for greater effectiveness and reduced costs

Link between all market development units

Data-based and predictive Decision Making

Software and processes for growth

Game Changer in Digital Transformation

Market transparency far beyond any CRM system

Ready when you are.

- MODELYZR is already used in over 100 countries worldwide and has been successfully integrated into complex, highly individual business scenarios.
- Data-driven demand management, **including indirect sales channels**, has been implemented by us with proven success.
- We cooperate with the best data providers worldwide.

Want to make new connections? Get connected:

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