

SUNZ2016

# Stakeholder Engagement – selling & delivering on a data vision

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Mark Topham  
Head of Data  
ANZ New Zealand  
@mptopham



# It's all about the people



# Becoming data driven

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*"It always comes back to not starting with the data - start with what customer outcome you want and that will guide what you do with the data"*

**BIG DATA PROJECTS ON THE RISE**

**BIG DATA DRIVING CUSTOMER.....**

Scott Collary -

## 4 WAYS BIG DATA TRANSFORMS BUSINESS

# Vision & DNA



"An E...  
warehouse...  
executives..."



and not an IT...  
IT-directed...  
in contrast...  
a step ahead...  
by business...  
greater than...  
ANZ 70%."

for Healthcare...  
on CIOs, 2014:  
of Mistakes in...  
a Warehousing

# Engaging & Encouraging

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# Delivery

- ❖ What are the key reasons you believe your organization is ahead of your peers in its use of data?



Source: *The Economist: Fostering a Data-driven Culture*, 2013

# Outcomes

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# In Summary

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# Thank You

Presented by Mark Topham  
@mptopham



# Suggested Reading/Viewing

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- Practical Agile Data Warehousing --  
<http://www.slideshare.net/WendyGilbert3/practical-agile-data-warehousing-final>
- The Role of Project Manager in An Agile Environment.  
<http://plastergroup.com/role-project-manager-in-an-agile-environment/>
- The Natives are Restless – What Does it Mean When Data Natives Replace Digital Natives? <https://bluenotes.anz.com/posts/2014/08/the-natives-are-restless-what-does-it-mean-when-data-natives-replace-digital-natives/>
- Are Banks Making the Most of Their Data?  
<https://bluenotes.anz.com/posts/2015/11/are-banks-making-the-most-of-their-data/>
- Six things Europe's best banks do --  
<https://bluenotes.anz.com/posts/2015/08/six-things-europes-best-banks-do/>