

## Workshop Overview

*Length:*

4 Hours

*Group Size:*

4 to 12 Individuals

*Attendees Will Include:*

C-level in charge of data

LOB SVP's/VP's and EA's  
responsible for cross-  
organizational decisions  
and architectures



Pacific Data  
Integrators

For more details, visit us at  
[www.pacificdataintegrators.com](http://www.pacificdataintegrators.com)

# Digital Transformation Journey Workshop

Make Customers'  
Digital Transformation  
Journey A Success

## Think of Data Services Team as its own internal startup company

To be seen as successful, this internal 'company' must offer products and services to their customers better, cheaper and faster than their competition. Think Disruptive!

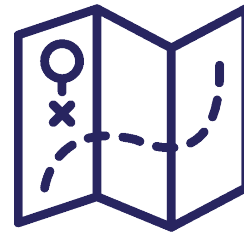
### Discuss a Business Plan for this 'data company':

- Executive Summary
- Company Description
- Products and Services
- Market Analysis
- Strategy and Implementation
- Organization & Management
- Financial Plan & Projections
- SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats

## Describe Data Transformation Journeys

Journey descriptions are people and process focused.

Describe how Informatica technology crucially facilitates the journey implementation.



### Describe Appropriate Data Transformation Journeys:

1. Cloud Modernization/ Migration
2. Business-Driven Data Governance
3. Next-Gen Data Analytics
4. Data Security

## Specific "Calls-to-Action" for Each Journey

Leverage **LAER thinking** when approaching transformation journeys.

*Calls-to-Action re: Informatica*

Deep dives into identified Informatica Platform capabilities.

*Calls-to-Action re: Pacific Data Integrators*

1-week or 2-week planning to begin the process.