

Enable

Basis for Big
Data and
Analytics

Source of Value

Actions and Decisions
That Generate Value

Measurement

Evaluating Impact on
Business Outcomes

Platform

Integrated Capabilities
Delivered by
Hardware and Software

Drive

Needed
to Realize
Value

Culture

Availability and Use of
Data and Analytics

Data

Data Management Practices

Trust

Organizational Confidence

Amplify

Boosts
Value
Creation

Sponsorship

Executive Support and
Involvement

Funding

Financial Rigor
in Analytics Funding Process

Expertise

Development and Access to
Skills and Capabilities