

Information Management Strategy for a leading Satellite Provider

PwC defined and developed a comprehensive information management strategy to ensure the strategic objectives of the enterprise were aligned with the expected and emerging business information needs

Business problem

- A diverse application architecture and infrastructure with disconnected touch points.
- Inability to have a unified view of the customer or provide access to vital customer information to the enterprise.
- Lack of business involvement and governance in managing information assets and data quality.
- Existing information architecture posing challenges in acquiring, integrating and delivering quality information – known need for enhancements to accommodate planned growth of information volume and data types, including Big Data.
- Siloed approach to analytics due to lack of common environments, collaboration and sharing of ideas.
- Inadequate disaster recovery planning for components of the enterprise data warehouse, posing risk for protecting growing strategic data assets and ensuring business continuity.

Project impact and outcomes

PwC conducted numerous interviews / workshops with various business and IT stakeholders. The team developed an overarching information strategy comprising of:

- **Opportunity Definition:** Synthesized interview notes, summarized all stated business needs, and produced a detailed list of business initiatives.
- **Current State Assessment:** Baselined the current information management landscape and capabilities against a core set of evaluation criteria that make up PwC's information management assessment framework highlighting the risks and opportunities.
- **Future State Definition:** Defined and recommended a future state information architecture to accommodate the growing information needs through enhancement and addition to the existing architecture.
- **Roadmap and Case for Change:** Developed a 5 year, multi-phased, prioritized roadmap to align the strategic business initiatives to stakeholder expectations.

The result of the strategy:

- A consensus built among business stakeholders to create a comprehensive, harmonized view of all information needs.
- Serve as a foundation for future projects designed to enhance the enterprise information architecture.