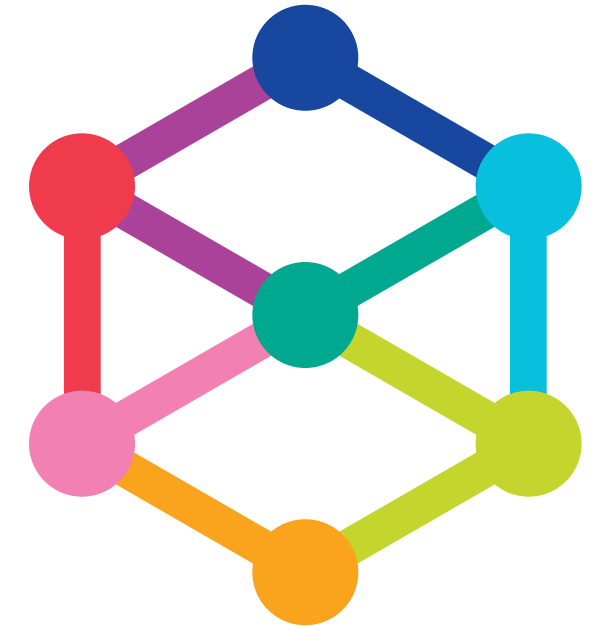




WE LIVE IN A DATA ECONOMY WHERE MAXIMISING THE VALUE OF YOUR DATASET IS CRITICAL TO COMPANY SUCCESS

RUBIX.COM.AU

RUBIX.



RUBIX. DATA & ANALYTICS

CAPABILITY MATURITY FRAMEWORK

FAST FACTS

115
Customers

Over 350
Data Projects
Completed

18
Languages Spoken

Over 1,125
years of combined
data experience

9
Years as RUBIX.

10
Pinball Machines
at RUBIX. HQ

3
Kaggle Competitions Won

A whole lot of fun
along the way!

We live in a data economy where maximising the value of your dataset is critical to company success

At RUBIX. we are **values based** and **data driven**, putting the customer and our people at the core of everything we do.

We're a leading Australian pure play data consultancy, providing innovative custom end-to-end data solutions to enterprise and mid-market companies.

Our key offerings include data strategy, data governance, data preparation, business intelligence, machine learning and artificial intelligence. We've completed over 350 data projects and have been recognised as a leader in the field. We are the trusted data partner of some of Australia's largest brands.

Key Principles

The Data & Analytics Capability Maturity Framework provides a methodology for enterprises of all sizes to unlock the value of their data and implement effective data governance, based on the following five key principles:

1 Investment in Chief Data & Analytics Officer (CDAO) role is critical.

2 Data at the enterprise level is to be governed by the business, not IT departments.

3 Data will be managed as a shared asset to maximise business value and reduce risk.

4 Data governance policies will be clearly communicated and transparent.

5 For data to enable effective decision-making, data must be trusted and secure.

Data & Analytics Capability Maturity Framework - Explained

Our Data & Analytics Capability Maturity Framework:

- Leverages RUBIX. partnership with Melbourne Business School Centre for Data Analytics
- Targets high-value, high-impact use cases and quickly delivers a data-driven RoI
- Is adapted from widely recognised IEEE IT Capability Maturity Model Integration (CMMI)
- Applies the MBS 4-dimension, 4-level maturity model for Data & Analytics
 - Leverages research to measure the business impact of improved data governance
 - Provides clients with market benchmarks on efficiency and profit uplift
 - Supports the business case for investment in Data & Analytics capability uplift

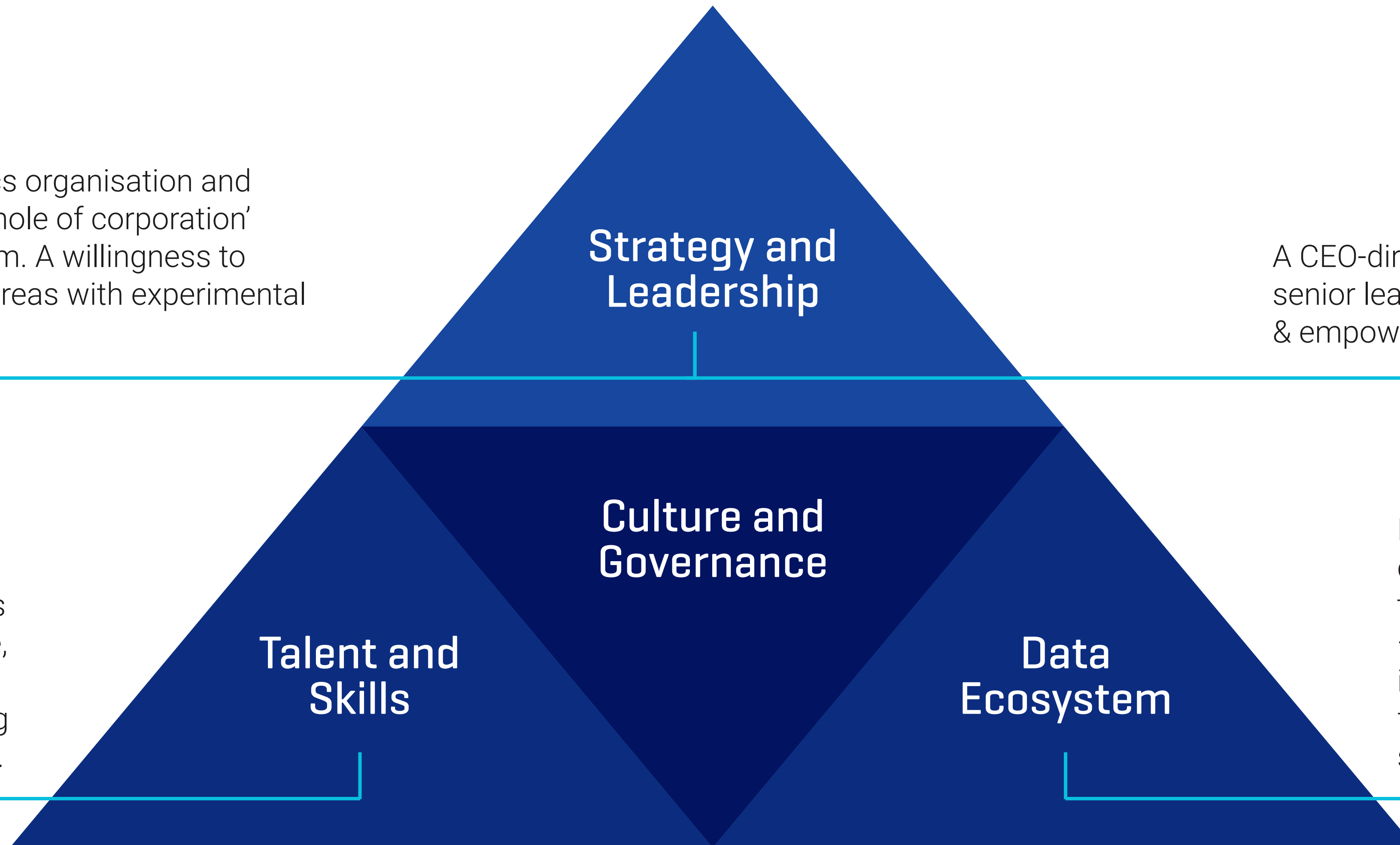
Four Dimensions

A defined data analytics organisation and role supported by a 'whole of corporation' governance mechanism. A willingness to target 'high potential' areas with experimental 'proving' projects.

A CEO-directed mandate with senior leadership appointment & empowerment.

Data needs to drive change in previously traditional 'IT' tool sets – e.g. Data Warehouse, information models & flow and the underlying systems requirements.

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DA Framework - Step Changes in Analytics Maturity

| | 1 LAGGARDS | 2 FOLLOWERS | 3 EXPLORERS | 4 LEADERS |
|-------------------|--|---|--|--|
| STRATEGY INSIGHTS | Descriptive Analysis | Diagnostic Insights | Predictive Decision Making | Preventative |
| ACTIVITY | Graphical representation | Inferential Statistics | Predictive Analytics | Real Time Decision Making and Response |
| SKILL SET | <ul style="list-style-type: none"> • Excel Charts • SQL Query • Waterfall | <ul style="list-style-type: none"> • Excel macro's • Dashboarding • Agile | <ul style="list-style-type: none"> • Predictive Modelling • Agile and LEAN analytics | <ul style="list-style-type: none"> • Data Science • Machine Learning • Bleeding edge practices |
| VIEW | Backward Looking Reporting | Investigative Reporting | Predictive and Planning | Strategic Alignment between Business & Analytics |
| GRC | <ul style="list-style-type: none"> • No governance controls • Disparate data • No QA/QC | <ul style="list-style-type: none"> • Basic Governance • Minimal data management • Basic QC | <ul style="list-style-type: none"> • Centralized controls • Data Management • QA/QC | <ul style="list-style-type: none"> • Fully aligned governance • Single source of truth • Continuous improvement |
| TECHNOLOGY DATA | <ul style="list-style-type: none"> • Excel • SQL | <ul style="list-style-type: none"> • Power Bi • Tableau | <ul style="list-style-type: none"> • Data Lake • Cloud • Analytics Platform | <ul style="list-style-type: none"> • AI • Distributed Computing |

What Problems does the DA Framework solve?

Identify Capability Gaps

For clients at the start of a Transformation Program or new leadership taking on Data & Analytics accountabilities, our Framework provides a holistic view of your DA strengths and weaknesses, mapped to the four Data & Analytics CMMI themes (Deliverable: Gap Analysis)

Prioritising Solutions

The DA framework defines a roadmap with progress points highlighting integrated capability, to deliver outcomes over outputs (Deliverable: Roadmap covering current, interim and target states assessed by CMMI ranking)

Promoting the Value of Data

The DA framework defines a roadmap with progress points highlighting integrated capability, to deliver outcomes over outputs (Deliverable: Roadmap covering current, interim and target states assessed by CMMI ranking)

Securing Program Investment

By integrating leading research on the business benefits DA capability returns to the business – e.g. Profit increase, cost efficiency

How and when do we use it?

At the Start

RUBIX. assesses your current state to provide a Gap Analysis and Recommendations for capability uplift.

When Planning Solutions

DA Framework Roadmap applies all 4 success dimensions to provide staged outcomes with clear change states.

Measuring Progress

Return On Investment (ROI) targeting of data projects, arms leaders with the tool to price the benefit of their data projects.

Setting next phase works

RUBIX. apply an interim Capability Review and update the Road Map based on actual progress and current business context.

Measuring Success

By integrating leading research on the business benefits of capability uplift from the start, a RUBIX. Capability Review arms leaders with the tools to demonstrate the benefits and business value generated.

Proving Value

The RUBIX. Data & Analytics Framework provides our clients with a mechanism for quantifying business value on two key levels:

1. Bottom Line

Leveraging MBS research to align the business impact of improved data management to industry-standard profit uplift across Australian and International businesses.

2. Targeting ROI

Proving out value with targeted experimental analytics as a Proof of Concept, we provide clients with a clear expected ROI to justify the business case for investment.

Benefits

The benefits that organisations can realise from investing in the implementation of the Data & Analytics Capability Maturity Framework are:

Elimination of data silos through consolidation of disparate sources

Better facilitate the sharing of insights across your enterprise

Improving data quality, accuracy and consistency

Maximising the use of data to support business decisions

Ability to meet evolving compliance requirements

Improving business performance through a data-driven approach

All Things Data.



TALK DATA TO US
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