How to accelerate leverage over your data and solve strategic needs

Regina Moran, VP, Head of Global Delivery Unit, at Fujitsu

There is a major disconnect between how LoB and digital leaders perceive the use of data to improve the customer experience, says Regina Moran, VP, Head of Global Delivery Unit, at Fujitsu. Here she outlines three 'accelerators' to enable businesses to speed up becoming data-driven at their foundations and supporting business strategies effectively.

A roadmap to align diverging views

Surprisingly, many organizations still can't leverage data to adapt to strategic needs, with a significant perception gap emerging on the issue between digital leaders and business leaders. These are two key conclusions from global research commissioned by Fujitsu with Microsoft.

We found that Line of Business (LoB) leaders are six times more likely than digital leaders to believe that the ability to tailor, personalize and improve customer experience has been negatively impacted by inadequate data access since the start of the pandemic. Further evidence for this apparent perception-disconnect emerges from the finding that – despite the evident dissatisfaction in LoBs – digital leaders are much more bullish regarding the security, visibility, formatting, and timeliness of what they are delivering.

With digital leaders such as CTOs, CIOs and CDOs in many organizations today wearing more than one hat, the research offers a roadmap to align their diverse needs with those of LoB leaders.

Faster action is needed

The research report — *The great data acceleration: Today's data opportunities, tomorrow's business success* — investigates the views of 500-plus C-suite executives across nine regions[1] and proposes three 'data accelerators' to support more powerful experiences for employees, customers and citizens.

This emphasis on speed is well-chosen. Along with the mismatch over data connectedness, businesses have an apparent concern about the pace of change. While 76% of digital leaders say the pandemic accelerated the urgency to improve their data strategies, almost half (46%) also say their organizations failed to meet targets over the preceding year as a direct result of limited access to data. Clearly, changing a data strategy without linking it clearly to the business and operating model is a recipe for failure in the current market.

The need to create 'Adaptive Organizations'

In Fujitsu's opinion, the heart of the matter is connecting data to the ability to affect outcomes. And, it seems many organizations still have a long way to go in this regard. The pandemic continues to show businesses how vital it is to be digital, underpinned by data-driven strategies enabling all employees to process data and make decisions enabling organizations to adapt with pace and intelligence.

Becoming adaptive through data connectedness is the key. An adaptive organization requires the prioritization of unobstructed access to data for employees, plus the tools and competencies to analyze and act on insights. However, our research shows that the ability to adapt and respond to users' continuing needs for flexibility is still lacking. We continue to hear calls for more

interconnected data sources to enable data-driven decision-making. Yet, the reality is that little is being done to cross-leverage information to drive business impact from formal and informal channels.

The three data accelerators

The report outlines three 'accelerators' to enable businesses to speed up becoming data-driven at their foundations and supporting business strategies effectively:

- A robust and flexible data strategy
- A resilient data supply chain
- Increased investment in data.

Many organizations are unnecessarily daunted by the scale of the challenge to create a genuinely adaptive organization. However, in Fujitsu's experience, many organizations already have much of what is needed to get there. It is definitely not a case of ripping everything out and starting again. Insight and pragmatism are necessary to see how all the parts combine to create a more effective whole.

Building a robust data strategy and a resilient data supply chain requires a thoughtful approach. We believe that better results will result from introducing greater transparency around who has access to data and when they have it – while adapting cybersecurity measures for new ways of working.

Partnerships can give you the technology to put data and insight securely in the hands of everyone in your organization. They also allow you to connect the data supply chain across organizations with broader data models and enable the sharing of data to deliver significantly greater business insight.

To download a free copy of the full report, visit [The Great Data Acceleration](#)

[1] Research was carried out for Fujitsu by Longitude, a Financial Times company. The sample was 571 C-suite executives, comprising 194 digital leaders and 377 line-of-business leaders. The nine regions included in the research were: Australia, Benelux, Canada, Finland, Germany, Philippines, Singapore, UK & Ireland and the USA. Five sectors further segmented the research: Banking, financial services and insurance; Central government and defense; Manufacturing; Mobility (transport and automotive); and Retail.

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Regina has previously held CEO and Non-Executive Director roles at Fujitsu. She also serves as Non-Executive Director of the National Grid ESO in the U.K. and the IDA in Ireland.

A chartered Fellow of the Institution of Engineers of Ireland, she has served as President of Engineers Ireland and as a Non-Executive director of EirGrid, the energy system operator in Ireland. She was previously a Director of Vodafone Business in Ireland.

In addition to graduating with a First-Class honours MBA, Regina has recently completed a post graduate diploma in Creativity, Innovation and Leadership. She is passionate about unlocking the power of data and knowledge to solve business and societal problems.