How to Manage Data as an Asset

Jerry Luftman
Global Institute for IT Management
jluftman@globaliim.com

Geoffrey Dick
Georgia Southern University

10/25/2014
The Global Institute for IT Management

- Comprehensive portfolio of 32 IT Management Certificates
- Courses taught by international team of over 250 prominent academics & executives, providing a balanced perspective of leading professors from multiple universities and expert practitioners
- Our strong network of affiliates (faculty and collaborating organizations / universities) has established our credibility and brand
- Scalable, and flexible/personalized courses, seminars, speaking engagements, & schedules, focusing on the foremost practical approaches for managing opportunities to leverage IT; programs for IT & non-IT executives from entry level to C level
- We bring our faculty to you
- Courses can be applied towards a Masters Degree
- Experienced consultants, mentors, and administrators prepared to work with organizations as they derive and implement an effective education and talent management strategy
- Dynamic social/consortium/wiki/crowd sourcing style structure allows it to operate without the overhead of traditional universities/organizations
- A model for the future of education

Dr. Jerry Luftman

Twenty-two year career with IBM; among the initial leaders of the IBM Palisades Executive Education Center.

Distinguished Professor, and Founder and Associate Dean of the Stevens Institute of Technology Information Systems Programs; one of the largest in the world.

Driven by the strong demand for a global executive education program focusing on managing information technology, Dr. Luftman founded the Global Institute for IT management in 2011. It now has over 250 prominent faculty members teaching 32 IT management Certificates around the globe.
TOP TECHNOLOGY INVESTMENTS

ORGANIZATIONS LEVERAGING IT FOR REVENUE GENERATING INITIATIVES ARE ON THE RISE
IN SEARCH OF THE PERFECT CANDIDATE

Wisdom of a 50-year old.

Experience of a 40-year old.

Energy of a 30-year old.

Pay scale of a 20-year old.
THE BIGGEST ISSUES ARE NOT TECHNICAL

HOWEVER

TECHNOLOGY IS ESSENTIAL

WE NEED TO PREPARE:

- DATA SCIENTISTS
- IT PROFESSIONALS
- NON-IT PROFESSIONALS
- MANAGERS/EXECUTIVES
Strategic questions

• What is our data and analytics strategy?
• Are we organized to harness the value of our data?
• How and what data should we capture?
• Where should we store the growing availability of data?
• What analysis is possible and worthwhile?
• Do we have the right IT, business, and industry skills?
• Who should be responsible?
• What ethical questions and considerations might arise and how to deal with them?
Organizations need to define:

- Ultimate strategic authority on informational assets
- Tactical and operational management of these assets
- Investment and sourcing decisions for deploying data initiatives
- Achieving organizational data success/value from these initiatives
- Governance considerations (strategic, tactical, & operational)
- Ensuring data security/privacy compliance
- Creating & leveraging innovative data-driven products and services

These are not technical or purely IT considerations!!!
MANAGING DATA AS AN ASSET CERTIFICATE

4 COURSES FROM:

1. Leveraging IT Resources: Information & Resource Management
2. Building & Managing the Analytics Organization
3. Managing Emerging Data & Analytics Technologies
4. Aligning Data & Analytics With the Business Areas
5. Building & Managing the Data Organization
6. Building the Requisite Organization Structure for Data & Analytics

ANOTHER IMPORTANT TREND THAT MUST BE CONSIDERED...

- Autonomous Computing
- Robotic Process Automation