



# Is data the lifeblood of your business?

Exploring the value of  
business benefits from better data

" The organisations that will thrive in the next decade are those that treat data not as a back-office function, but as the foundation of their strategy.

This whitepaper reflects conversations with some of the most forward-thinking leaders in the UK. What stood out was a shared ambition to make data a real driver of growth, resilience, and innovation. That means breaking down silos, building trust in the numbers, and creating a culture where decisions are powered by insight, not instinct.

The future belongs to businesses that act now because when the foundations for data are strong, the possibilities are limitless."

Mark Rotheram, Chief Technology Officer, BCN



# Your data is your business

Maximising how an organisation collects, processes and ultimately uses all the data it needs to succeed must be at the core of their business strategy going forward.

That means data is owned by an experienced senior leader at the boardroom table

Leaders that comprehensively understand their data are seeing important and impressive results for faster decisions, elevated productivity and much greater business intelligence through reporting, forecasts and data storytelling.

Crucially, the innovative applications of AI and the transformative power that it brings is only possible through high quality data understanding and governance.

## Profit uplift **+8-10%**

Average profit increase reported by companies after big data initiatives

## Accelerated positive decisions

## 70% faster

Time reduction in key processes (e.g. onboarding) using AI and data automation

This paper is the result of recent round table discussion events held between BCN and Freeman Clarke in Manchester and London.

These events were an in-depth exploration of the benefits gained from leveraging data in the wider scope of digital transformation projects and goals.

The resulting content is aimed to connect with a C-suite audience looking for the best in class thought leadership, knowledge, skills and experience to support their own data strategy with transformative and measurable results. Furthermore, it seeks to understand how these results can be delivered efficiently, simply and quickly.



# Themes and content structure

The key themes discussed here highlight tangible and measurable benefits of better data awareness and application when driven by business leaders.

- It demonstrates the worrying and opportunity-limiting dangers of treating data as simply an IT concern and not a leadership issue.
- It provides a practical roadmap and guide in response to this challenge with a low-risk framework to kickstart your own data initiatives.
- It also charts real world data-driven success stories to learn from and follow on your own data journey.

“It’s clear that high growth organisations will have understood the importance of data and its role in their growth and innovation plans and be taking full advantage. Boards who demand growth must take data seriously and treat it as a strategic resource.

Our CIOs were clear; top-level stewardship gives a business the opportunity to drive the growth agenda faster and harder which means delivering high quality data across the business cannot only be an IT objective, CEOs need to be active stakeholders and stewards.

In addition, from our discussions, it’s clear that businesses who invest in their data will have the most advantageous position to innovate and stay ahead of the competition. Data is a clear opportunity to succeed.”

Steve Clarke, Co-founder & Director of New Ventures, Freeman Clarke

# Understanding where we are now

## The cost of data debt

Data within your organisation is not simply a resource.

It is a malleable tool that can propel your business to incredible new heights of productivity, success, security and future proofing.

However, unless your data is given the status and attention it deserves, it can quickly become both a risk and a culture problem across the whole organisation. Much like everything in the business technology world, it's vital to understand exactly where you are right now before you can begin to chart a course going forward.

If your data is not properly valued, seen, managed or understood by the people that run your business then you will eventually pay the price through limited growth, agility and competitiveness in every space and sector.

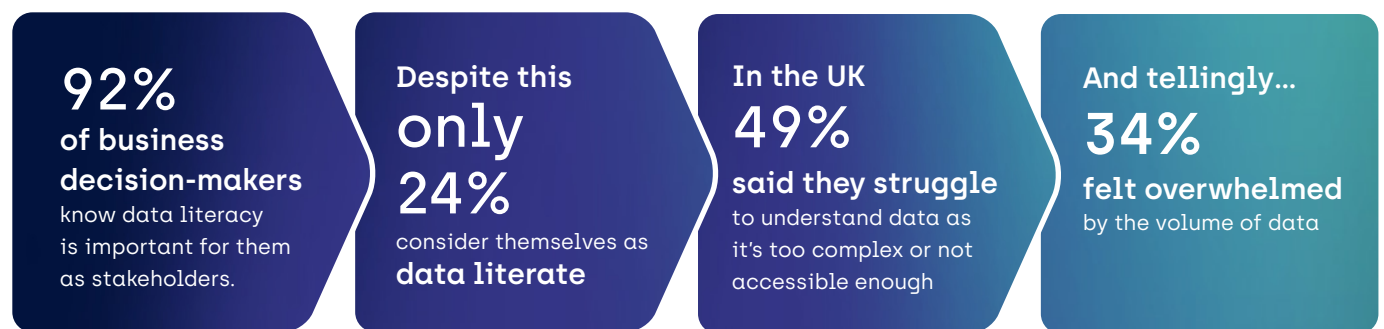
### Data Debt

The accumulated cost, risk and inefficiencies created as a consequence of not having complete and proper data management. Like Technical Debt in software, Data Debt is convenient in the short term but leads to higher costs, more complexity, stunted innovation and eroded trust in data down the line.

## Information is king

Understanding data is the new superpower for CEOs.

The available stats don't make great reading for how well that power is currently being utilised, though. The signals from the information here tell their own story:



As a result, only 29% of UK businesses leverage data for strategic decision making

Vital business decisions are regularly being made without using all the information available to the people in charge of making them. The act of increasing data literacy amongst the c-suite should involve education on what data the company holds, what it can do and how it can do it.

Data projects and initiatives completed with full sponsorship, involvement and input from board-level leaders will highlight the possibilities and opportunities within their data to explore and uncover. They can change perceptions of data in a real-world way and demonstrate ROI in a fast and scalable manner.

# Create a single source of truth

## Data governance as a necessity

One thing that became very clear in the shared sessions was that different and conflicting insights and reports created from supposedly the same business data are common. All too often data and its attendant insights are incorrect, unused, out of date or simply bypassed for essential business decisions.

Culturally, it's incredibly important that the leaders within an organisation are aware of the pitfalls of poor data governance. Only then can a top-down data driven process begin to filter through. This is a process that the entire business trusts to deliver the correct answers to their questions and can provide relevant and up-to-date insights for wider use.

## The three deadly s-word sins

### Silos



Data silos appear when information is isolated within a single department, system or platform for your company. With different teams working to conflicting data, work is duplicated, time is wasted, and opportunities are regularly missed for collaboration and valuable business intelligence.

A huge 83% of businesses acknowledge that data silos represent significant barriers to overall growth.

If there isn't one single, managed version of the truth for data in the organisation then every other version is incorrect and incomplete. Isolation kills insights too.

### Spreadsheets



Spreadsheets stored on local drives are the Achilles heel of good data governance. The reliance on this flexible but flawed tool is rife among most UK businesses and spreadsheets often operate outside of formal control or auditing capability. Multiple versions can appear across teams or individuals, and they are an administrative nightmare for security breaches and regulatory compliance.

Without these checks and balances in place it is easy to see how an astronomical 94% of spreadsheets that are used to influence decision making in businesses contain errors and mistakes.

Version chaos, errors, material defects and security vulnerabilities make it even more important to wrestle spreadsheet use into effective data governance across the board.



# Shadow

Shadow IT refers to the hardware, software, devices or IT resources that are consistently used outside of the governance, knowledge or sight of an organisation. We know that team members are regularly working outside of sanctioned services and applications, and when they do they create shadow data that can't be centrally managed or utilised for insights and intelligence.

Studies show that 80% of employees use shadow IT for convenience with 65% of Software as a Service applications currently used in enterprise organisations unseen and unregulated by their IT departments.

Data that is out of sight isn't just out of mind; it's out of control. You may have invisible data vulnerabilities everywhere for governance and security with proprietary confidential data being shared into the public domain.



# IT begins at the top

For too long, data issues have been laid squarely at the door of IT leadership in an organisation. However, the greatest champions any data transformation initiative can have are found through active engagement of the CEO and senior leadership team.

Affecting this change will bring huge benefits and advantages for productivity, a cohesive data culture and ultimately the bottom line, but getting there requires a greater commitment to bigger data initiatives and projects.

## Finding the why for data initiatives

Data projects may be functionally driven by IT teams, but it is imperative that senior executives recognise the reasons why they must be designed, executed, developed and maintained to the highest standards that the entire business is held to.

**The intrinsic and inescapable value of your data is the why.**

It is not hyperbole to suggest this is a make-or-break situation for the longevity and success of your company.

**The fear of being outperformed by data-savvy competition is a strong hook to engage interest.**

Those that move first, and fast, will gain an advantage for data-driven innovation in every space.

**Delegating data responsibility, collectively and individually is the first task on the list.**

A business culture that uses, shares and importantly trusts their own data is a huge goal to work towards.





# The ultimate AI advocate

The stratospheric rise and adoption of AI in business technology has affected a sea change in processes and outcomes for automation, in particular.

Within enterprise organisations there is an abundance of opportunities and possibilities for genuinely transformative improvements and advantages that the technology can bring. It seems inevitable therefore that the imagination, ideation, leadership skills and holistic view that C-suite leaders bring to bear upon a company will result in ideas for AI innovation.

When considering AI innovation, it is crucial to learn the lessons that are now available from information on the first and second generation of projects for small to medium businesses. Unsurprisingly, data is a leading player among the causes and problems that these initiatives encountered.

Industry research demonstrates that up to 85% of AI initiatives fail due to poor data quality or inadequate data volume. 89% of IT leaders in the UK agree that advances in AI have now made it a higher priority in overall strategy.

This as a major wake up call for data management. AI projects and processes will only ever be as good as the data they are built upon. Clean, complete and consistent data must be the foundation as a non-negotiable prerequisite for AI performance.

## Data Debt Ready Reckoner

- Define a framework for a single source of truth for company data
- Eliminate data silos
- Address unseen data use
- Work towards the reduction of manual errors through checks and balances
- Implement Data Dictionaries for efficiency and consistency
- Assign responsible data owners within the business
- Cultivate trust in the data across the organisation
- Grow a data culture at every level
- Getting AI ready means greater data management



### Data Dictionary

A centralised reference that explains what each piece of data in the organisation means, how it's structured and how it should be used. It documents elements such as field names, data types, valid values, relationships, ownership and business definitions

# Unlocking the business benefits of data

## Solid strategies to build upon

The idea of company data as a strategic asset is a philosophy that places it in a similar status to the financial or human capital that makes a business tick. Although, as we have seen in the previous section, it would be fair to say that most modern leaders do recognise this fact, it was interesting to hear from the CIO representatives at our Manchester event that recognition is not being transferred into action.

This is where it makes sense to define the practical elements of strategic value for business leaders in three powerful touchstones.

## Data influences decisions

The insights from data deliver objectivity to strategic choices. They can replace, or even simply augment, business instinct with reliable metrics that allow an organisation to move forward driven by data. This is proven to dramatically move the needle when looking to outperform the competition, as supported by current research.

**Data-driven organisations are a massive 23 times more likely to acquire customers and 19 times more likely to be profitable.**

It was noted at our events that despite this, CEOs are frequently in the position of having to make decisions with 'half the facts' available to them. Data makes insight to action a rapid process.

## Showcase the solution

### Fill in the gaps

Filling this gap involves demonstrating what is possible to deliver all the facts, all the time. IT leaders can action this by introducing live dashboards to the boardroom and working with real-time KPIs to brighten every blind spot in a measured way. This will build confidence in both company data, and the new decision-making methods.

### Preaching the proactive

This element represents a challenging shift. Traditionally, decisions and goals were made because of hindsight reporting and analysis that had built entire businesses in previous decades. Moving from this reactive way of working to a proactive strategy is only possible with data working to predict trends and prescribe actions.

**Public sector organisations using data analytics are showing increased operational efficiencies of up to 20%.**

The feeling in the room at our events stressed how important it is to move from 'reporting the past to forecasting the future and flagging future risk'

## From sceptics to sponsors

The use of predictive analytics aligned with AI can anticipate customer behaviour, chart shifts in the market and flag operational issues in good time to create new plans and actions. Implementing machine learning models on sales data can also highlight demand well before any quarterly results are available. Linking all data initiatives to overall business goals allows these insights to transform business leaders into the data evangelists and champions needed for success.

## Cultivating a data culture

This element represents a challenging shift. Traditionally, decisions and goals were made because of hindsight reporting and analysis that had built entire businesses in previous decades. Moving from this reactive way of working to a proactive strategy is only possible with data working to predict trends and prescribe actions.

As a CIO at our event said 'We need to be the educators and translators for the value of data to the rest of the business'

The rise in Chief Data officer recruitment is also trending. Data leaders reporting directly to the CEO almost doubled from 17% in 2023 to 31% in 2024.

## Encourage a spirit of enquiry

Making data everybody's business is the goal. With leadership buy-in, middle management and frontline teams will be quick to follow suit. Fostering curiosity across the whole organisation through questions such as 'how can our data help?' and 'what does the data tell us?' encourages experiments for data-driven ideas within company-wide data initiatives and projects.

Successfully unlocking the strategic value of data allows a company to grow and progress with much greater speed and confidence. Problem solving is replaced by proactive innovation, leading to measurable gains in performance.



Now that we understand the lay of the land for data and the value of an aligned data strategy, let's look at more detailed gains that can be achieved, and guide you through some real-world examples of it all in action.

## Operational efficiency and cost savings

In order to gain traction with data initiatives, it is crucial to make results visible. Perhaps the most immediate demonstration of this for operational efficiency is through the streamlining of processes to reduce manual work, eliminate errors and accelerate throughput.

The combined experience of BCN & Freeman Clarke shows how relatively simple automated tasks can liberate entire teams from monotonous work to concentrate on revenue creating activities or reduce team numbers altogether.

Many companies still had critical data trapped in Excel files on individual devices, updated by time consuming manual effort. Automating data pipelines and migrating this data to centralised systems freed up thousands of hours per year.

The results are clear with less waste, higher productivity and more output all possible without having to increase costly resources.



# Success stories

One of the greatest advantages of the discussions at these round tables was creating the space to share our own success stories. These are the concrete cases that demonstrate value for efficiency and savings in a concise yet comprehensive way.

## Rapid responses

This project was testament to the idea that small data experiments can produce big payoffs. A client was guided through an 8-day Power BI Dashboard Kickstarter to replace spreadsheet reports with interactive dashboards.

**The Sales Team immediately began to see a 30% faster response to lead trends as they were no longer waiting for end of month reports.**



## Boosting billable hours

A UK legal firm embraced the transformative potential of Power BI and process automation for routine case documentation with a great example of an AI Kickstarter.

**They achieved a 15% boost in billable hours with partners and staff free to concentrate on client-side activities.**

## Perfecting the pipeline

We heard how a pipeline services business successfully implemented IoT sensors across its product estate to produce a library of data points for analytics.

**This process was implemented to predict and prevent pipeline failures that lead to saving millions of pounds and countless hours of reputationally damaging downtime.**



## Cleaning up codes

Another case saw a Sales Organisation set out to clean and standardise its data in a focused way.

**It subsequently reduced 26 status code categories to just 5, enforcing consistency and elevating productivity without confusion.**

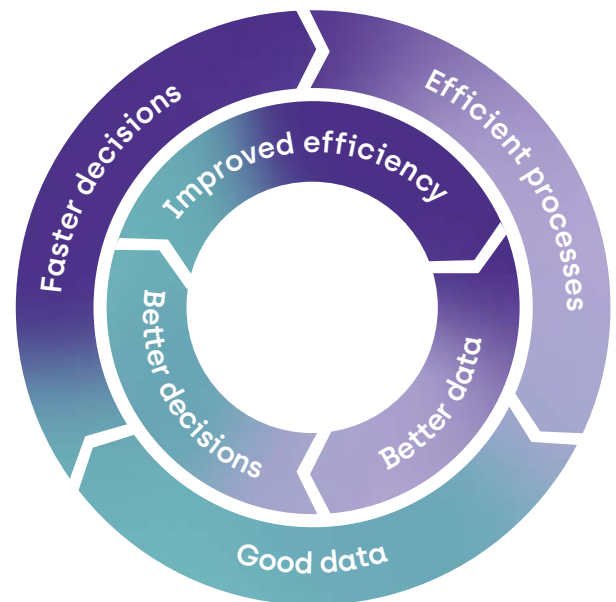
# The Data Benefits Cycle

- Faster decisions with greater confidence
- Reliable plans informed by trusted data
- Leaner, smarter operations with improved efficiency and processes

When all these benefits are working in tandem it creates a cycle of continuous improvement, agility and business understanding. The benefits begin to feed each other in a way that iterates and strengthens your data and furthers your business goals.

At this point it becomes easy to see how data as the lifeblood of your business does indeed represent an appropriate metaphor.

Data powers through every component, keeping the organisation fit and agile and it demands the necessary attention to keep it healthy through constant rejuvenation that allows it to do its job in the right way.



# Impact and the realisation of ROI for data

## Adding everything up

It was unanimously agreed across our event attendees that key metrics and statistics must be employed to demonstrate the success of data projects. The scenarios and case studies are compelling and likely to engage stakeholders' interest, but we are all aware that the real world means the bottom line.

That means the numbers that support the stories about leveraging data must add up too.

## Return on investment

The overwhelming majority of available information suggests that data initiatives quickly move beyond paying for themselves to produce a quantifiable cost reduction and revenue uplift.

This plays out through:



The International Data Corporation (IDC) is one of the world's leading market intelligence and research firms based with a focus on technology. Their recent studies show that early adopters of AI are globally achieving an average of 3.5 x for every dollar invested. All of which is only possible using well-managed data infrastructure and governance.



## The scores are in

Data can efficiently help guide and allocate resources to the most promising opportunities to deliver greater results from regular marketing spend.

In our events we learned of a company that employed a Machine Learning scoring system, driven by past data and analytics, that grew their monthly lead-to-deal pipeline by 20% every quarter.

## The Three Rs

Harnessing data analytics and insights allows an organisation to target their activity with the all-important Three Rs for lead growth and generation.



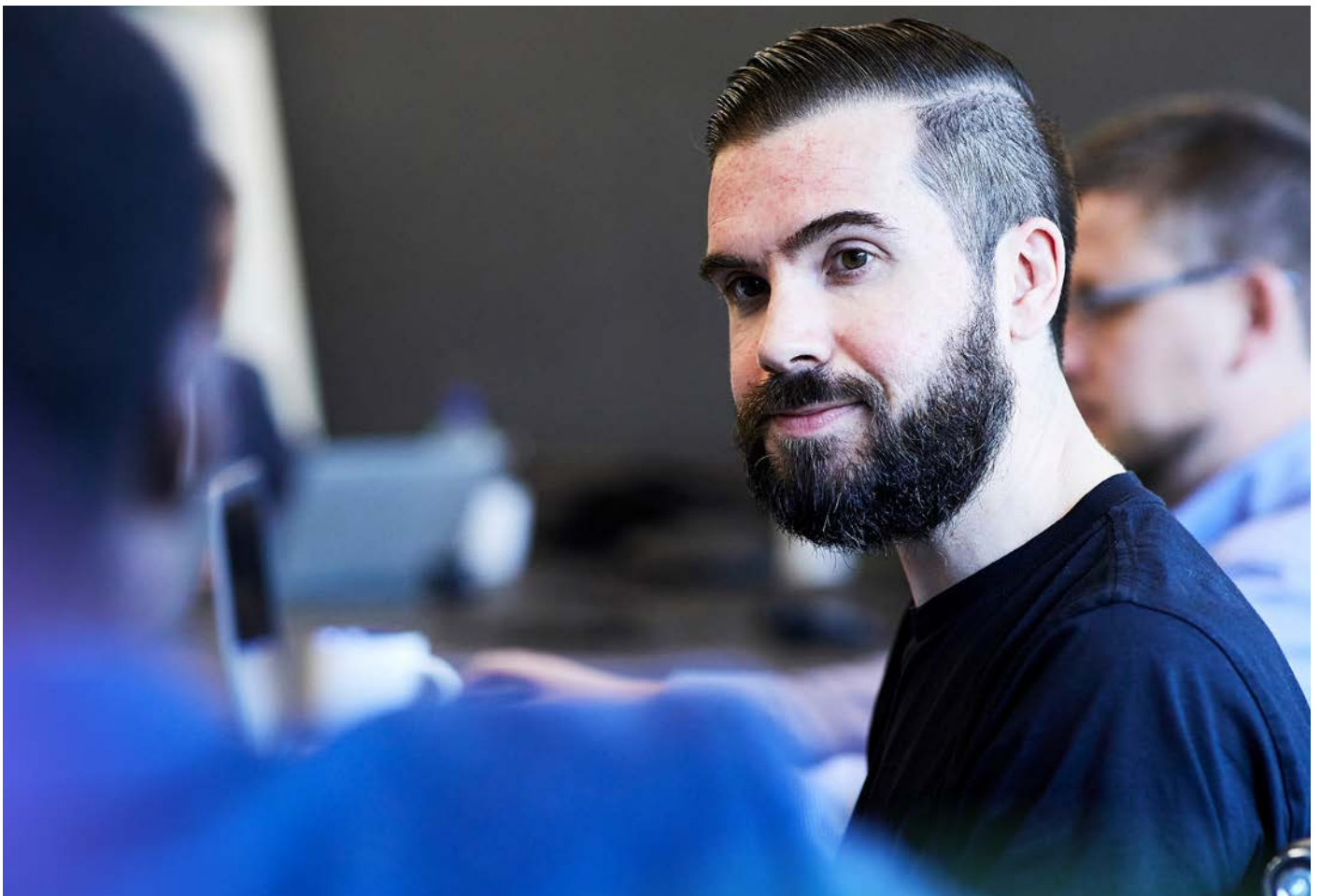
Right prospect



Right message



Right time





# Revenue and profitability

The evidence for data-centric organisations outperforming the competition is now impossible to avoid.

Deloitte's research showed that companies in the top 25% for digital maturity were three times more likely than those in the bottom 25% to report revenue growth and profit margins above their industry average.

One of the defining characteristics of this revenue success is thought to be through data insights that drive greater customer retention and acquisition.

## Making improvements measurable

Converting intangible results into tangible business metrics is an important way that value can be uncovered in data initiatives. Previously hard to quantify elements such as customer satisfaction are improved through data insight and personalised communication and offers. This leads to an overall higher customer lifetime value as a measured outcome. All of which is an essential lever when looking to drive increased revenue performance.



### AI recommendations for customer service

A UK Telecom company designed an AI recommendation engine and saw an attributable drop of 15% in customer churn over 12 months. It is suggested that this revenue retention was worth £10M annually and cost a small fraction of that number to design and deploy.



### Product development boosts

A Software company showed how crowdsourcing user analytics data allowed them to cut product development cycles by as much as 20%. This improvement directly led to an extra product release each year to boost annual revenue and drive innovation.

# The data about data doesn't lie

Our discussions at the events highlighted the need for pragmatism when addressing the business benefits of data. It is one thing to be firmly convinced about the opportunities and possibilities that data brings, but entirely another in knowing how to shape it into an actionable framework.

Fortunately, with such incredible skills and experience around the table, we were able to do exactly that.

## The Kickstarter Model Playbook

A period of inertia usually follows an understanding of transformative technology.

### **Start small. Think big. Move fast.**

Running low risk pilot projects that produce high impact results will prove value quickly. The success and information from these pilots can then inform, and often fund, a more comprehensive roadmap for data strategy.

Data Kickstarters operate within a short, focussed engagement of typically 5-10 business days and work towards a tangible result.

### **The Kickstarter concept**

Pick a business problem or process that the organisation has identified effective data or AI as a possible solution for. Then using the Sprint framework with a cross-functional team, create a prototype or solution in response to a clearly defined and tight scope.

#### **Low risk**

The modest budget allocated for a Kickstarter is often capped at between £5000 - £10,000.

#### **High impact**

The problem addressed should be in response to saving significant time for your team or unlocking new capabilities.

#### **Fast turnaround**

The short timeline means concentrated effort from a select team without draining resources for a long time.



#### **Sprint Framework**

A structured process of limited time [usually five days] that employs design thinking, problem solving, prototyping and real-life usertesting. Its value is in quickly validating ideas, reducing risk and guiding bigger decisions.

# Scalability and the big picture

It's now where your view begins to widen and the beginnings of a new roadmap for data can emerge and be outlined. Funding options should be explored and any ROI from the Kickstarters being invested into the next phases make a strong case for validation.

Our CIOs at the events were happy to illustrate how momentum from this initial success can be transferred into a move from micro projects into the wider macro-outlook of the organisation.

## A new roadmap



### Prioritise projects

- Line up the next possible data initiatives in order of priority, value and feasibility.
- After a sales dashboard project move to a supply chain one.
- Then tackle a 360° analysis of customer journey.



### Invest in data foundations

- You may hit limitations in data quality or silo issues after the first few successes.
- Invest part of your budget into improving data infrastructure and creating a single source of truth, to make future projects go even faster.
- Data warehouse, master data management and data cleansing are good examples.



### Upskill and engage

- Formal training sessions to increase data literacy should be considered.
- Hiring in-house resources for data analytics may also be a path to follow.
- Distributing the load for digital and data transformation means citizen analysts are cultivated in all departments to self-serve requirements.



### Track success and governance

- Track the ROI of every project and communicate the results clearly and transparently, to encourage departments to see improvements and lobby for their own projects.
- A select data steering group of the CIO, a business sponsor and a Data Lead can be installed to oversee this.



### Transition knowledge

- External expertise should be maximised at the beginning and learned from.
- Work towards data knowledge transition to in-house resources as a long-term goal.
- Your organisation should eventually have the skills, process and experience to reduce heavy external reliance.

## The art of the possible through data



When data initiatives are tasked with exploring innovation in combination with productivity, the results can have such an effect that they exceed expectations and break new ground for the industry they operate in. For business leaders, this is where imagination and ideation must be sparked.

Through our ongoing work and published material such as this, we are continuing to demonstrate exactly how your data is your business.

And nobody knows your business better than you.

External service providers and data professionals can show you what is possible with the information and aspirations you share with them about your company. However, as leaders it pays huge dividends to remain an active voice in the conversations and a guiding hand in how the projects are aligned to purpose.

It is your responsibility to redefine what's possible, why you see data as being part of the plan and how you would like to get there. Successfully embracing that responsibility can make a difference in how the next phase of your organisation develops.

The BCN team has been responsible for a broad collection of pioneering data projects that responded to this brief in impressive and effective style.

## Better business performance through optimised wellbeing

PEAK4 is a performance science firm that brings athlete levels of wellbeing strategies to the workplace. They understand that healthier teams encourage greater business outcomes and wanted to apply greater data initiatives to achieve it.

### Identifying the challenge

PEAK4's expertise in psychology and performance science required a digital infrastructure to scale services. A secure and intuitive platform would become the single source of truth for all the data that they applied and used.

It needed to:

- Collect biometric and wellbeing data from wearable tech
- Share assets to individuals and HR Departments
- Enable proactive intervention with no new workflows
- Guarantee data security and regulatory compliance

### Creating the data solution

BCN designed and delivered a full stack Microsoft converged technology solution using Azure, Fabric, Power BI and Custom Power Apps. This blended no-code, low code and pro code technologies with AI, automation and secure, UK based cloud infrastructure.

It is a platform that securely ingests data from Polar 360 wearables into an Azure-based data lake. From there it processes the data using AI and surfaces insights via intuitive and simple dashboards.

Personal metrics such as sleep, heart rate and activity are all available to all employees while HR teams are granted access to anonymised views. AI can highlight any potential risks so that managers are encouraged to take supportive action before these stresses escalate further. The whole thing offers a balance of visibility, privacy and trust.

"What we want to achieve is optimal human performance, and that's people bringing their best selves – from a physical and mental perspective – on a daily basis, into the workplace"

Dave Horrocks  
Director of Research  
and Development, PEAK4



### Outcomes and success

- Individuals empowered to take ownership of their health
- HR and Leadership supported with actionable insights
- Risks reduced and safety boosted in high-stakes environments
- Wellbeing investments shown to deliver measurable ROI

"BCN brought technology to the table. This has been instrumental in terms of turning that sports data into real world data for our clients."

Dave Horrocks  
Director of Research  
and Development, PEAK4

[Visit here for a comprehensive look at their data journey](#)



# BCN and East London NHS Foundation Trust

## Better care through better data reporting

ELFT is a specialist NHS healthcare system providing mental health, primary care inpatient & community care services to almost 2 million people across London. They wanted to improve how they used data to monitor safety and quality of service from a team of 6500 staff across 120 sites.

### Identifying the challenge

ELFT used traditional control charts in Excel until scalability and accessibility presented significant barriers. An automated data warehouse fed Excel templates, but it was slow and resource heavy.

The sheer volume of charts produced for operation reporting demanded huge manual effort with visibility and decision making both significantly restricted.

### Creating the data solution

BCN and ELFT combined to develop the innovative EasySPC custom Power BI Application.

This is designed for large-scale Statistical Process Control (SPC), a method widely used in healthcare to monitor, measure and control processes through statistical techniques.

The solution can generate almost 35,000 charts every day across the entire Trust without manual intervention.

"We are really proud to have developed the EasySPC tool with BCN. It is now being used all around the world by organisations that want to bring all their data to their teams in a simple to access way. These control charts help you make sense of whether your system or your team is improving the care it is delivering."

Dr Amar Shah  
East London NHS Foundation Trust



### Outcomes and success

- Massive efficiency gains equivalent to 141 hours of daily work
- Runs tens of thousands of control charts from a single source
- Real-time visibility for data informed decisions
- Actionable insights for instant governance and improved workflows
- International adoption of EasySPC tool by other healthcare providers

**NHS**  
East London  
NHS Foundation Trust

**BCN**

Visit here for a comprehensive look at their data journey



# Fabric streamlines facilities management

## The details are always in the data

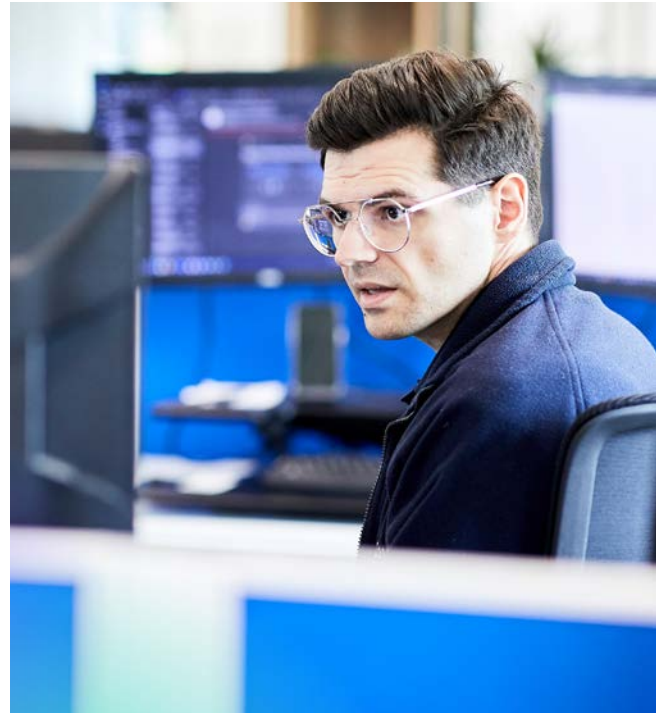
Facilities Management is all about the details. Our client is a leader in the sector with multiple stakeholders and third-party organisations across the chain of service. There is a constant requirement to have up-to-date information at hand, to always communicate at the highest level.

### Identifying the challenge

Our client has over 700 employees operating across multiple business units in different locations. They had recognised their key challenge was now consolidating all their data through the entire organisation to avoid the silos that had emerged. Without a solution in place, real-time insights were proving to be impossible and their decision-making capability was restricted as a result.

### Creating the data solution

Adopting Microsoft Fabric realigned and reenergised their entire data strategy. It allowed them to unify data sources into a single, secure platform accessible by all team members and business units in a collaborative way to eliminate data silos. Leveraging Fabric's powerful data integration and analytics capabilities also presented the opportunity to develop a centralised hub for operational and financial data.



## Outcomes and success

The impact this had on the organisation was transformative in several major ways. It meant that their data strategy aligned with the overall business goals in a valuable way and laid the foundation for a sharper competitive edge in the long-term future.

- Reduced reporting time from days to hours through automated pipelines
- Enabled predictive analytics for resource allocation to improve efficiency
- Delivered a scalable foundation for future AI-driven insights
- Massive efficiency gains equivalent to 141 hours of daily work
- Real-time visibility for data informed decisions
- Actionable insights for instant governance and improved workflows

## Takeaways and talking points

### The biggest takeaway our findings uncovered is a renewed drive for action.

The collective experience of BCN and Freeman Clarke representatives pointed towards the need to act quickly. The data journey for all organisations is one that works on incremental steps and discovery leading to positive transformation and results.

We initially posed the question of whether data is the lifeblood of your business as a physical analogy to help define our understanding and shape conversations.

What we have discovered supports this way of thinking. Your data moves around the whole business, sharing information, presenting the opportunity to grow and learn, keeping everything healthy, regulated and fighting fit for the challenges it will face.

Your data also demands maintenance, regular attention and consistent focus. The status it holds within the modern workplace as both an asset and resource are privileged and unique. This means it deserves attention from the most important and valued minds and voices in your organisation.

#### Ultimately, the message is simple

Business leaders must be confident that their data is working for them. They need to see evidence of the value it brings, the innovation that it is fostering throughout the company and its priority in overall strategy for the short and long term.

#### If this isn't the case, then it is their responsibility to make it happen.

Sharing that responsibility with key stakeholders in your organisation, alongside expert consultancy and services, is always the most logical first step to take.





## About BCN

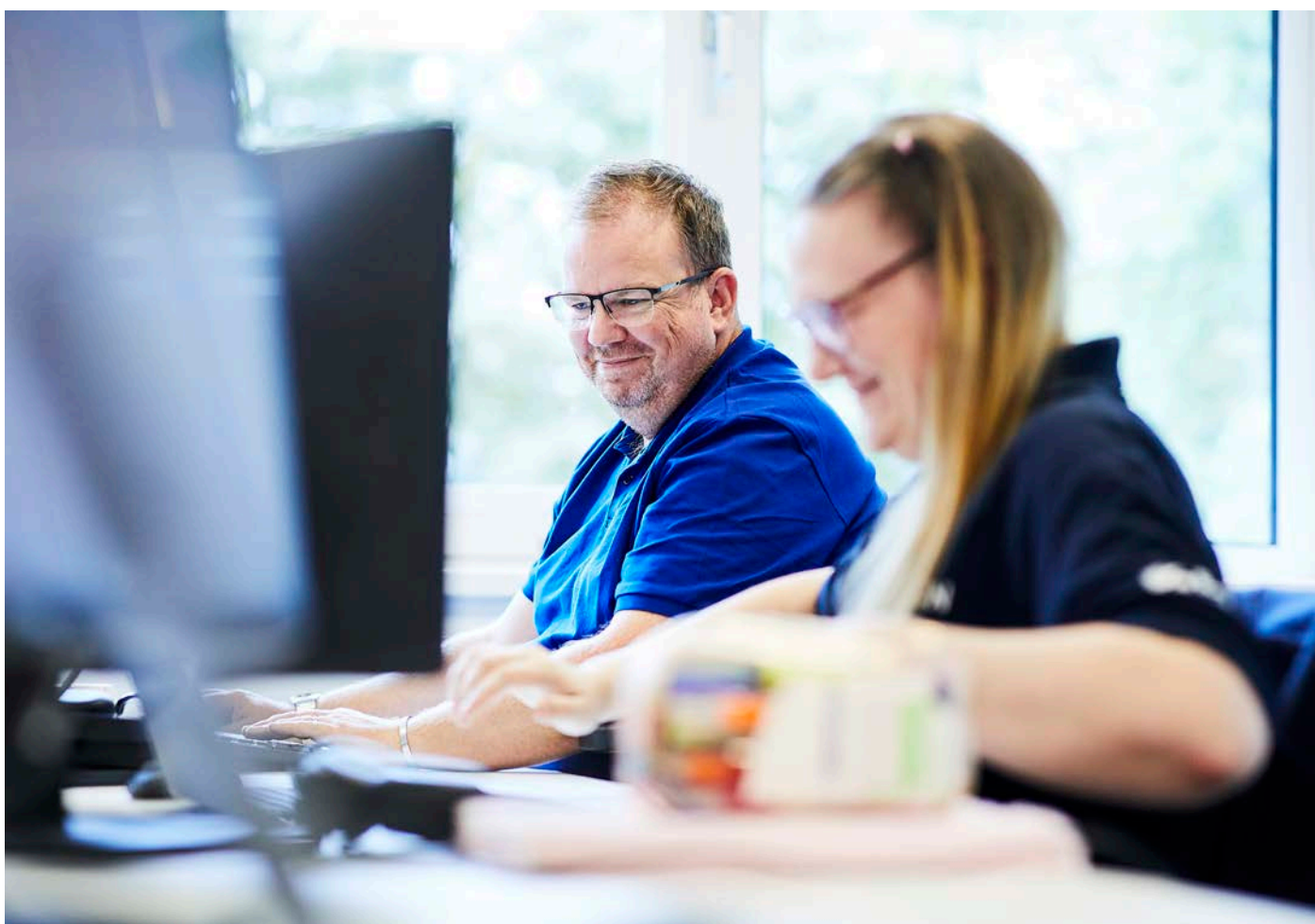
# BCN is the complete modern technology partner

As one of the UK's most innovative and growing IT MSPs we deliver, manage and maintain business-critical technology across data, cloud, security, software and telecoms.

Choosing BCN as your technology partner ensures you receive expert guidance and support to navigate the landscape of data and analytics in a transparent and informative way. The trusted reputation we pride ourselves on is also highlighted through a full accreditation for all six partner designations across the Microsoft Modern Workplace

Our clients are at the heart of what we do.

This commitment is perfectly demonstrated through our tailored approach to data initiatives that consistently achieve measurable value for every organisation we partner with.



[Learn all about BCN here](#)



## About Freeman Clarke

### Freeman Clarke is the largest and most experienced team of IT leaders in the country

Our CIOs, CTOs, and CISOs advise hundreds of mid-market businesses, helping them grow with IT and technology.

We help CEOs and leadership teams create IT strategies that align with business goals to enable growth, foster resilience, drive innovation and add long-term value.

The unique Freeman Clarke unique model means when you engage with one of our CIOs or CTOs, you're getting the backing and experience of the entire team. The knowledge sharing and collaboration becomes an essential asset that our partners come to rely on every day.



Learn all about Freeman Clarke here



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# Get in touch

Find out how your business  
could benefit from better data

The future belongs to businesses that act now  
because when the foundations for data are  
strong, the possibilities are limitless.

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**Email** [contact@freemanclarke.co.uk](mailto:contact@freemanclarke.co.uk)

