

Digital Transformation & Unloved Data

Barry Mather
Chief Digital Officer ASQ
Chair acCLOn



We acknowledge all First Peoples of the land on which we live, walk and work on. We honour them and their Ancestors for their survival, continued traditions and spiritual connection to and caring of country, land, sky, water and sea. We pay respect to their Elders past and present and will continue to support their right to self-determination.

We are committed to Reconciliation and respectfully recognise that sovereignty has never been ceded.





TRANSFORMATION

Its not new !

Middle English 1150-1500

“The process of changing completely the character or appearance of something in order to improve it”



DIGITAL TRANSFORMATION

What is it ?

Digital transformation is the strategic integration of digital technologies into an organisation fundamentally enhancing operational processes, delivering more value to customers, and enabling adaptation to market demands and conditions.

(Digital) Transformation rethinks business models, culture, operations, and customer experiences to fully leverage the capabilities of modern digital tools and data.



DIGITAL TRANSFORMATION

So IT or Business unit ?

Guiding principles

Digital transformation is not a technology project.
It's an organisational change journey.

Success requires collaborative ownership across the executive team,
with a clear structure for governance, accountability, and execution.



DIGITAL TRANSFORMATION

Why digital transformations fail

Deficit in operational success

- Treated as a technology renewal or modernisation project
- Resistance to change
- Stakeholder engagement
- Technology-led, not outcome-led
- Shiny object syndrome without sustainable adoption
- Underestimation of complexity
- Lack of governance & success measures
- ...



DIGITAL TRANSFORMATION

Can digital transformations succeed ?

- Define the why ?
- Appoint clear ownership & roles - tech, process
- Define success – modernisation or transformation
- Build change ready culture – comms, quick wins
- Focus on outcomes, not technology
- Build foundations (digital literacy, remove legacy)
- Co-create processes then solutions



DIGITAL TRANSFORMATION

Where digital transformations succeed

People-led, purpose-driven, and tech-enabled

Technology should empower better outcomes, not be the outcome itself.



DIGITAL TRANSFORMATION

My 5 tips for success

- Support across all executive – Strategic alignment
- IT doesn't always know best practice – co-design
- Appropriate resourcing – not 'as well as BAU'
- Realistic expectations – renewal or transformation
- Vendor capability – be clear



UNLOVED DATA

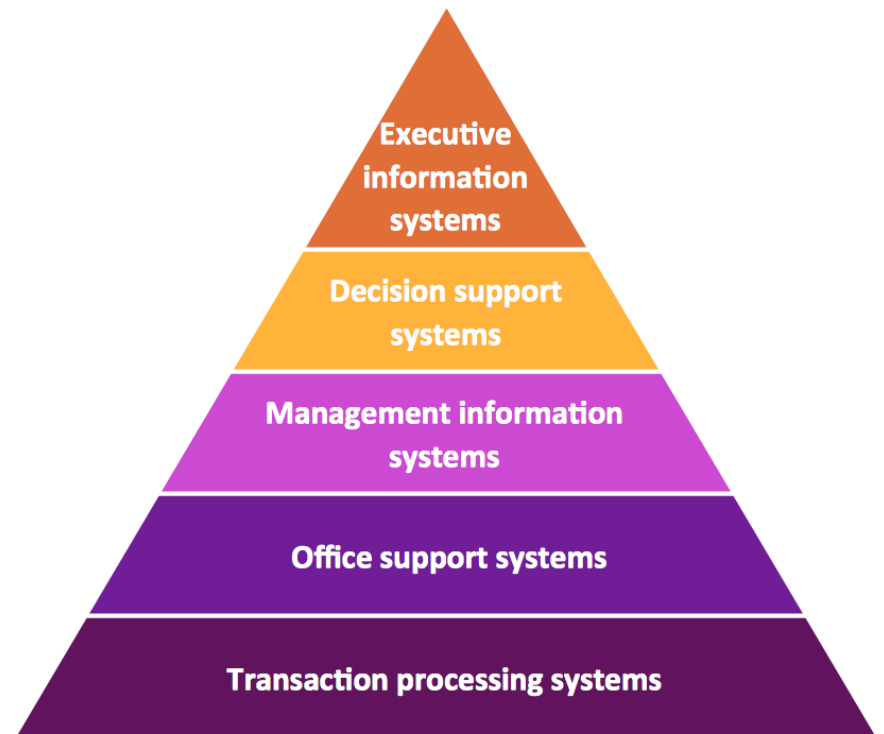


Tacit knowledge

Explicit knowledge

Information

Basic data





UNLOVED DATA

What is it ?

- Unstructured information
 - No predefined format or organisation
 - Not application data / databases
 - Email / Word / Excel / pdf etc.
 - Context dependent – requires NLP / AI / HI
 - High volume
 - Un-governed truth



UNLOVED DATA

I think we have a problem ...

- Its everywhere – sharepoint, files & folders, onedrive
- Version control – what / where is the truth, duplication
- Wasted time searching – worker frustration
- Little or no metadata
- Data loss prevention (DLP) - privacy breach
- Contains PII – compliance & risk (cyber)



UNLOVED DATA

Why do we care ?

- Compliance, Risk, Privacy, Security
- Often most valuable insights – but hard to access
- Competitive advantage – act faster, automate insights
- Innovation – uncover hidden patterns
- Richer insights – combine structured and unstructured



UNLOVED DATA

What can we do

- Discover the data – Purview / Proofpoint
- Define the great – how do we want to work better
- Define the value – Why are we doing this
- Data governance, policy & principles
- Auto redaction in insecure locations
 - Redactable, Purview, Nuix
- Culture shift – work smarter
- Tech change – implement stuff
- Policy, process, procedure



UNLOVED DATA TRANSFORMATION

A Digital Transformation



DIGITAL TRANSFORMATION & UNLOVED DATA

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**[https://www.linkedin.com/in/
barry-mather-b9724610/](https://www.linkedin.com/in/barry-mather-b9724610/)**