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DATA DECISIONS NEED MORE THAN DASHBOARDS

Many data programs stall after the technology purchase. Dashboards are deployed and reporting tools multiply, yet leadership still questions which figures can be trusted. The problem usually sits outside the software itself. Ownership is unclear while business definitions conflict. IT teams are then asked to solve questions that also require input from finance, sales, service leaders and process owners.

A capable consultancy should begin by testing whether the organization can explain its data before recommending another platform. That means tracing where key information originates and who is responsible for its quality. It also requires a clear route for resolving disputes. Buyers should be wary of firms that move too quickly into architecture diagrams or tool selection. Weak governance will simply reappear in a more expensive system.

> **Splicta can provide a broad assessment or concentrate on a defined weakness, then guide the organization toward greater internal self-sufficiency.**

Business intelligence work depends on the quality of contact between business teams and technical specialists. Reporting backlogs often grow because one group understands the process while another understands the system. Neither side can produce dependable analysis alone. A consultancy must be able to convene the right people and translate business questions into usable data requirements. Management must remain involved when decisions about ownership become uncomfortable.

Implementation discipline matters just as much. Some engagements need a broad assessment while others require focused work on data quality or reporting logic. The better partner does not force every client into the same delivery model. It should diagnose the problem and define a practical sequence. The work should also leave internal teams more capable of answering future questions without permanent outside support.

Procurement teams should examine how a consultancy handles ambiguity before contract scope is fixed. Data problems rarely arrive as clean technical briefs. A reporting complaint may conceal competing definitions and missing accountability. It may also expose a decision process that still favors habit over evidence. Discovery must identify those conditions early enough to prevent a narrow technology response.

AI pressure has made such discipline easier to overlook. Leadership teams may approve pilots before confirming whether source data is understood or whether the same term means the same thing across departments. A model built on disputed inputs can produce fast answers that still lack authority.

Readiness should therefore be judged by the condition of the data foundation and the clarity of accountability. Routine decisions should also show that evidence is being used consistently.

The commercial test is straightforward. A useful consultancy should reduce dependence on instinct where dependable data exists and shorten the path from question to answer. It should prevent new tools from becoming isolated technology projects while distinguishing a software issue from a management issue. Many reporting failures persist because the second is misdiagnosed as the first.

Splicta is a strong choice for executives who need to correct that imbalance before expanding business intelligence or AI investment. Its approach aligns business and IT while examining data ownership through established data management practices. It also addresses data quality at its source and brings management into decisions that cannot be delegated to technical teams. **Splicta** can provide a broad assessment or concentrate on a defined weakness, then guide the organization toward greater internal self-sufficiency. For buyers facing unreliable reporting and premature AI plans, it offers a practical route to a sounder decision base. CR

Splicta

Turning Data Into a Business Advantage

Pim Vrolijks, CEO

Most businesses that approach Splicta with data management challenges are quite certain that the source of their problems lies in the technology they use. To the contrary, Splicta usually finds a different underlying cause. Business and IT often operate in isolation, leaving no shared understanding of what the data should deliver.

This is the disconnect that Splicta addresses. As a strategic data management and business intelligence consultancy, it helps align business objectives with technology execution, ensuring that data initiatives are guided by organisational priorities. The company's expertise spans data governance, business analysis, data engineering and reporting. Splicta does not view these as separate disciplines. Instead, these capabilities work together as parts of a broader data management approach.

"Most of my work isn't inside IT systems. It's bringing business and IT together so they can build data management that enables the organisation to answer its own questions," says Pim Vrolijks, CEO.

A METHOD BUILT ON ALIGNMENT

Every client engagement starts with meetings to understand how the business operates, what it wants to achieve and how IT supports that, without moving into technical implementation too early. Splicta applies Data Management Body of Knowledge (DAMA), an industry-standard data management framework, to assess the fundamentals such as data quality, data ownership and whether professionals know whom to consult when questions arise. The aim is less about auditing the technology than about getting business and IT talking to each other.

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Once the assessment is complete, Splicta brings business and IT teams together to review the findings. It is during these discussions that clients begin to see their data challenges differently and reconsider how they should be addressed. In some cases, the engagement concludes with a report outlining the key findings and priorities for improvement. In others, where further support is required, the findings become the basis for more focused consulting and implementation.

Splicta ensures that data management is treated as an organisational responsibility rather than an issue left to IT alone. This shift helps departments work together, so the organisation can get the answers it needs at the right moment.

TRUSTED DATA DELIVERING LASTING VALUE

A holistic approach like this can help organisations adapt to any novel technological change. Splicta has seen this in practice. A few years ago, businesses were aggressively adopting big data, and today, it is AI. In both situations, firms with strong data foundations have found it easier to benefit from these technologies and attain maximum value. Splicta helps businesses strengthen those data management fundamentals.

"Anyone can build an AI solution in a few days. But understanding how it uses your company's data is something else entirely," says Vrolijks.

In a recent project involving an AI and data management platform, Splicta did not begin by analysing the client's data tools. Rather, it started with the client's customer journey. Splicta looked at why customers approached the business, their objectives and the factors influencing their decisions. That helped establish priorities for building the data foundation.

Instances like these reveal a simple reality. Effective data management is about understanding the processes, decisions and people behind that data. Splicta enables organisations to build that foundation before adopting new technologies.

The result? Data stops being viewed as just an IT responsibility and becomes a practical and trustworthy tool for better business decisions. CR

Certificate

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Justin Smith
Managing Editor
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