

# Value Creation based on data indices

How does we create value

## Our approach

Many data protection problems and risks arise from copying original data from their policy rooms. In many companies or groups, data is still copied together in a central point, in so-called data warehouses, for various reasons such as management reporting, customer relationship management, next-best-product strategies or marketing reasons, etc. This is where many of the data protection problems arise with the copying of original data. It is precisely here that many of the data law problems arise with the copying of the original data, i.e. the alienation of the original purpose of collection. In addition, once data has been copied, it is difficult to keep it consistent and up to date - as well as to control who may access it and in what context.

You can solve this elegantly with the following principles

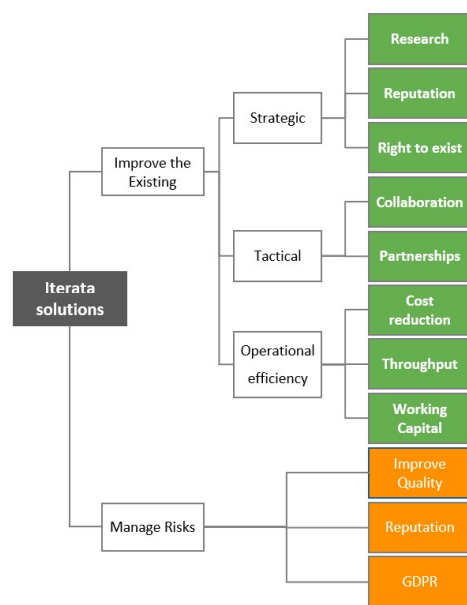
- 1.) Original data remains in the original policy space.
- 2.) Algorithms or programs go to the data
- 3.) Interfaces are reduced

To make this possible, the original data is indexed and referenced in the corresponding locations. Thus, the data can be addressed algorithmically by means of search engines and can link and exchange results in compliance with domain policies. This systematic addressing can take place across heterogeneous system landscapes, i.e. both structured and unstructured data sources can be easily linked.

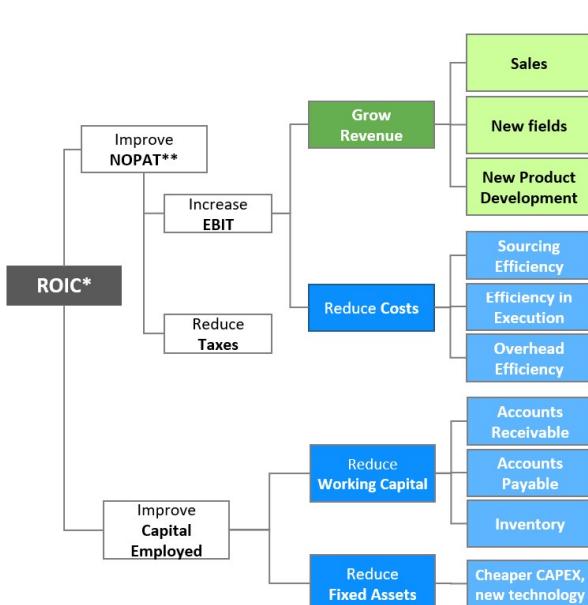
By strictly adhering to these principles, you can create decisive advantages for yourself and your organization on the various dimensions, such as: Content and contextual integrity of the data, business domain can continue to assume responsibility for the purpose of storage and use, promotion of internal and cross-company collaborations, data security through the topology, i.e. distribution to different end points, relief of the infrastructures.

By means of a speed layer, which makes the data and results addressable, far-reaching potentials within organizations and across organizations can be tackled promptly. For this purpose, you will find a possible value driver tree, which allows you to lead a strategic and tactical discussion in the management or in the board of directors. No matter which topic you focus on (strategic, tactical, operational), indexing and addressing your business data unlocks its potential and will be converted into a business case return on invested capital (ROIC).

Value creation driver tree for solutions



Example of a ROIC Model provided by Iterata



\*ROIC: Return on invested capital  
 \*\*Net Operating Profit After Tax: EBIT \* (1-Tax rate)

Please do not hesitate to contact us  
**Sincerely yours, Iterata Team**  
 Phone +41 62 842 88 27 | [info@iterata.ch](mailto:info@iterata.ch)