



# 5 Steps to Utilizing Data Strategically

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# Taival

*Noun*

A Finnish word meaning a travel or a quest. It often refers to a memorable, transformative journey full of both excitement and effort.

# EPIC BUSINESS ADVENTURES.

The business landscape is more complex and challenging than ever before. That's why we upgraded the concept of strategy to meet the demanding needs of today's digital age adventurers.

To navigate the change you need a clear goal, detailed route plan, winner mindset and committed people around you. We don't just give you the map and say "go". We'll escort you all the way.

# STRATEGIC GAME-CHANGERS – YOUR NEW SUPERPOWERS

Strategic game-changers are the critical initiatives any business can create success with. We help you adopt and implement the new methods and mindset as your new strategic superpowers.



**CIRCULAR  
ECONOMY**

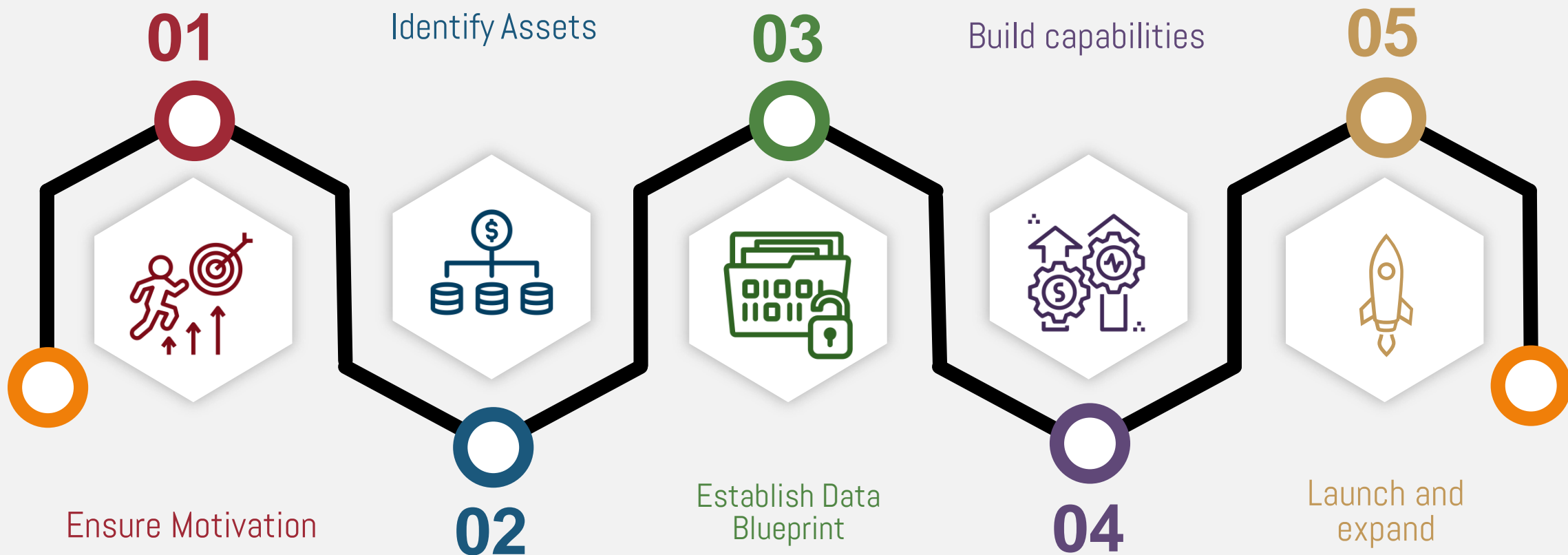


**DATA ENABLED  
BUSINESS**



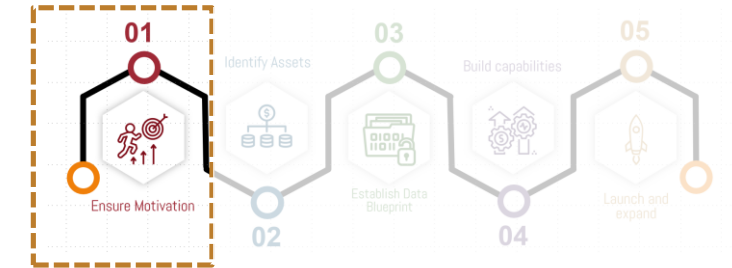
**DIGITAL  
TECHNOLOGY**

# 5 steps to utilizing information strategically



## Ecosystem assessment

Altia is a leading Nordic alcoholic beverage brand company operating in the wines and spirits markets in the Nordic and Baltic countries. Altia wants to support a development of a modern, responsible Nordic drinking culture.



## Situation

- Altia's business environment may experience fundamental changes in the future.
- As a result Altia's ecosystem will become ever more complex over time, making data invaluable in understanding and controlling the environment.
- To assess the impact on Altia's ecosystem and to develop a clear, actionable plan, Taival worked with the leadership team to produce a boardroom perspective on the reasons for data investments

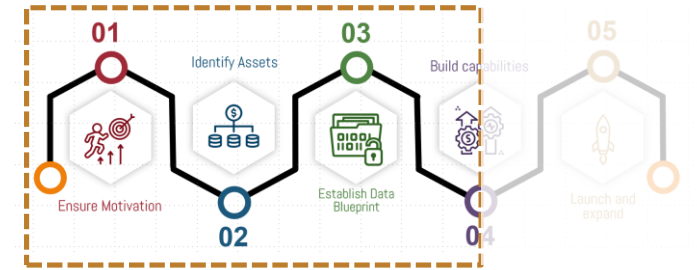


# Definition of a Data Company

Aviapolis is a business, retail, entertainment, and housing marketing brand area in central Vantaa, Finland, covering roughly 40 square kilometres, including Finland's main airline hub and airport, Helsinki Airport.

## Situation

- Aviapolis launched a project to create a model for advancing its goal of finding sustainable transport, mobility and logistics solutions.
- As part of this project Aviapolis aimed to make more use of traffic data to find sustainable, low-emission solutions and implement new services.
- The final goal was to develop a concrete concept and a roadmap for the implementation of a data company and concrete use cases.

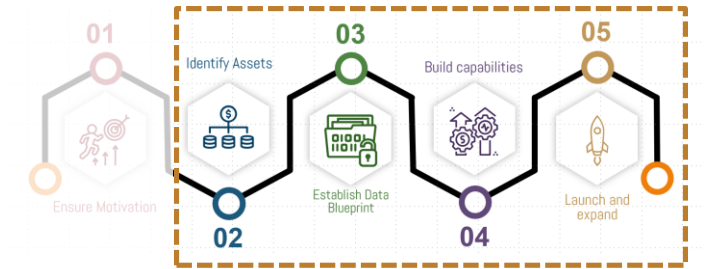


# Data strategy

Tampereen Raitiotie will start operations in 2021 with the best tram service in the world; For this they asked Taival and Shape Helsinki to support in defining what this means from a digital services and data utilization perspective

## Situation

- Tampereen Raitiotie has a set of business driven use cases that require data from various sources, both internal and external to the company.
- They also have a complex set of sources of data, where they needed to understand what data should be collected and to what end.



“Taival produced a business value focused rule book for data utilization coupled with a deep analysis of the currently known data architecture. This exercise with Taival gave us a great value for money.

**Pekka Sirviö**  
CEO, Tampereen Raitiotie Oy



A young child with dark hair, wearing a dark jacket and jeans, is walking away from the camera on a gravel path. The path is flanked by dense green foliage. The entire image is overlaid with a semi-transparent blue filter. The text "WANT TO KNOW MORE?" is written in white, uppercase letters on the right side of the image.

WANT TO  
KNOW MORE?



CONTACT YOUR PERSONAL SHERPA

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