RUBIX.

UNDERSTAND THE PAST, PREDICT THE FUTURE

An Australian Data Software & Services Technology Company

RUBIX Data & Analytics Capability Maturity Framework

ThinkDATA.ThinkRUBIX

RUBIX.COM.AU

FAST FACTS

115
Customers

Over **450**
Data Projects Completed

2020
CRN Fast50 Award Winner

Over **1,125** years
of combined data experience

10
Pinball Machines at RUBIX. HQ

2021
Smart Company Smart 50 Award Winner

3
Kaggle Competitions Won

A whole lot of fun along the way!

Who is RUBIX.

Founded in 2011, RUBIX. is values based and data driven, putting the customer and our people at the core of everything we do.

We're a leading Australian data consultancy, providing innovative custom end-to-end data solutions to enterprise and mid-market companies.

Our key offerings include data strategy, data governance, data preparation, business intelligence, machine learning and artificial intelligence.

We've completed over 450 data projects and have been recognised as a leader in our field. We are the trusted data partner of some of Australia's largest brands.

KEY PRINCIPLES

The Data & Analytics Capability Maturity Framework provides a methodology for enterprises of all sizes to unlock the value of their data and implement effective data governance, based on the following five key principles:

1.

Investment in Chief Data & Analytics Officer (CDAO) role is critical.

2.

Data at the enterprise level is to be governed by the business, not IT departments.

3.

Data will be managed as a shared asset to maximise business value and reduce risk.

4.

Data governance policies will be clearly communicated and transparent.

5.

For data to enable effective decision-making, data must be trusted and secure.

We live in a data economy where maximising the value of your dataset is critical to company success.

THE RUBIX DATA & ANALYTICS CAPABILITY MATURITY FRAMEWORK
EXPLAINED

Leverages RUBIX. partnership with Melbourne Business School Centre for Data Analytics

Targets high-value, high-impact use cases and quickly delivers a data-driven RoI

Is adapted from widely recognised IEEE IT Capability Maturity Model Integration (CMMI)

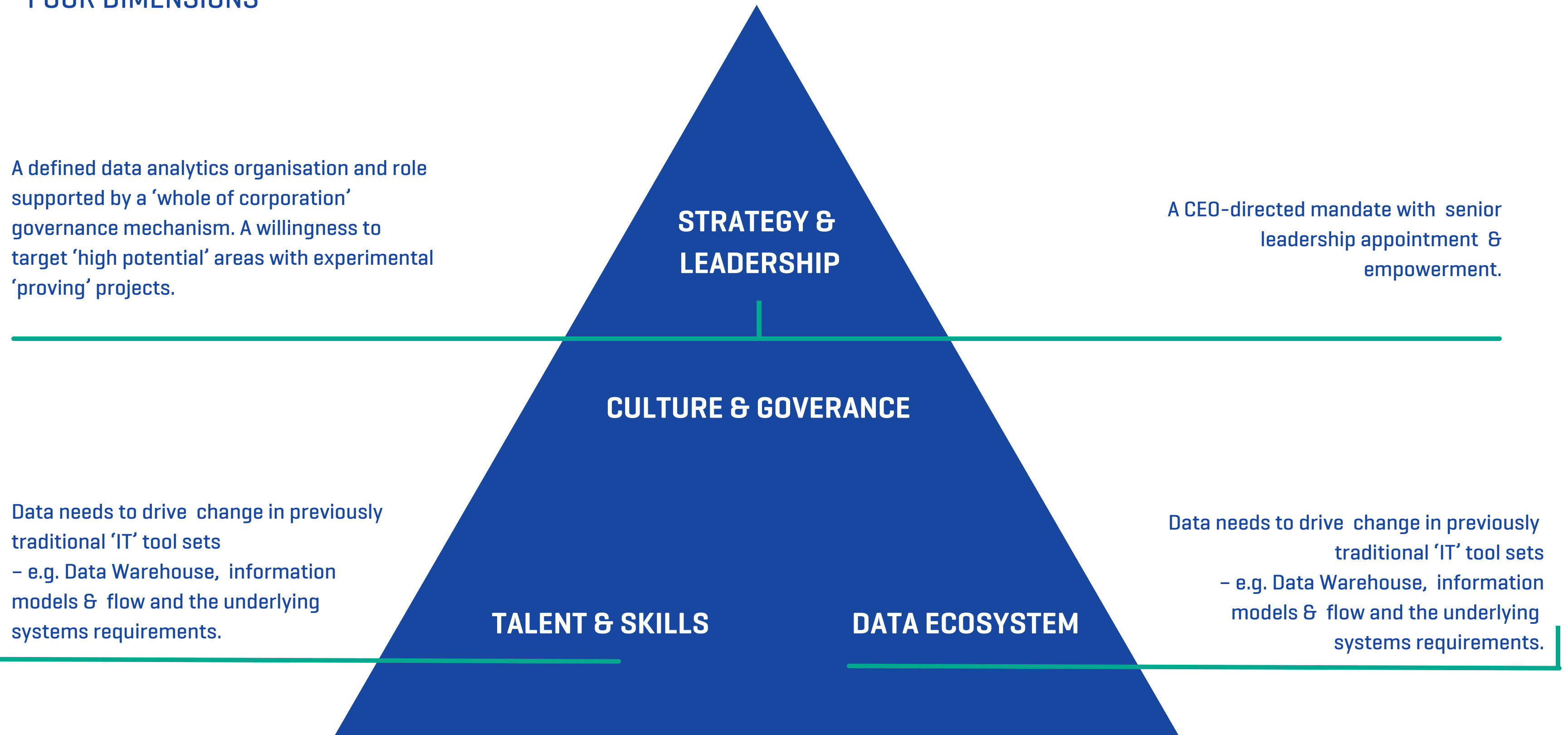Applies the MBS 4-dimension, 4-level maturity model for Data & Analytics

Leverages research to measure the business impact of improved data governance

Supports the business case for investment in Data & Analytics capability uplift

Provides clients with market benchmarks on efficiency and profit uplift

THE RUBIX DATA & ANALYTICS CAPABILITY MATURITY FRAMEWORK
FOUR DIMENSIONS

A defined data analytics organisation and role supported by a 'whole of corporation' governance mechanism. A willingness to target 'high potential' areas with experimental 'proving' projects.

A CEO-directed mandate with senior leadership appointment & empowerment.

Data needs to drive change in previously traditional 'IT' tool sets
– e.g. Data Warehouse, information models & flow and the underlying systems requirements.

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STRATEGY & LEADERSHIP

CULTURE & GOVERANCE

TALENT & SKILLS

DATA ECOSYSTEM

THE RUBIX DATA & ANALYTICS CAPABILITY MATURITY FRAMEWORK

STEP CHANGES IN ANALYTICS MATURITY

	LAGGARDS	FOLLOWERS	EXPLORERS	LEADERS
STRATEGY INSIGHTS	Descriptive Analysis	Diagnostic Insights	Predictive Decision Making	Preventative
ACTIVITY	Graphical Representation	Inferential Statistics	Predictive Analytics	Real Time Decision Making & Response
SKILLSET	Excel Charts SQL Query Waterfall	Excel macro's Dashboarding Agile	Predictive Modelling Agile & LEAN analytics	Data Science Machine Learning Bleeding Edge Practices
VIEW	Backward Looking Reporting	Investigative Reporting	Predictive and Planning	Strategic Alignment between Business & Analytics
GRC	No governance controls Disparate Data No QA/QC	Basic Governance Minimal data management Basic QC	Centralized controls Data Management QA/QC	Fully aligned governance Single Source of Truth Continuous improvement
TECHNOLOGY DATA	Excel SQL	Power Bi Tableau	Data Lake Cloud Analytics Platform	Artificial Intelligence Distributed Computing

WHAT PROBLEMS DOES THE DATA ANALYTICS FRAMEWORK SOLVE?

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Identify Capability Gaps

For clients at the start of a Transformation Program or new leadership taking on Data & Analytics accountabilities, our Framework provides a holistic view of your DA strengths and weaknesses, mapped to the four Data & Analytics CMMI themes [Deliverable: Gap Analysis]

Promoting the Value of Data

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Prioritising Solutions

Securing Program Investment

By integrating leading research on the business benefits DA capability returns to the business – e.g. Profit increase, cost efficiency

HOW AND WHEN DO WE USE IT?

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AT THE START

RUBIX. assesses your current state to provide a Gap Analysis and Recommendations for capability uplift.

WHEN PLANNING SOLUTIONS

DA Framework Roadmap applies all 4 success dimensions to provide staged outcomes with clear change states.

MEASURING PROGRESS

Return On Investment (ROI) targeting of data projects, arms leaders with the tool to price the benefit of their data projects.

SETTING NEXT PHASE WORKS

RUBIX. apply an interim Capability Review and update the Road Map based on actual progress and current business context.

MEASURING SUCCESS

By integrating leading research on the business benefits of capability uplift from the start, a RUBIX. Capability Review arms leaders with the tools to demonstrate the benefits and business value generated.

PROVING VALUE

The RUBIX. Data & Analytics Framework provides our clients with a mechanism
for quantifying business value on two key levels:

Bottom Line

Leveraging Melbourne Business School research to align the business impact of improved data management to industry-standard profit uplift across Australian and International businesses.

Targeting RoI

Proving out value with targeted experimental analytics as a Proof of Concept, we provide clients with a clear expected ROI to justify the business case for investment.

BENEFITS

The benefits that organisations can realise from investing in the implementation of the Data & Analytics Capability Maturity Framework are:

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Elimination of data silos through consolidation of disparate sources	To better facilitate the sharing of insights across your enterprise
Improving data quality, accuracy and consistency	Maximising the use of data to support business decisions
Ability to meet evolving compliance requirements	Improving business performance through a data-driven approach

TALK DATA TO US

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RUBIX.

We power the data decisions
of some of Australia's most
recognised and trusted brands.