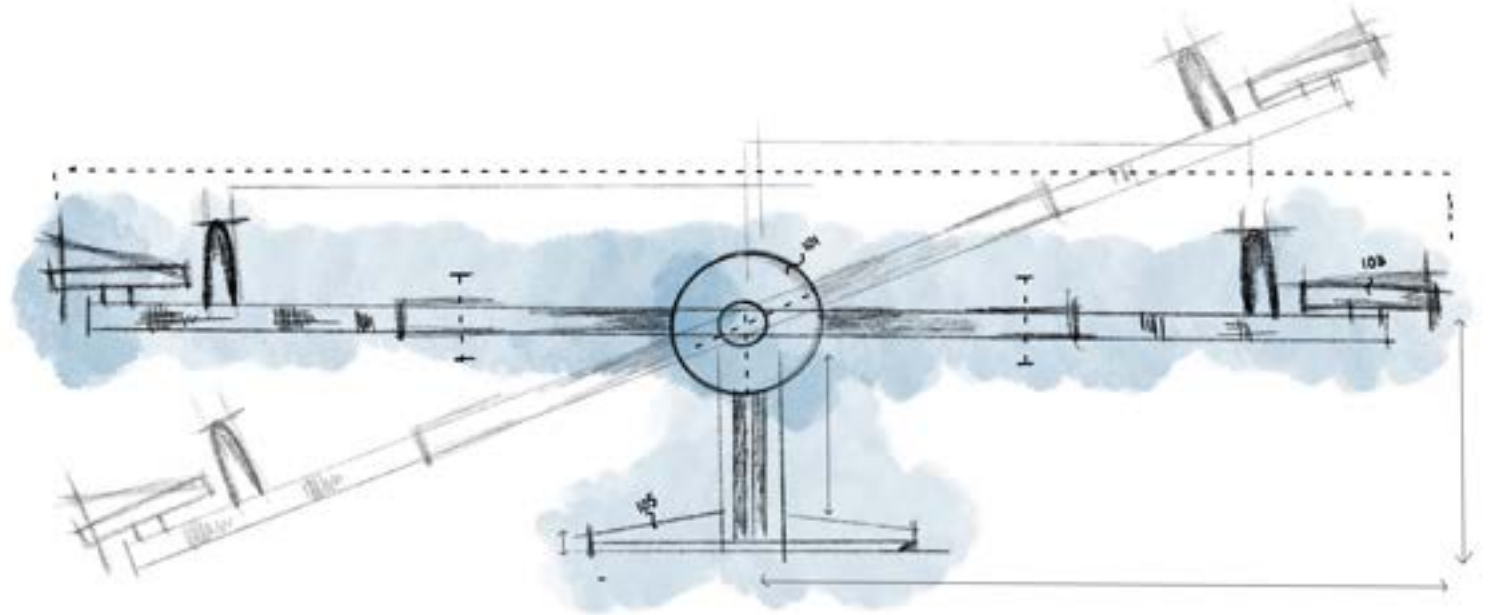


*Helping you navigate the data playground  
and build a data strategy that works better  
for your business.*

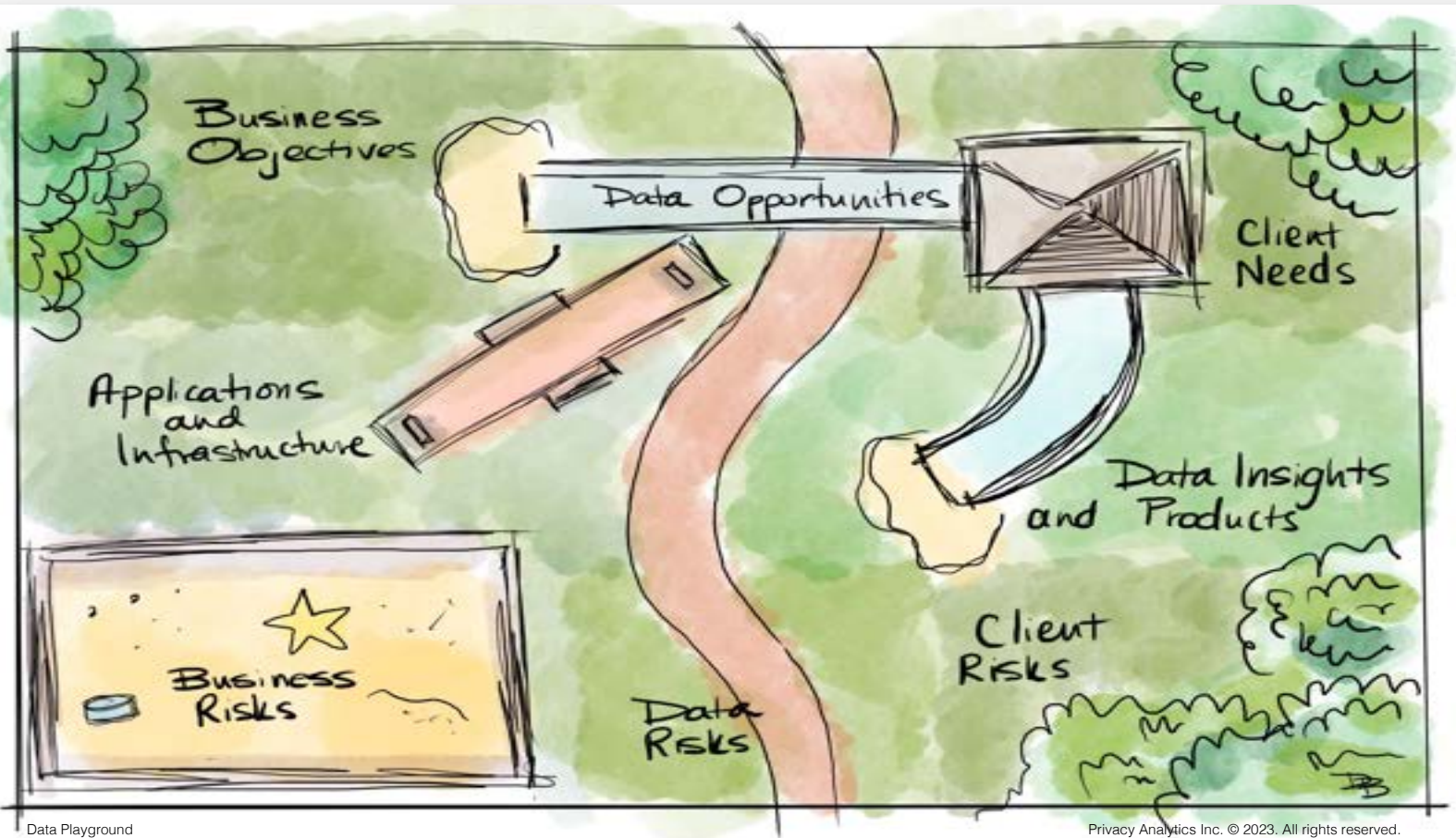


# DATA STRATEGY CANVAS

*Created by Luk Arbuckle  
Co-created and designed by Devyani Biswal*



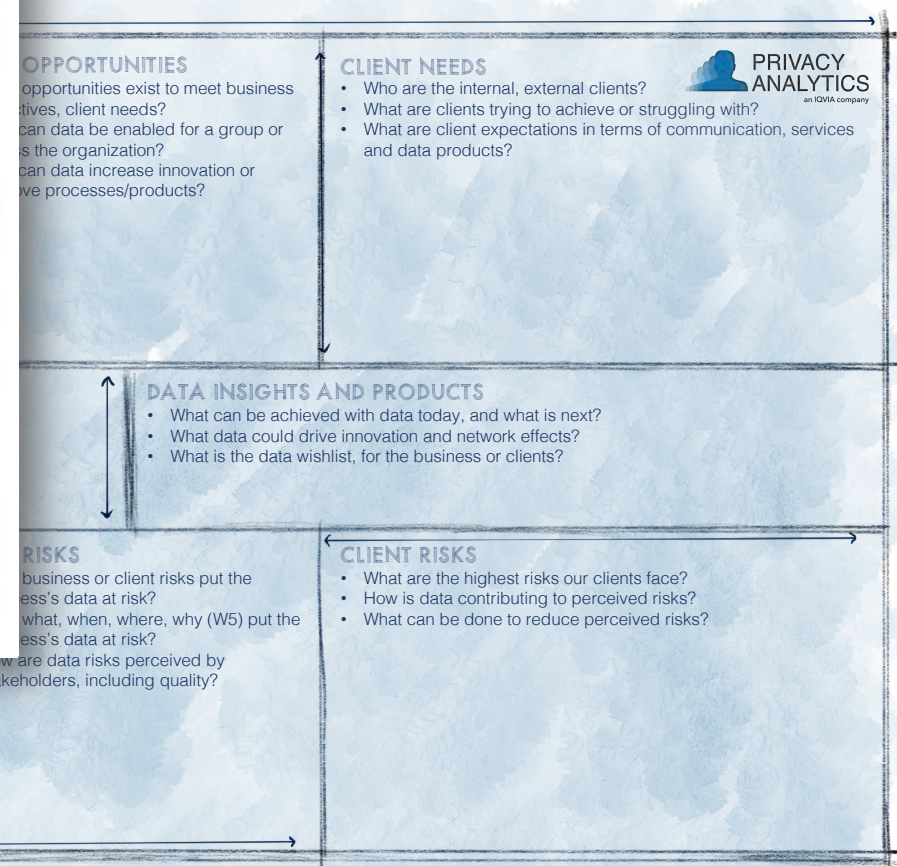
Privacy Analytics can help you navigate a complex data playground through our consulting and advising services, helping your business **reduce risk**, **accelerate innovation** and **earn trust**.



Data Playground

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The data playground is where we go to innovate and find creative solutions with data and technology.



Data Strategy Canvas

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## What is the data strategy canvas?

This canvas is a tool for strategically planning, reviewing, and launching a data strategy. The visual design focuses attention on the aspects that will effectively drive what you can do with data—and why—to achieve organizational goals, including governance and enablement.

## How was the data strategy canvas created?

With 15 years of experience enabling the safe and responsible sharing and use of data, Privacy Analytics has worked with 100s of clients to understand their needs and the aspects that facilitate cross-functional communication and delivery. Based on interviews with over 100 data leaders, and the creation and teaching of a data sharing playbook, we devised this strategic canvas to help leaders think through their needs and aspirations.

The canvas was formulated based on four strategic and tactical dimensions, ie, offensive and defensive data strategies, plus tactical executing of setup and delivery of data. A fifth, central component, technology, binds these dimensions together.



## How do I use the data strategy canvas?

We work with clients in many ways, uncovering and seeking to understand organizational needs and aspirations. This canvas is a tool for framing a data strategy, with several views and focus. For example, you can use the canvas to plan out a communication strategy by evaluating the key considerations needed to get alignment across stakeholder groups inside and outside the organization.

Follow the exploratory questions provided to start thinking through your data strategy. Or print it in large format for a design thinking session with a team of people armed with sticky notes. Be creative—and let us know how you use this canvas! If you need any guidance or support, contact Privacy Analytics to learn how we can help you achieve your goals.



### BUSINESS OBJECTIVES

- What objectives need to be communicated with stakeholders?
- How should objectives be framed for the target audience?
- What is the vision for the use of data to meet objectives?

### DATA OPPORTUNITIES

- What opportunities exist to meet business objectives, client needs?
- How can data be enabled for a group or across the organization?
- How can data increase innovation or improve processes/products?

### CLIENT NEEDS

- Who are the internal, external clients?
- What are clients trying to achieve or struggling with?
- What are client expectations in terms of communication, services and data products?

### APPLICATIONS AND INFRASTRUCTURE

- What tools are in place today, and what tools are needed?
- What can be automated to facilitate execution?
- What tools and automation are stakeholders expecting?

### DATA INSIGHTS AND PRODUCTS

- What can be achieved with data today, and what is next?
- What data could drive innovation and network effects?
- What is the data wishlist, for the business or clients?

### BUSINESS RISKS

- What internal, external risks keep leaders awake at night?
- What risks on the horizon and could affect uses of data?
- What principles, policies, procedures need to be considered?

### DATA RISKS

- What business or client risks put the business's data at risk?
- Who, what, when, where, why (W5) put the business's data at risk?
- How are data risks perceived by stakeholders, including quality?

### CLIENT RISKS

- What are the highest risks our clients face?
- How is data contributing to perceived risks?
- What can be done to reduce perceived risks?

BUSINESS OBJECTIVES

DATA OPPORTUNITIES

CLIENT NEEDS



APPLICATIONS AND INFRASTRUCTURE

DATA INSIGHTS AND PRODUCTS

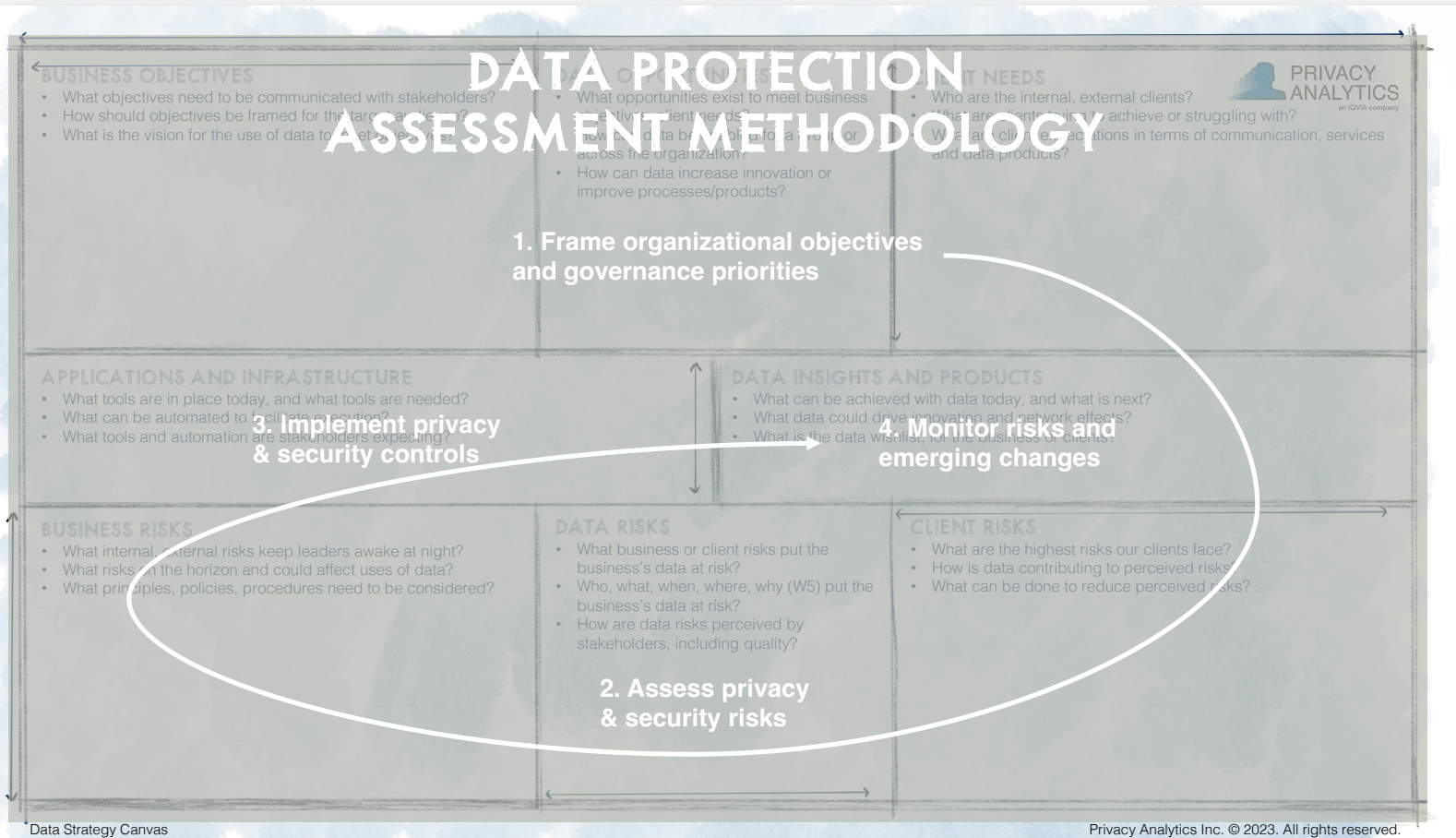
BUSINESS RISKS

DATA RISKS

CLIENT RISKS



The data strategy canvas has many views that can be used to facilitate exploration and discussion with teams and through advisory or consulting engagements.



## Why Privacy Analytics?

✓ GDPR ✓ HIPAA ✓ CCPA

- 100s of other privacy and data protection laws worldwide.
- 100s of clients served over 15 years of our being in business.

### **Unleash data value. Prove regulatory compliance.**

With Privacy Analytics, you get proven technology and expertise to enable timely, usable data that can be safely linked and put to work—in compliance with global regulations—and backed by auditable proof.



## Client success

*“Not only did the feedback from Privacy Analytics confirm the effectiveness of our data privacy strategies, but it also helped us advance our privacy strategies even further.”*

Mike Branch, Vice President of Data and Analytics, Geotab.

Read More: [Geotab case study](#)

GEOTAB®

Telephone: +1 613 369 4313, Toll Free: +1 833 277 5205, Email: [sales@privacy-analytics.com](mailto:sales@privacy-analytics.com)  
[www.privacy-analytics.com](http://www.privacy-analytics.com)