



A data-driven digital transformation has many moving parts. [Contact DAS42](#) and we will ensure nothing is left behind.

Here are the steps DAS42 follows to ensure a successful digital transformation for our clients:

1. **Consider Your New Data Sources.** If your digital marketing involves Google Ads or social media advertising, consider how you will get that data out of these platforms and into a centralized source.
2. **Think through the data governance component.** If you have five different systems that track your customer information, then that information must be pulled from five different systems. Plan for how to reconcile five potentially different sources for the same data so the details your team accesses are organized and trustworthy.
3. **Target the proper tooling to manage your new volumes of data.** Track the sources of your data and how much your business is generating. How can these data sources be centralized? Is it possible to standardize their definitions?
4. **Evaluate your storage needs and each platform's flexibility.** Often, factors such as website hosting capabilities are the first consideration when businesses choose their cloud provider. While this should be a key component of your evaluation process, each platform's data analytics abilities should also be part of your evaluation process.
5. **Consider your cloud provider as also a potential home for your data.** If you're hosting your application or website on AWS, that's likely where its information will reside as well. This "data gravity" leads to larger datasets that will be difficult to migrate down the road should the need arise.
6. **Combine your cloud provider with a data warehouse.** Know how your data will be stored, how it can be accessed, and then how it can be transformed for your analytics needs. The data warehouses available to your business depends upon your cloud service provider:
 - Amazon Web Services offers Redshift as a cloud data warehouse.
 - Google Cloud offers BigQuery. If you're determined to use BigQuery for business intelligence, it will not work with AWS.
 - Snowflake works with both AWS and Google.
7. **Evaluate business intelligence tools to work with your warehouse and build a data stack.** BI tools like Looker allow for self-service reporting from your data to and generate visualizations that are meaningful and accessible for your users' day-to-day job functions.
8. **Implement training and enablement programs so a data-driven culture can take root.** Building data literacy across your organization with training programs ensures every team has the skills to perform their own data analytics. Your organization must undergo a holistic cultural transformation that allows open access to business data.

Partners

We leverage modern best-in-class products at each layer of the analytics stack. These are proven products that help us move faster and focus on delivering value from data instead of on infrastructure.

