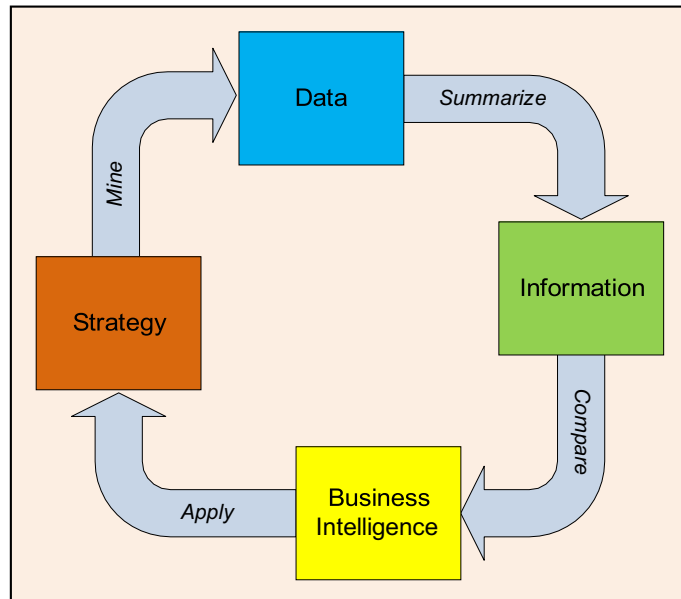


The Data Maturity Lifecycle



Element	Description	Transformative Event	Example
Data	Each individual piece of data represents a specific characteristic that describes events that have taken place during the execution of business operations and processes	Operational results are <i>mined</i> for individual pieces of data, each stored in a unique field inside of a record in a data warehouse	A customer's primary state of residence
Information	Information is data that has been summarized according to arithmetic and statistical computations including Sum, Average, Count, High, Low and Median	Raw data is numerically manipulated and <i>summarized</i>	Total number of customers who reside in Ohio
Business Intelligence	Business Intelligence is Information compared to both internal and external metrics in order to help understand actual versus projected and competitive results.	Information <i>compared</i> to internal and external Information and Business Intelligence	Ohio customers as a percentage of all of our customers and compared to the percentages of our top three competitors
Strategy	Strategy is Business Intelligence plus strategic planning resulting in process execution (work streams)	Business Intelligence is <i>applied</i> to operational procedures resulting in new methods designed to accomplish a specific strategic goal or behavioral modification	Increase market share in Ohio by 25% over the next 18 months

(As is the cyclical nature of the lifecycle, 18 months hence the transformative process would repeat beginning with a mining of the customer base at that time to determine each customer's primary state of residence. This data would then be transformed into Information and compared to the same metrics from 18 months past in order to determine whether or not the Ohio market growth strategy was successful. This new Business Intelligence would then drive new strategy and the cycle would continue.)