

	PRE-DATA	DATA FAMILIAR	EARLY	MODERATE	ADVANCED	EXPERT
GOALS	Business goals are unclear and undocumented	Recognize a need to start meeting specific business goals to keep momentum	Business goals are documented & tracking some progress towards goals	Business goals are documented, regularly reviewed and reported on	Goals are forecasted and based off of past performance	Goals are talked about daily and guide macro and micro decisions
DATA	No one is collecting data	Individual contributors	Individual contributors	Individual contributors	Individual contributors	Proactively collecting

FUEL YOUR BUSINESS GROWTH WITH THE GROW BI MATURITY MODEL

The Big Data Revolution Means Nothing without Business

Without question, big data has revolutionized business operations and now, more than ever, it is critical for companies with a growth mindset to strengthen their business intelligence maturity.

But how do you begin to understand your company's current business intelligence strengths and weaknesses? Are you ready to adopt a BI software solution? Are you collecting the right data? Have you accounted for inevitable data quality concerns? Should you be democratizing more of your data? How do you know where you stand?

There is a way to know where you are and where you need to go when it comes to empowering your company with BI.

It's called the **Grow BI Maturity Model**.

Grow BI Maturity Model

Grow is the leading BI solution for growth-focused companies facing the challenges that loom for SMB organizations in today's rapidly changing marketplace.

Historically, BI has been reserved for big businesses with big budgets and access to unlimited resources. Consequently, most of the research in the BI space has sought to speak to these organizations, leaving growing companies like you to hack together a reporting process or attempt to simplify large scale maturity models to find the unique insights you need.

At Grow, we help growth-focused businesses leap-frog their competition and disrupt markets by bringing you BI resources that you can begin using today.

The Grow BI Maturity Model has been designed with companies like yours in mind and is intended to be used as a starting point to identify where your organization currently stands in its business intelligence maturity, and where you should be driving your BI strategy next.

GROW BI MATURITY MODEL



Discover how your growth-focused business can mature with business intelligence by identifying where you currently are across these six core BI elements and mapping where to drive your business intelligence strategy next.

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		Departments begin creating high-level goals, but may not align or inform one another	Departments begin aligning goals and jointly defining metrics	Departments to common goals, teams have been assigned goals that support department objectives.	Company, Department, Team alignment of goals, measurement strategy and reporting strategy	Each individual contributor understands their role's KPIs
DATA COLLECTION 	No one is collecting data	Individual contributors are looking at siloed data but not tracking it	Individual contributors take ownership of collecting data for their role	Individual contributors begin tracking historical data for their role	Individual contributors are consistently collecting historical data for top-of-mind projects within their role	Proactively collecting relevant historical data for future projects
SPREADSHEET USAGE 	Not keeping any type of data record	Viewing data in siloed data collection tools	Extracting data and manually organizing it into spreadsheets	Begin aggregating data from multiple sources into spreadsheets, spreadsheets are primarily used for forecasting	Using an automated BI solution to pipe in live data	Spreadsheets are used primarily to create forecasts
DATA TRANSPARENCY 	Unaware of where to find answers to questions.	Those who need data may or may not know if it is being collected and how to see it	Ad hoc reports manually created as requested by data collection tool administrators	Regular reporting processes are set up or individuals are given access to data collection tools as needed	Strategic governance and data democratization are in place across the entire company	Data is reported on throughout the company in real-time and used to spot optimization opportunities and potential weaknesses
BI STRATEGY 	Not tracking any data	Learning what to measure and how to measure it	Begin mapping their funnels and associated goals	Adopt and implement a BI solution	Across the company, all teams utilize and reference the BI solution	BI solution is the centerpiece for future tools
	No cohesive BI strategy	Individual teams and contributors have their own collection and analysis strategies	Unified BI strategy begins to emerge across the organization	Individual teams are building simple charts and dashboards	Realize the need for an analyst that can manage their BI strategy as a whole	Analyst is proactively governing, optimizing, and updating reporting logic based on the changing needs of the organization
DATA QUALITY 	Data collection system is non-existent	Collecting data, but unaware of data quality needs	Operating reactively to data quality, by manually cleaning their data when becoming aware of data quality issues	Automation of data entry to prevent future data quality issues	Setting up QA dashboards for data collection	Proactive data governance strategy in place and followed