



From “ambition” to a buildable strategy and scalable data foundation

Executive Summary

Peraison creates practical data strategies that translate directly into an executable roadmap: clear priorities, an implementable delivery backlog, and a reference architecture that teams can build without getting stuck in theory.

Many strategies fail because they stop at slides. Peraison’s approach is intentionally practical and prescriptive, producing a concise roadmap that defines and prioritises data efforts aligned to business goals, so delivery can start immediately and scale confidently.

The Challenge

A mid-to-large organisation had strong ambition to accelerate insight delivery and improve decision making, but initiatives were fragmented. Different teams built in parallel without a shared plan, resulting in duplicated effort, inconsistent definitions, and an unclear path to scale.

Leadership needed a strategy that could be executed, not debated.

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The Approach

Peraison delivered **Data Strategy & Roadmap** with a bias to action:

Alignment to outcomes

We anchored the strategy to business goals and prioritised initiatives so investment decisions were clear and defensible.

A concise, prioritised roadmap

We produced a sequenced roadmap and an executable delivery backlog, creating a clear Now/Next/Later plan that teams could mobilise immediately.

A scalable reference architecture using layered refinement

We defined a target architecture based on medallion layers, described in both tool-agnostic and standard terms: **Raw/Validated/Curated and Bronze/Silver/Gold.**

This ensured raw data remained preserved for audit and replay, validated data became reusable across domains, and curated data products were optimised for consumption and performance.

An operating model designed for adoption

We clarified delivery ownership and ways of working so the strategy became a repeatable execution engine rather than a one-off document.

The Impact

The organisation moved from competing initiatives to a shared, deliverable plan. Delivery became faster and more predictable because priorities were explicit and the data foundation followed a repeatable layered pattern. Adoption improved because curated data products were built on validated foundations rather than inconsistent point solutions.