



# Building a Trusted Data Foundation to scale decision-making

## Executive Summary

When organisations push to scale analytics and AI, the real challenge often lies not in tools, but in trust. In this case, Peraison partnered with the business to establish a strong data foundation that brought consistency, accountability, and control to reporting. By aligning definitions, clarifying ownership, and strengthening governance, the organisation reduced risk while enabling faster, more confident decision-making. The result was a trusted platform for growth, where teams could focus on driving performance instead of questioning the numbers.

## The Challenge

A large organisation set an ambition to accelerate speed-to-insight, broaden self-serve adoption, and unlock AI value across the business.

However, as analytics demand grew, confidence in reporting became inconsistent. Different teams used different definitions, ownership was unclear, and governance controls had not matured at the pace required for safe scale.

Leaders recognised that visible dashboards alone would not solve the underlying issue. Without a stronger foundation, trust would remain fragile, compliance exposure would rise, and future analytics capability would be constrained.

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### The Approach

Peraison established a **Trusted Data Foundation** designed to deliver executive outcomes quickly while building long-term resilience:

- **Reduced risk and improved control** by clarifying access controls and audit expectations, and aligning remediation actions where privacy and compliance gaps existed.
- **Created clarity across the organisation** by consolidating and governing definitions through a central business glossary and metric master, then aligning existing reporting to those standards.
- **Made accountability real** by defining domain ownership (RACI), stewardship responsibilities, and practical maintenance workflows so issues had clear owners and resolution pathways.
- **Strengthened trust in the data** by establishing lineage visibility and quality controls so teams could trace, validate, and monitor data as it changed.

Crucially, the work was positioned as a value enabler. The organisation could now scale self-serve analytics and advanced insights on a foundation designed to reduce rework and prevent metric drift over time.

### The Impact

With governance foundations in place, leaders gained confidence that reporting was consistent, controlled, and scalable. Teams spent less time reconciling numbers and more time using insights to drive productivity, operational efficiency, and customer outcomes. The organisation also improved readiness for advanced analytics and AI by strengthening trust, lineage, and quality across core data domains.