

EY Trust Value framework for data



The better the question.
The better the answer.
The better the world works.

EY

Shape the future
with confidence

Agenda

01

Introduction

02

**EY Trust Value
(EYTV)**

03

Data in action

04

Data strategy

Introduction

Objective

To provide organizations with a roadmap to enhance their competitive advantage by leveraging data effectively.

What is the EY Trust Value (EYTV) framework?

A strategic tool to help organizations assess their data maturity and identify pathways to maximize trust and value from data.

Why is data trust value critical?

In a data-driven world, trust in data is foundational for organizations to make reliable and impactful decisions.



The two dimensions of the framework

Trust

- Confidence in the reliability, accuracy and security of data
- Established through robust governance and clear data management practices

Value

- The ability to derive actionable insights and measurable outcomes from data
- Achieved by aligning data strategy with business goals

Global trends on data utilization

Poor data quality results in an annual loss of **US\$3t** in the global economy.

(Source: Harvard Business Review)

Organizations that effectively integrate data into their operations are **70%** more likely to improve operational efficiency.

(Source: Forbes)

Data in action

EYTV framework helps organization understand their current data maturity and what possible options exist for an organization toward higher trust and generating value from data.

Organizations can be categorized into four quadrants. They are:

1

Swamp

Organization do not have necessary operating model in place for data and data is not being used to generate any competitive advantage.

2

Scatter gun

Organizations do not have the necessary data maturity systems in place but realize the value of data. They use extensive effort to generate value from data.

3

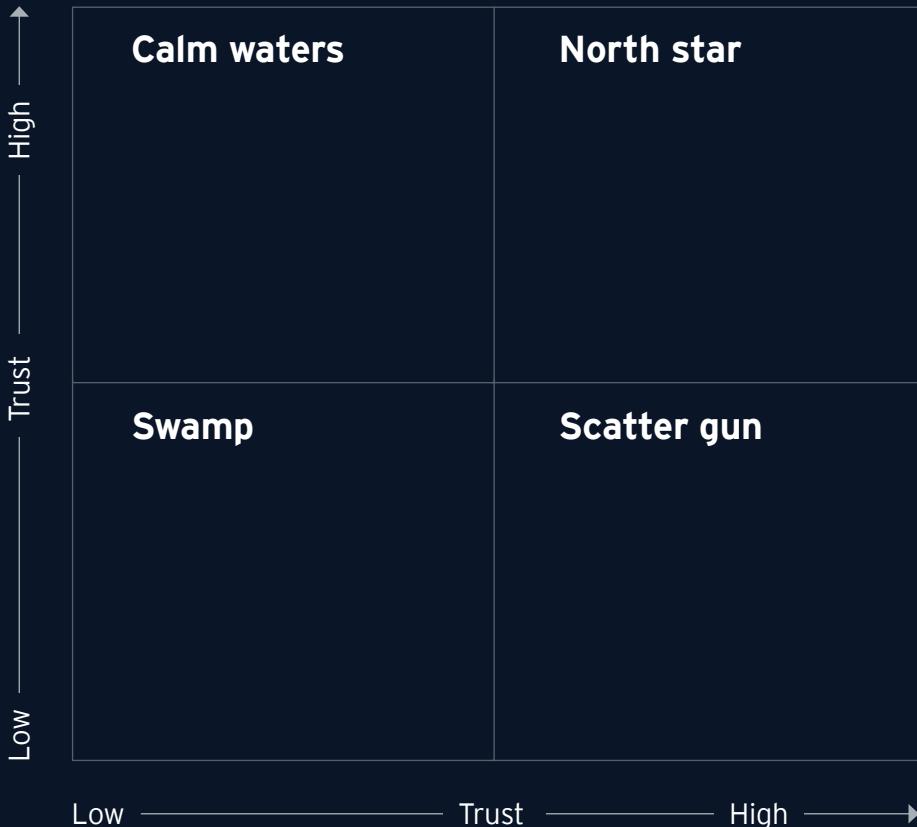
Calm waters

Organizations have invested substantial time and effort to have a robust data management framework but are not looking at realizing value from data.

4

North star

Organizations have optimal data maturity in place and generating appropriate value from data.



Data in action

Swamp

Current state

Organizations lack a necessary operating model and maturity for data management.

Challenges

- Data is unorganized and unused for strategic decision-making.
- No competitive advantage derived from data.
- Lack of trust in data due to inadequate governance.

Impact

- Missed opportunities for innovation.
- Inefficient operations due to reliance on intuition over data.

Key questions

1

How can we initiate a foundational data strategy?

2

What immediate steps are required for basic data governance?

Data in action

Scatter gun

Current state

Organizations acknowledge the value of data but lack the necessary systems and maturity to utilize it effectively.

Challenges

- Efforts to leverage data are fragmented and inefficient.
- Lack of a cohesive data strategy.
- Over-reliance on ad hoc solutions for extracting value.

Impact

- High cost with low return on data initiatives.
- Risk of burnout due to unsustainable efforts.

Key questions

1

What systems and processes are needed for a sustainable data approach?

2

How can existing efforts be streamlined for better impact?

Data in action

Calm waters

Current state

Organizations have robust data management frameworks but are not leveraging them to generate significant value.

Challenges

- Data silos limit the ability to derive insights.
- Lack of alignment between business goals and data initiatives.
- Overemphasis on compliance rather than innovation.

Impact

- Stagnation in achieving higher value from data investments.
- Limited return on investment (ROI) from existing data infrastructure.

Key questions

1

How can we align data capabilities with business outcomes?

2

What steps can we take to break down silos and encourage data utilization?

Data in action

North star

Current state

Organizations have achieved optimal data maturity and are generating significant value from data.

Strengths

- Well-established data governance and trust.
- Advanced analytics and artificial intelligence (AI) capabilities.
- Data-driven decision-making embedded in organizational culture.

Opportunities

- Continuous optimization of data processes.
- Expansion into predictive and prescriptive analytics.

Key questions

1

How can we maintain and scale our data-driven advantages?

2

What innovations can we explore to stay ahead of competitors?

Data strategy

Organizations can use National Data Management Office (NDMO), National Data Index (NDI) or EY Data Maturity Pulse framework to understand their current state as well as define the target state.

All 15 domains of NDMO can be classified based on the level of impact on trust and value (on a scale of one to five).

Organizations can then look at their maturity score for a particular domain to define their current and target state.

Data strategy



		NDI	Trust Wt.	Value Wt.
1	— Data governance	x.x	5	2
2	— Data catalog and metadata	x.x	5	2
3	— Data quality	x.x	5	2
4	— Data operations	x.x	4	2
5	— Document and content management	x.x	5	1
6	— Data architecture and modelling	x.x	4	1
7	— Reference and master data management	x.x	5	2
8	— Business intelligence and analytics	x.x	1	4
9	— Data sharing and interoperability	x.x	1	5
10	— Data value realization	x.x	1	5
11	— Open data	x.x	1	4
12	— Freedom of information	x.x	4	4
13	— Data classification	x.x	2	2
14	— Personal data protection	x.x	5	2
15	— Data security and protection	x.x	5	2
	EYTV index	x.x	y.y	

Transitioning from current to desired state

There are various options available for an organization to move from the current state to the desired state.

Some organizations prioritize establishing trust before focusing on creating value. This is called as defensive data strategy.

Whereas some other organizations focus on the value aspect first while also looking at improving trust. This is called offensive data strategy.

Based on the path taken by an organization, a clear roadmap can be defined accordingly.



EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multi-disciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

The MENA practice of EY has been operating in the region since 1923. Over the past 100 years, we have grown to over 8,500 people united across 26 offices and 15 countries, sharing the same values and an unwavering commitment to quality. As an organization, we continue to develop outstanding leaders who deliver exceptional services to our clients and who contribute to our communities. We are proud of our accomplishments over the years, reaffirming our position as the largest and most established professional services organization in the region.

© 2025 EYGM Limited.
All Rights Reserved.

ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

ey.com