











The CIO Decision Checklist

Every CIO wants to know how to handle messy data. The secret is that you don't need a multiyear, multimillion-dollar transformation to see value. This checklist gives CIOs everything they need to confidently say "yes" to a Data 360 pilot. Use these strategic questions to ensure you have a clear use case, stakeholder alignment, and the architectural context needed for intelligent decisions before you begin.

The 5 Strategic Readiness Questions

- 1 Do you have a clear use case with measurable business impact?**
 -  **Ready** You can articulate specific outcomes (revenue/cost) and the persona.
 -  **Not Ready** You're exploring "better data quality" without a specific business driver.
- 2 Are stakeholders aligned on the problem?**
 -  **Ready** Business owners, IT, and data teams agree on priorities.
 -  **Not Ready** Key decision-makers who can kill the project aren't at the table, or you only have passive agreement without real commitment.
- 3 Can you start with 1–3 data sources and iterate?**
 -  **Ready** You're comfortable with a focused scope to lower project risks.
 -  **Not Ready** You believe you must connect all systems before delivering value.
- 4 Do you have architectural context?**
 -  **Ready** You understand where critical data lives and what integration patterns are viable.
 -  **Not Ready** You are trying to pull all your data in at once and figure out the use cases later.
- 5 Are you prepared to measure outcomes?**
 -  **Ready** You've defined success metrics and a plan to track them.
 -  **Not Ready** You are pitching the abstract idea of "unified data" instead of tracking hard business metrics like hours saved or pipeline generate.

The CIO Decision Gate: Score Your Readiness

Check all that apply to determine your next steps.

Strategic & Business Readiness

- Clear use case with measurable business outcomes.
- Executive sponsorship and stakeholder alignment.
- Commitment to start small (1–3 data sources).
- Defined success metrics and a timeline aligned with a pilot approach.
- Budget approved for initial scope.

Architectural Readiness

- Understanding of where critical data lives.
- Assessment of data quality and reliability.
- Knowledge of existing integration patterns.
- Technical resources available for pilot.



Your Results

8–9 boxes checked
Proceed with pilot and plan for scale.

5–7 boxes checked
Proceed with pilot to validate your approach.

<5 boxes checked
Pause. Focus on use case validation and stakeholder alignment first.