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DATUM CAFE

# Subscription Service Demo



# AGENDA

1. Company Overview
2. Subscription Levels Explained (With accompanying deep dive)
3. Sign Up
4. Navigation
5. Membership Upgrades & Extended Consultation Services
6. Roadmap
7. Contact Info
8. Q&A

# Overview

Datum Cafe is a woman-owned consulting and self-publishing firm that empowers organizations to revolutionize their data and AI culture. We help businesses embrace data-driven transformations through strategic coaching, fostering a people-centric, practice-led, and technology-enabled approach to success.

## Mission Statement:

Our mission is to empower organizations to achieve sustainable success by driving strategic business transformation, fostering a culture of data excellence, and enabling competitive advantage through innovative, people-centered solutions.

## Key Objectives:

- **Tailored Innovation:** We deliver cutting-edge, customized strategies that meet your unique needs.
- **Expert Insight:** Leverage our extensive expertise and hands-on approach to achieve your goals.
- **Lasting Impact:** Experience real, measurable transformation in your organizational culture and performance.



# SUBSCRIPTION LEVELS EXPLAINED



## Basic

Empower your organization to elevate data literacy, building a strong foundation of knowledge and skills across teams. Designed to upskill your workforce, this approach fosters a culture of informed decision-making and sets the stage for data-driven success.



## Strategy

Equips you to design and implement impactful frameworks across people, processes, technology, and data. Through tailored surveys and actionable insights, this approach ensures your strategies are deeply aligned with your organization's unique culture and maturity, driving measurable and transformative outcomes.

**+ All Basic content.**



## Execution

Delivers practitioner-focused tools and resources to drive seamless strategy implementation, ensuring effective execution and measurable impact across your organization.

**+ All Basic and Strategy content.**

# BASIC

## Purpose:

Concise, impactful one-pagers tailored for high-level engagements with boards, executives, and other key stakeholders. These documents will facilitate strategic conversations by providing clear, actionable insights.

## Target Audience:

- **Boards and Executives:** High-level decision-makers requiring succinct, data-driven overviews to inform strategic decisions.
- **Knowledge Seekers and Practitioners:** Individuals within the organization seeking comprehensive yet accessible summaries to enhance their understanding and application of key concepts.

## Key Features:

- **Concise and Focused:** Each one-pager distills complex information into easily digestible formats, ensuring clarity and brevity.
- **Visual Appeal:** Utilizes charts, graphs, and other visual aids to enhance comprehension and retention.

## Applications:

- **Board Meetings:** Provides executives with high-level overviews to support informed decision-making.
- **Executive Briefings:** Equips senior leaders with the necessary insights to drive strategic initiatives.
- **Internal Training:** Serves as an educational tool for practitioners seeking to deepen their knowledge and expertise.



# STRATEGY

## Purpose:

Comprehensive, actionable tools to assist in defining and refining organizational data and AI strategy. This includes the use of surveys and in-depth explanations on various strategic topics and considerations.

## Key Features:

- **Actionable Tools:** Provides practical instruments such as surveys to gather critical data and inform strategic decisions.
- **In-Depth Explanations:** Offers detailed insights into various strategic topics, ensuring a comprehensive understanding of key considerations.
- **Strategic Relevance:** Aligns content with organizational goals and priorities to ensure relevance and impact.

## Target Audience:

- **Boards and Executives:** High-level decision-makers requiring detailed, data-driven tools and insights to shape strategic direction.
- **Knowledge Seekers and Practitioners:** Individuals within the organization seeking thorough yet accessible information to enhance their strategic understanding and implementation.

## Applications:

- **Board Meetings:** Equips executives with detailed tools and insights to support strategic planning and decision-making.
- **Executive Briefings:** Provides senior leaders with the necessary information to drive strategic initiatives.
- **Internal Training:** Serves as an educational resource for practitioners seeking to deepen their strategic knowledge and expertise.



# EXECUTION

## Purpose:

Robust implementation tools, real-life examples, calculators, and templates to demonstrate accountability, decision-making, and compliance, building on the strategic content and basic memberships to ensure comprehensive execution.

## Target Audience:

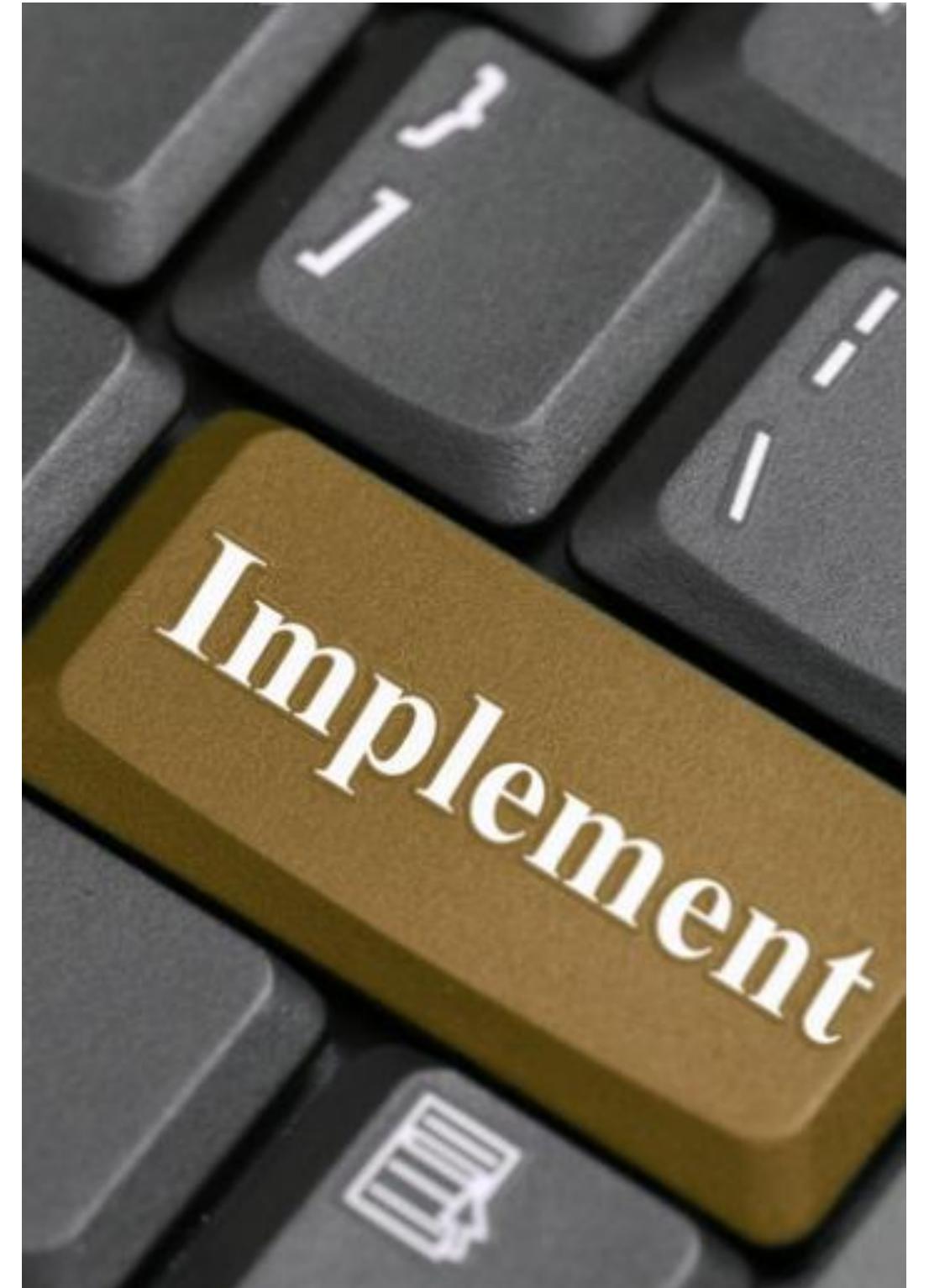
- **Executives:** Senior leaders requiring practical tools and evidence to support strategic implementation and compliance.
- **Knowledge Seekers and Practitioners:** Individuals within the organization seeking detailed, actionable resources to enhance their execution capabilities.

## Key Features:

- **Implementation Tools:** Provides practical instruments such as templates and calculators to facilitate effective execution and demonstrate accountability.
- **Real-Life Examples:** Includes relevant examples to illustrate successful implementation and best practices.
- **Evidence of Compliance:** Offers tools and templates to ensure decision-making processes are transparent and compliant with organizational standards.
- **Comprehensive Content:** Integrates all strategic content and basic membership information to provide a holistic approach to execution.

## Applications:

- **Community of Practice Meetings:** Equips members with tools and examples to support collaborative learning and implementation.
- **Training:** Provides practitioners with the necessary resources to enhance their execution skills and knowledge.
- **Data & AI Council Meetings:** Supports decision-making and compliance with detailed tools and evidence-based resources.



# Sign Up

## Key Points to Remember When Signing Up

### Subscription Selection:

- When choosing a subscription level, enter the desired number of additional licenses in the designated box to proceed to checkout. (Add 0 if no additional licenses are required to proceed)

### Company Email Requirement:

- Ensure you sign up using your company email address(es) for verification purposes.

### Order Notes for Efficiency:

- In the Order Notes section, list any additional users to expedite the provisioning process.

### Adding Users Post-Signup:

- If you forget to list additional users, simply email [admin@datum.cafe](mailto:admin@datum.cafe) with the details. We will validate your license and make the necessary changes within 24 to 48 hours of receiving your request.



#### Execution Level

\$75,000.00 / year

##### Description

Execution provides you with practitioner tools to execute strategy effectively e.g., our patent pending critical data calculator.

Includes Basic and Strategic Levels +

- ✓ 5 standard licenses
- ✓ Additional licenses available for \$250/license
- ✓ Demo available on request
- ✓ 1-hour consultation

##### Additional Licenses (+\$250.00) \*

0

1x Execution Level

\$75,000.00

Additional Licenses - 0

Subtotal \$75,000.00

#### Additional information

##### Order notes (optional)

Please include the following:  
Jon.Smith@datum.cafe  
Jane.Doe@datum.cafe  
Jim.Jones@datum.cafe  
Mary.Smith@datum.cafe

# Site Navigation

Tips for navigating your subscription service landing page:

- Upon accessing your membership page, you will have full visibility of all content included in the plan you selected.
  - For example, if you have subscribed to the Execution membership, you can seamlessly explore all content from all three tiers included in your plan in one location. (No need to navigate across multiple pages)
- The landing page provides an intuitive interface where you can search for content by typing keywords, browsing by category, or selecting tags. Additionally, you can refine your results by filtering content based on subscription levels: Basic, Strategy, or Execution, ensuring quick access to relevant resources.

## ALL CONTENT

All	Basic+	Execution	Strategy+
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**Data and AI Stewardship Decision Hierarchy**  
Artificial Intelligence, Basic+, Data and AI Stewardship, Data Strategy, Domains, Policies and Standards Creation



**The Role of Data and AI Stewardship**  
Artificial Intelligence, Basic+, Data and AI Stewardship, Data Strategy, Domains, Policies and Standards Creation



**Data and AI Stewardship Methodologies**  
Artificial Intelligence, Basic+, Learning Resources, Maturity, One-Pager, Podcast, Policy, Practitioner, Regulatory & Compliance Partners, Reports, Resource Articles, Stakeholder, Standards, Survey, Video, White Papers

By Category:

[Artificial Intelligence](#)  
[Critical Data](#)  
[Data Cataloguing](#)  
[Data Products](#)  
[Data Quality](#)  
[Data Stewardship](#)  
[Data Strategy](#)  
[Key Performance Indicators](#)  
[Policies & Standards Creation](#)

By Tag:

[Agenda](#), [Business Cases](#), [Calculators](#), [Charters](#), [Community of Practice](#), [Executive](#), [Executive Brief](#), [Infographic](#), [Knowledge Seeker](#), [Learning Resources](#), [Maturity](#), [One-Pager](#), [Podcast](#), [Policy](#), [Practitioner](#), [Regulatory & Compliance Partners](#), [Reports](#), [Resource Articles](#), [Stakeholder](#), [Standards](#), [Survey](#), [Video](#), [White Papers](#)

# Site Navigation Continued

**Documentation Download:** Upon opening a post, members can download all documentation directly from the site for internal use. Please note that content is intended for use within your organization only and should not be shared externally.

**Related Content Tagging:** At the bottom of each page, you'll find additional related content tags, enabling you to access materials relevant to your current review easily. Categories and tags are consistently applied across posts to facilitate seamless content discovery.

**Navigation:** To return to the landing page, use the bar at the bottom of the page. This will direct you back to your membership landing page. If you attempt to access a membership area you have not subscribed to, an error message will appear. Additionally, you can always use the "My Account" link at the top of the page to re-access your landing page.

[Download PDF](#)

Related Content: [Board](#) | [C-Suite](#) | [Data and AI Stewards](#) | [Executive](#) | [Executive Brief](#) | [Knowledge Seeker](#) | [Learning Resources](#) | [Practitioner](#) | [Regulatory and Compliance Partners](#)

[Back to Hub](#)

[Basic](#)

[Strategy](#)

[Execution](#)

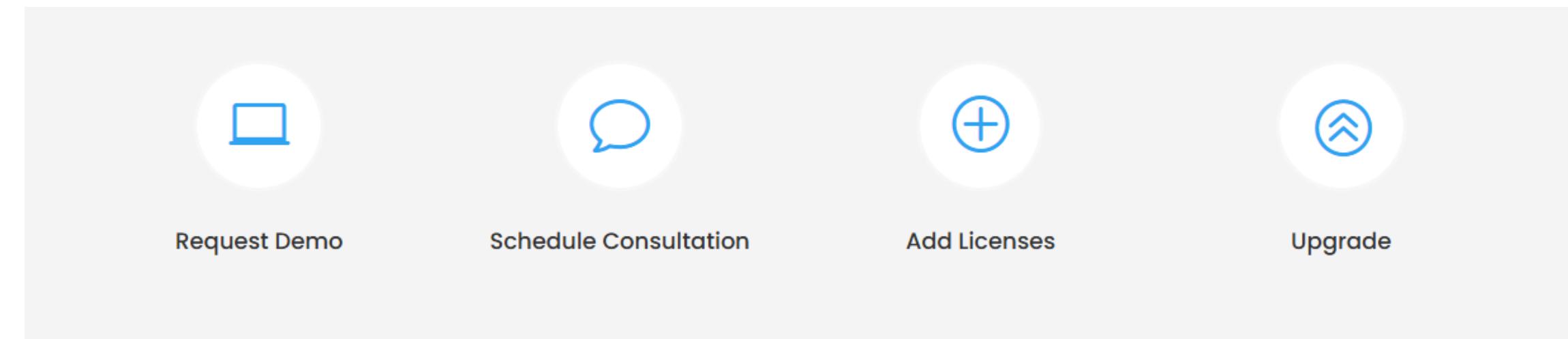
# Membership Upgrades and Consultation Services

**Flexible Membership Upgrades:** You can upgrade your membership and add licenses as needed.

**Customized Demos:** Our demos are customized based on client needs. Whether you require a comprehensive overview of the site or a focused demonstration of specific resources, we tailor the experience to meet your objectives.

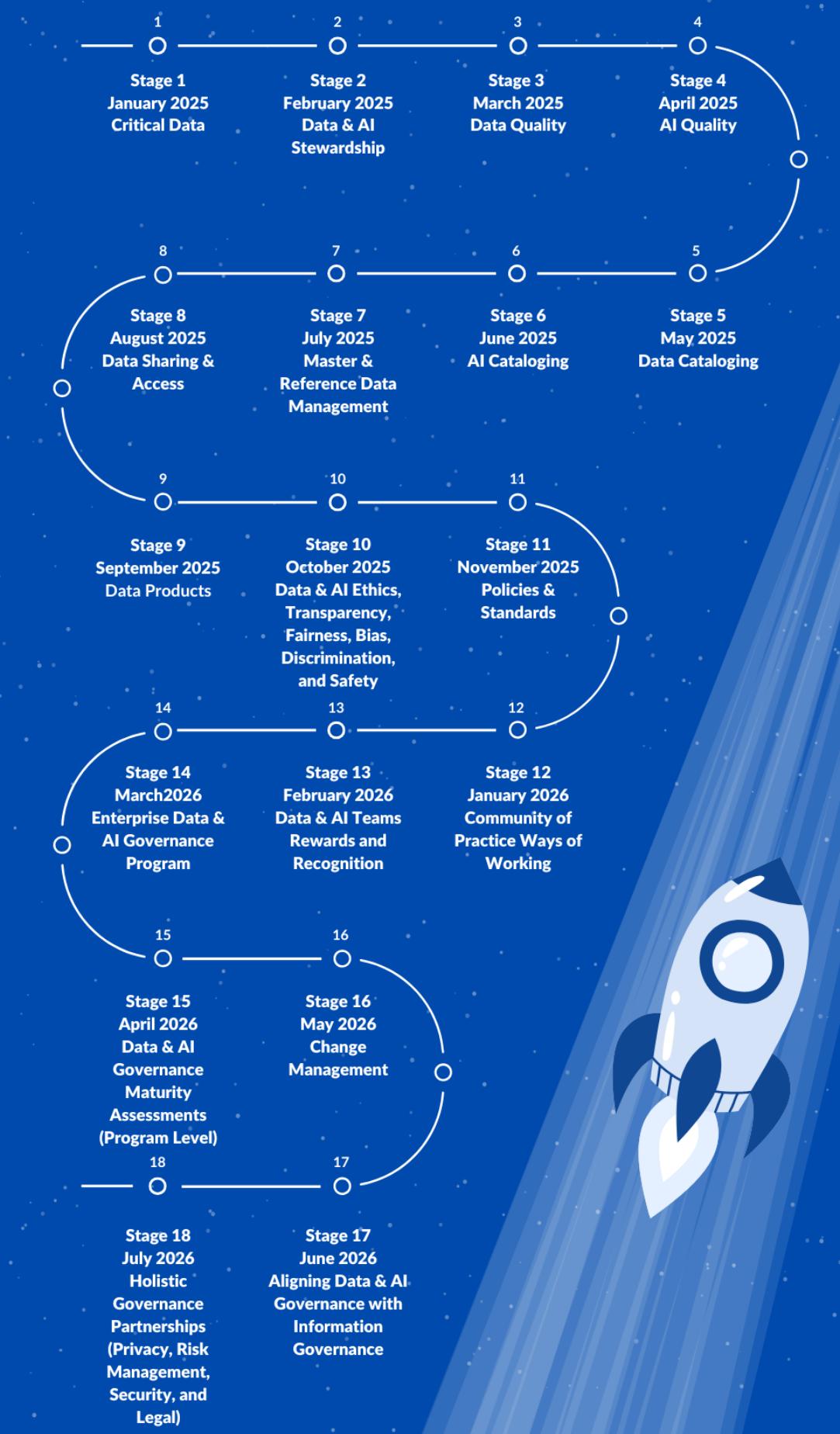
**Extended Consultation Services:** You can also connect with us for consultation services beyond the time included in your membership. These additional consultations will be managed separately through a consulting Statement of Work (SOW) for time beyond your membership.

**Persistent Options:** All these options are accessible both on the landing page and within each post, near the bottom of the page, ensuring you can easily find and utilize these features.



# Planned Content Release Roadmap

## PLANNED CONTENT RELEASE ROADMAP\*





DATUM CAFE

# Contact Us

[admin@datum.cafe](mailto:admin@datum.cafe)



[www.datum.cafe](http://www.datum.cafe)



Q&A