

Data Centricity: Make Data your Secret Weapon

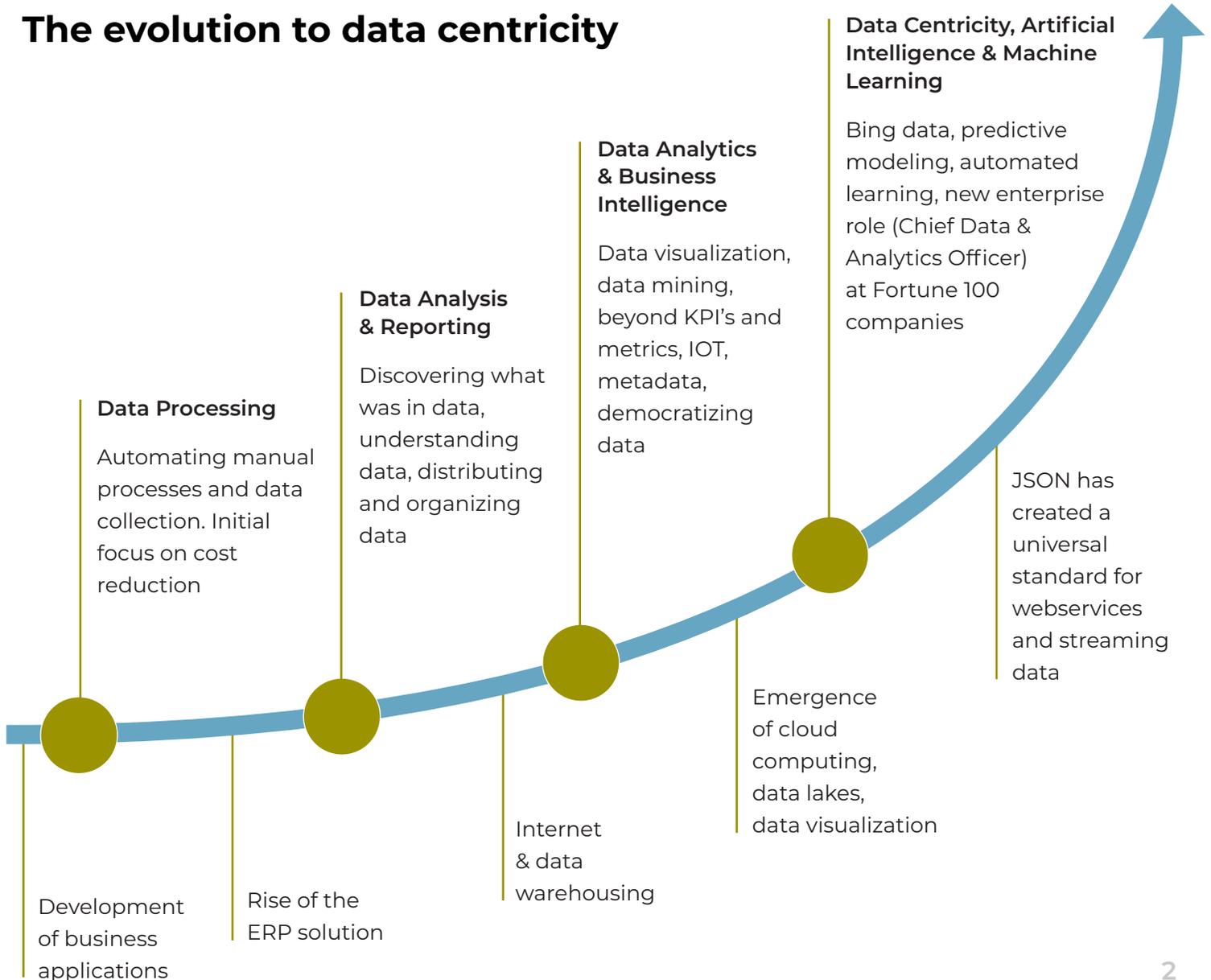


Products and data are your only differentiators in business

As technology continues to evolve, new competition is becoming a huge problem for companies. 22 out of the 25 largest tech companies in the world are new within the last 20 years. ERP is no longer a differentiator, Software as a Service (SAS) has commoditized systems, and the cloud has commoditized infrastructure. As companies contemplate how to compete during this digital revolution, **data needs to be at the core of your products and services.**

Many companies have become “data driven” by incorporating business intelligence and analytics information within their business, but “**data centric**” companies are the ones capturing market share and disrupting their industries.

The evolution to data centricity



Change your way of thinking

Data is as important as the services, solutions and products your organization offers. Leveraging your data effectively and efficiently is your competitive advantage. Many companies believe that having a cloud presence means digital transformation is complete, which is far from the truth.

It's important to understand best practices within the overall umbrella of digital transformation, particularly when it comes to process alignment and opportunities for optimization. The first step is to start viewing data as a primary, invaluable asset that can accelerate digital transformation.



“ A data-centric mindset establishes the lifecycle around data so you respond to events AS they occur. ”

Larry Odebrecht
Director of Data & Analytics





Data-driven vs data-centric

A **data-driven** mindset is a culture that relies on tools and applications to analyze and act on large volumes of siloed data to make better decisions.

- Data is the primary decision-making method. Decisions at all levels are compelled by data, rather than by intuition or by personal experience.
- A data-driven approach enables companies to examine and organize their data with the goal of better serving their customers. By using data to drive its actions, an organization can contextualize and/or personalize its messaging to its prospects and customers for a more customer-centric.

Being data-driven is a fundamental stepping stone to becoming data-centric.

A **data-centric** mindset is not dependent on software and tools, but rather a predefined architecture with data models that can be reused around all your data silos - an integrated vision of all the data.

- Data is no longer considered a 'by product' of an organization's operations. It's a core part of strategic products and services.
- Data is treated as an appreciating organizational asset. This asset can open up entirely new revenue/value channels, additional products and services, even new platforms and business models.
- Data centric organizations build a strategic data operating model to optimize on customer value and build technologies, processes and people (structure) around it.

Data centricity is a key business strategy, driven by business oriented executive leadership.



Uncouple technology from data

Uncoupling technology from data ensures that the data resides where it needs to, not where the software requires it. The goal is to ensure the creation of formats like JSON for storing data and moving them across storage layers. There are highly advanced languages like Python and Julia that perform scientific computing on files, databases and noSQL platforms seamlessly, and perhaps even effortlessly.

Why lock data into the requirements of a specific technology and then struggle to make it fit the needs of your organization? AWS, Azure, and GCP are all excellent examples of strategies that deliver decoupled storage layers and databases of multiple formats to perform computations. **Treating data as fluid is the key to success when it comes to digital transformation and the achievement of goals within your specific initiatives and KPI's.**

Five must haves for a data-centric organization

- Led and driven by the business at a level equal to it's promised value
- Aligned and committed to business strategy
- Data, data processing, and data consumption addressed in a cohesive manner
- Built for the data needs of entire enterprise and every consumer
- Commitment to significant culture change around the management, analysis and distribution of data

Funding and governance are key

While data has been a business reality for many years, only recently has this business asset moved from the IT department to the C-Suite.

AI, machine learning, IoT and other advancements have changed the way we gather and manage data. Our approach to data has also changed, focusing more on measuring value and driving business benefit at every level of the organization.

While business leaders continue to adopt data processing frameworks to gain better insights, they often find themselves challenged by organizational (ownership) issues. The cloud and modern tools are giving the business more control of their strategy and ultimate success. However, this causes confusion. Who owns the data? Who maintains the data? How do we leverage assets across the organization and not recreate the siloed system problems of the last 20 years?

In addition, funding is a challenge. Is data a corporate asset? Many companies fund most data work through individual projects and business units. Who's funding the asset or the platform?



To deliver better business results, many companies are embracing big data trends and better tools. Still, many loopholes around data governance remain. This is where data centrality comes in.

It takes good, consistent, carefully considered strategies to manage and analyze large volumes of data.

Common data & analytics challenges



Unsustainable delivery model



Decentralized and ungoverned analytics



Inability to deliver widespread use of advanced analytics



Stagnated on legacy technology stack



Lack of alignment and capability to deliver on strategic vision

Data centric strategy benefits

Data centricity is not about making better decisions. It's about building a digital foundation to support your business strategy. Make your products better, use analytics to create a better customer experience and create long term customer relationships with new revenue streams. Benefits of a data centric strategy include:



Speed of Business

Attain digital transformation and sustainable competitive advantage



New Product Development

Find new revenue streams through innovation and delivering consumer value



Efficiency & Effectiveness

Eliminate waste and drive cost down with continuous improvement and automation



Consumer Loyalty

Increase accessibility, usability, privacy and improved outcomes with all consumers, internal and external



World-Class Talent

Attract the best talent, unleash their potential with information



Leading Edge Technology

Improve outcomes by leveraging the best available technology

Services overview



Strategy

- Executive Alignment
- Roadmap
- Coaching
- Organizational Design



Architecture

- Modern Data Architecture
- On-Demand Data and Analytics empowered by Artificial Intelligence / Machine Learning
- Self-Service



Execution

- Management Consulting
- Development and Analytics
- Managed Capacity / Managed Service
- Offshore Development
- Data Migration

Think bold, act reliable

Organizations in technology-intensive sectors must keep changing to operate successfully in today's disrupted world. Agility and speed are more business critical than ever before.

Trissential, an Expleo Company, is a trusted partner for end-to-end digital transformation services. We help businesses harness data to successfully deliver innovations that will help them gain a competitive advantage and improve the every day lives of people around the globe.

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