IDC

Data Is the New Oxygen

InterSystems UK & Ireland Summit 2022
October 18, 2022
Birmingham, UK

Neil Ward-Dutton
VP AI, Automation & Analytics Europe

'Our board has asked us to prepare a business scenario where Russia cuts off its natural gas supply to Germany in 2H2022.'

C-Suite Executive – June 2022

'Our customer lead times have more than doubled....from 30 days to 75 days.

We are rebuilding our supply chain from scratch...the design point is proximity...a globalized just-in-time supply chain is a thing of the past.'
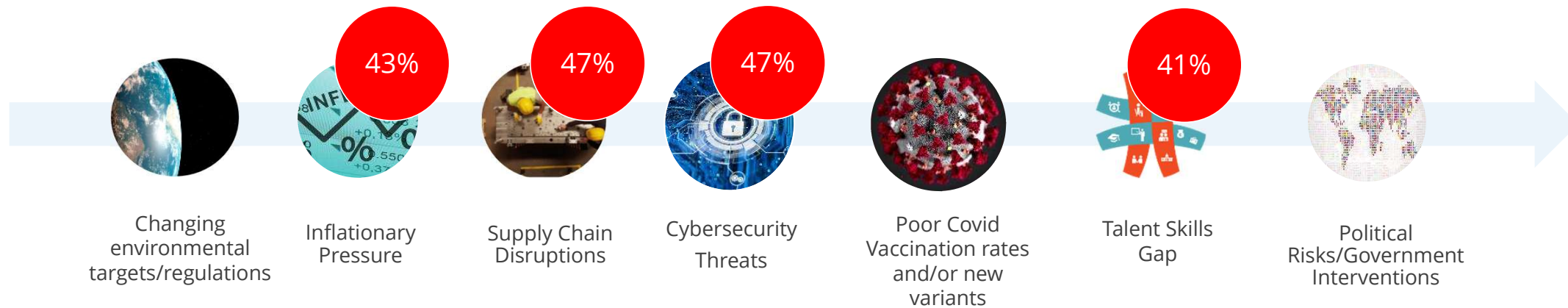
CIO, Global Motorbike Manufacturer

The Winds of Change are …becoming Storms of Disruption

- ✓ Increasingly Interwoven
- ✓ Not Temporary
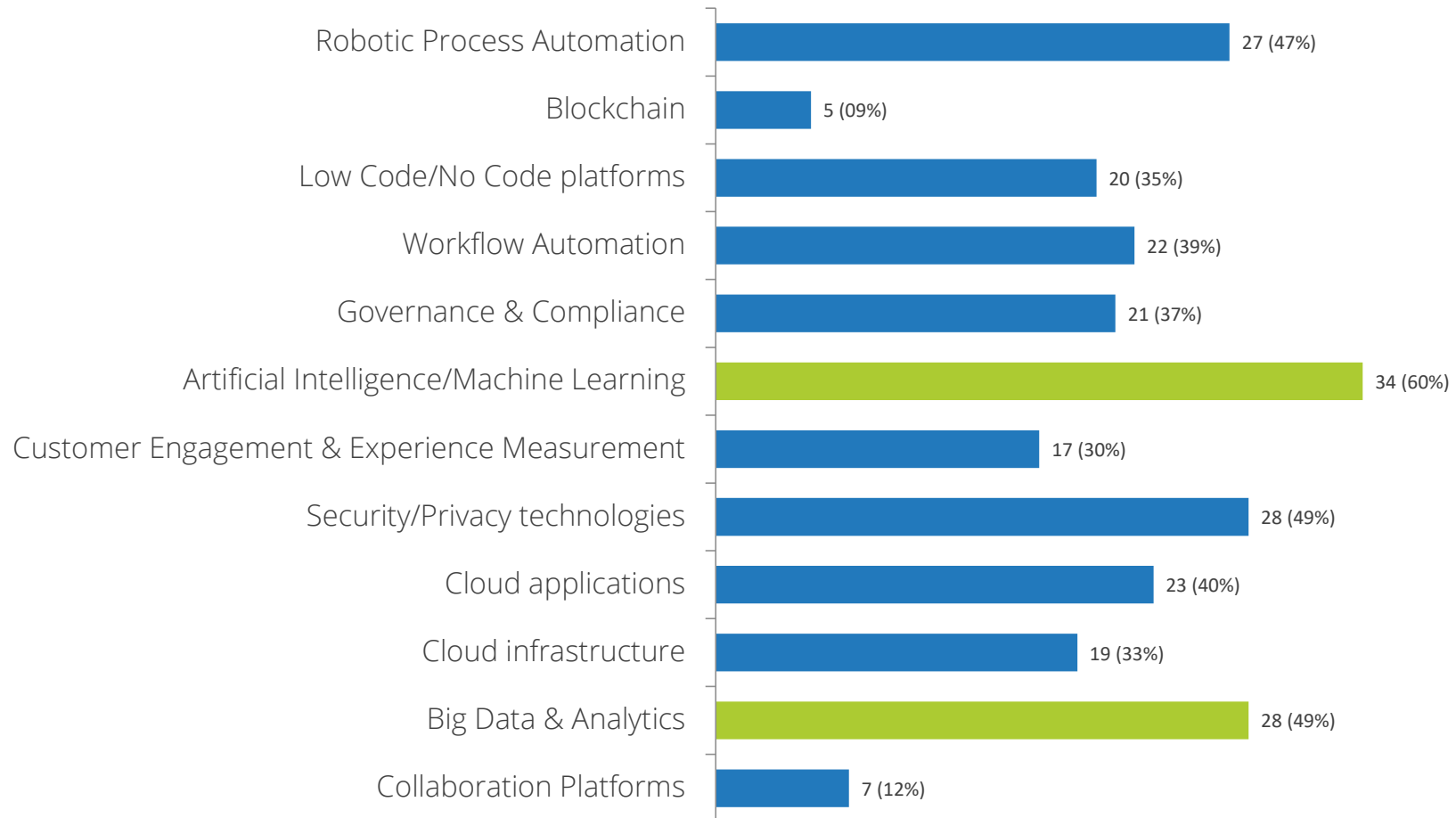- ✓ Fracturing Effect
- ✓ Company-Specific Impact

Supply Chain Constraints

Inflationary Pressure

Skills Gap

Russia-Ukraine War

Working Through the Storms

43% — Inflationary Pressure

47% — Supply Chain Disruptions

47% — Cybersecurity Threats

41% — Talent Skills Gap

Changing environmental targets/regulations

Inflationary Pressure

Supply Chain Disruptions

Cybersecurity Threats

Poor Covid Vaccination rates and/or new variants

Talent Skills Gap

Political Risks/Government Interventions

'This is not about managing one crisis. It's about being **prepared for anything** – and being able to **adapt** to any disruption to the business.
And **technology is critical** to make this a reality'

Gonçalo Caseiro

Chair, INCM
(Portuguese Mint and Official Printing Office)

Investments for Agility

Robotic Process Automation	27 (47%)
Blockchain	5 (09%)
Low Code/No Code platforms	20 (35%)
Workflow Automation	22 (39%)
Governance & Compliance	21 (37%)
Artificial Intelligence/Machine Learning	34 (60%)
Customer Engagement & Experience Measurement	17 (30%)
Security/Privacy technologies	28 (49%)
Cloud applications	23 (40%)
Cloud infrastructure	19 (33%)
Big Data & Analytics	28 (49%)
Collaboration Platforms	7 (12%)

Enterprise Intelligence is a Critical Foundation

Under 1/4 of organizations are strong in EI today

Strong EI
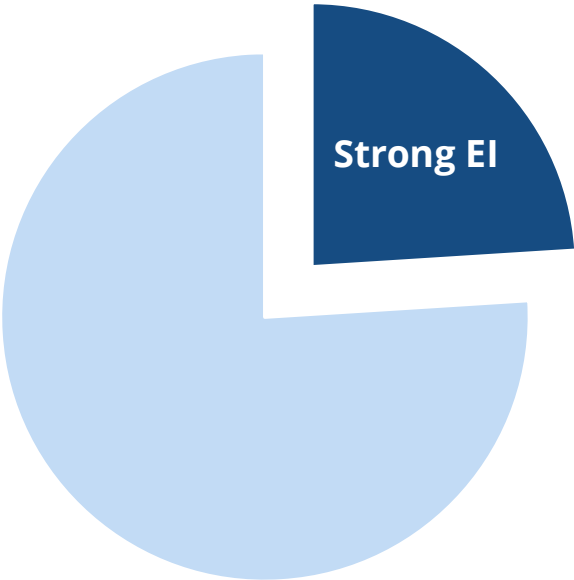
Significantly improved revenue growth

2.7X

13%

35%

Weak EI   Strong EI
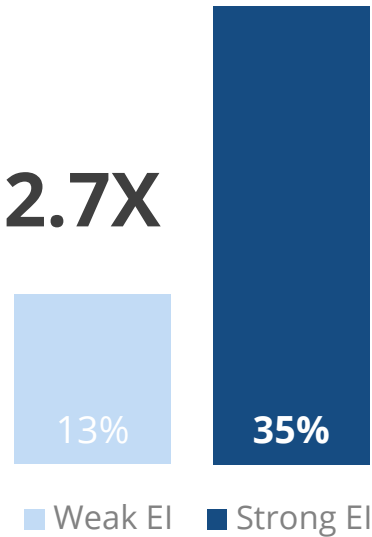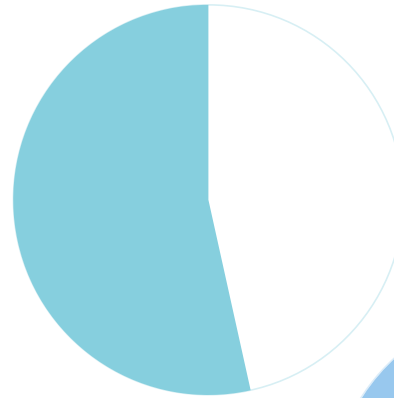
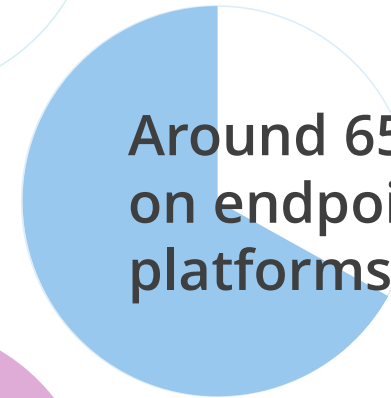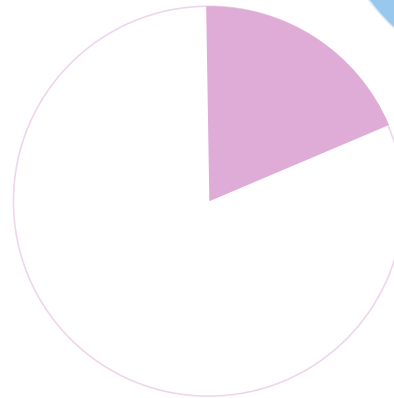**Significantly improved time to market**

3.6X

15%

55%

Weak EI   Strong EI
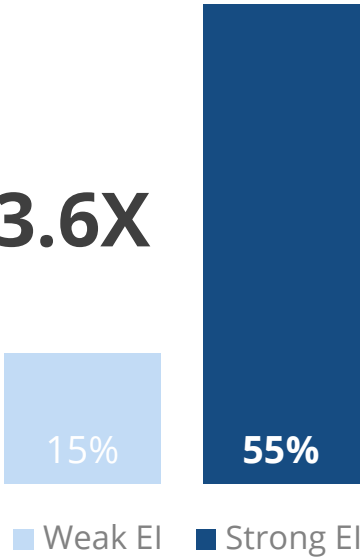
81ZB
Data created in 2021

Over 50% created by enterprises

Around 65% distributed on endpoints and edge platforms

19% real-time

Oil?

Oxygen

Data is Everywhere We Look, and Only Becoming More So

Customers
Products
Financials
Suppliers

Business records

Transactions

Historical aggregates

Content

Documents

Structured

Semi-structured

Unstructured

Ecosystems

App platforms

Apps

User behaviour

Behaviour

Infrastructure

Customer journeys

Data pipelines

Business processes

What's Next: the Instrumented Enterprise

Behaviour

- Ecosystems — Orbital Insight
- App platforms — IBM, splunk>, dynatrace
- Apps — honeycomb.io, sumo logic, IBM
- Infrastructure — ScienceLogic, software AG, IBM
- Business processes — celonis, ABBYY
- Data pipelines — StreamSets, Fivetran
- Customer journeys — Adobe
- User behaviour — ActivTrak, VERINT

Structured
Content
Documents
Structured
Unstructured
Business records
Transactions

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Real Digital Transformation:
From Information Silos to Perpetual Information Value Cycles

INFORMATION FACTORY

MANAGEMENT INFORMATION

??

!!!

PROCESSES, PROJECTS, DIRECTIVES

STRATEGY
Quarterly / annually

MANAGEMENT
Monthly / quarterly

EXECUTION
Daily
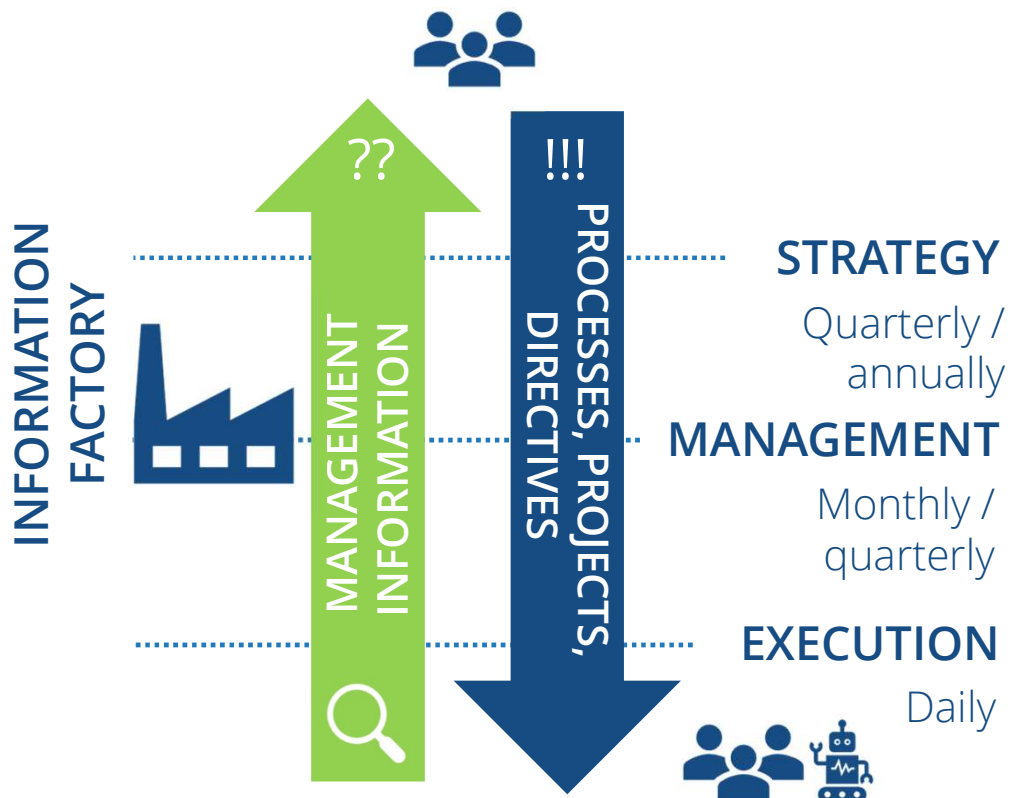
ACTION

INSIGHT

Beyond Transactions: More Digital Actions Create More Data
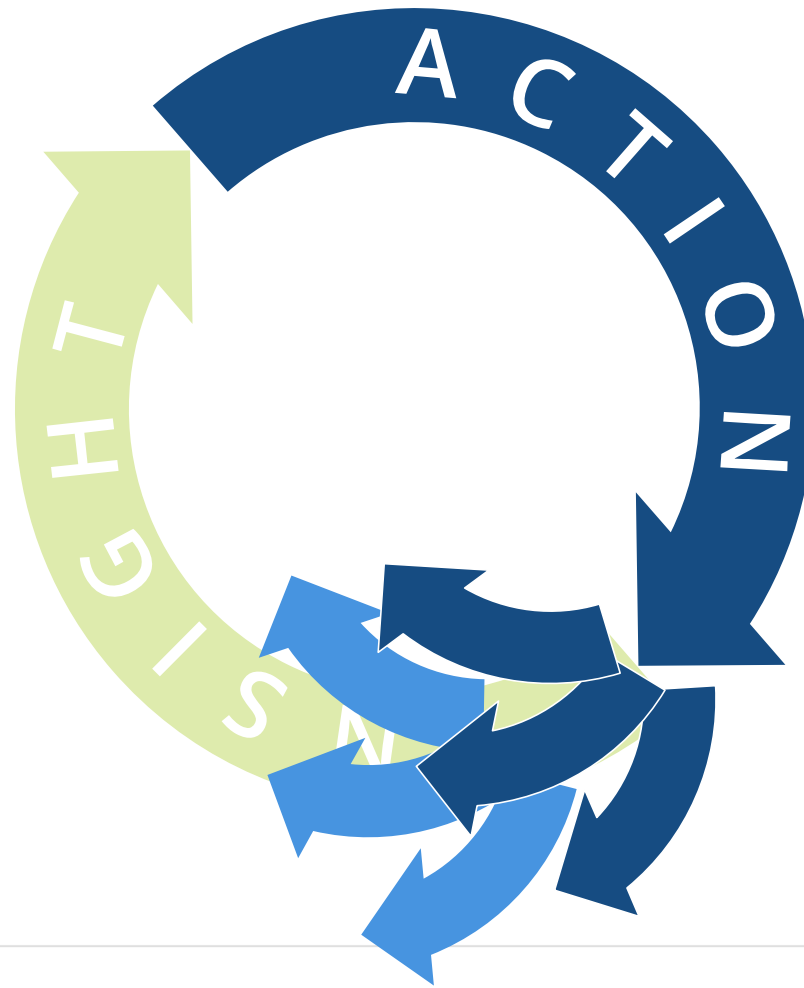
Beyond Dashboards: More Digital Actions Create More Targets For Insights

STRATEGY

MANAGEMENT

EXECUTION

ACTION

INSIGHT

Business Processes

Services

Decisions

Experiences

Products

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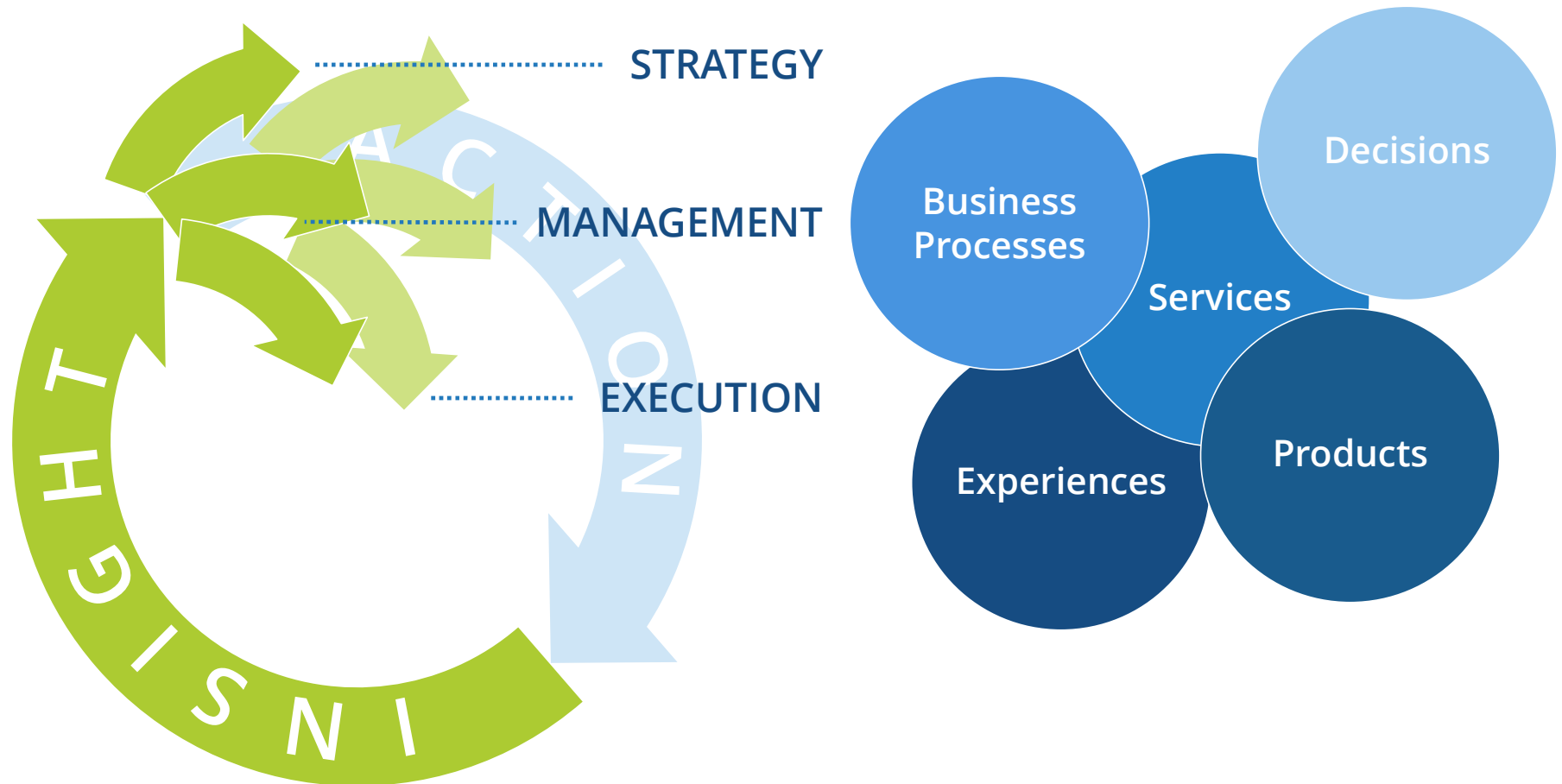
Data, Analytics, AI & Automation All Overlap & Reinforce Each Other

Analytics

Data

AI

Automation

Decision Intelligence

Predictive & Prescriptive Analytics

Process / Task Mining

Predictive & Prescriptive Analytics

Chatbots / Virtual Agents

Data Integration, App Integration

Intelligent Document Processing
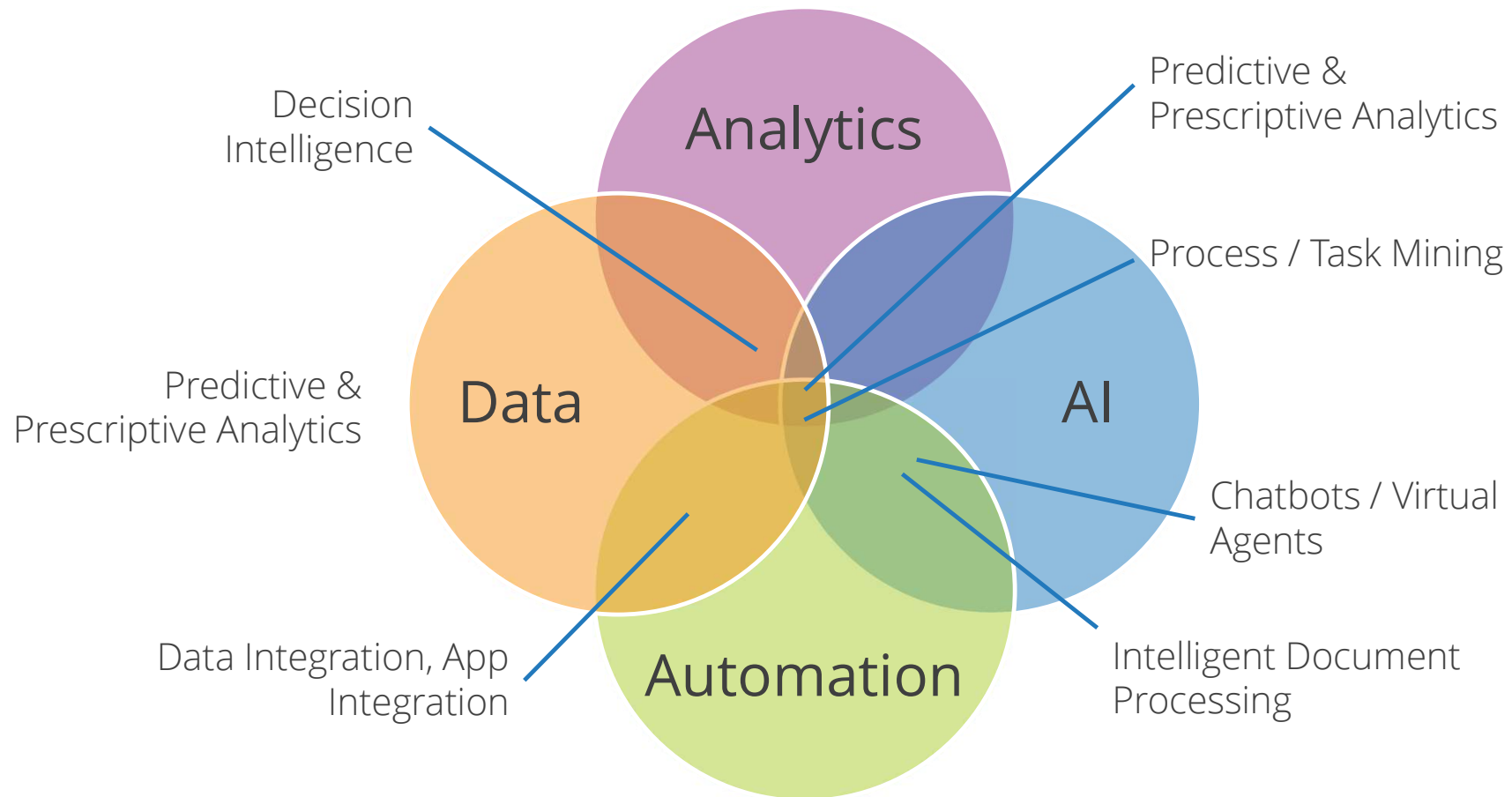
None of This Happens Without Trust

Goals and Outcomes — Start with **business goals**/behavior and context, then work "downward"

Culture/Literacy — A "data culture" creates universal awareness of the value of data, with an understanding of why and how it should be used to drive business outcomes

Tools/Analytics — A spectrum of tools and analytic applications aimed at different audiences enable more stakeholders to practice confident, evidence-based decision making

Pipelines — Scalable pipelines leveraging DataOps and MLOps provide consistent, trusted pathways for the refinement of raw data to make it "insight ready"

Platforms — Data fabrics and lakehouses create stable, integrated data platforms that abstract from the details of data sources across business silos, embracing hybrid and multicloud architectures

Excellence Requires Stakeholder Engagement at Every Level

Goals and Outcomes — C-suite (CXO/business function/LOB leaders)

Culture/Literacy — CXO, CDO, CAO

Tools/Analytics — CDO, CAO, data science/analytics teams

Pipelines — CIO, CTO, data analysts

Platforms — CIO, data engineers, data architects
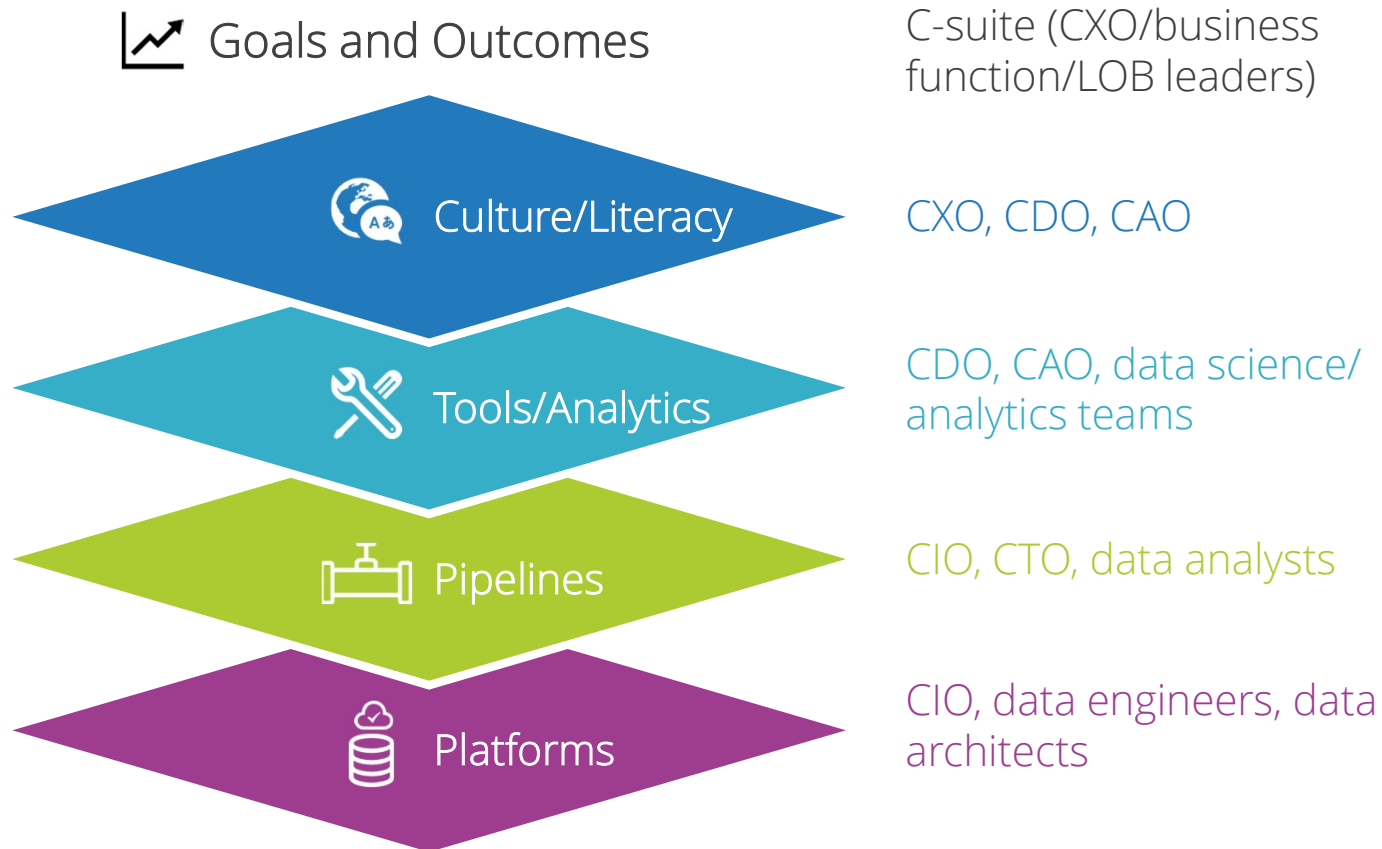
Responsibility is dispersed. True transformation cannot happen without collaboration between these stakeholder groups.

Starting at the Very Top is Vital to Engagement

C Suite's Attitude to Enterprise Intelligence

Enthusiastic
32%

Measured
23%

Curious
31%

Sceptical
8%

Averse
6%

CEO

Goals and Outcomes

Engagement

Culture/ Literacy

Tools/ Analytics

Pipelines

Platforms
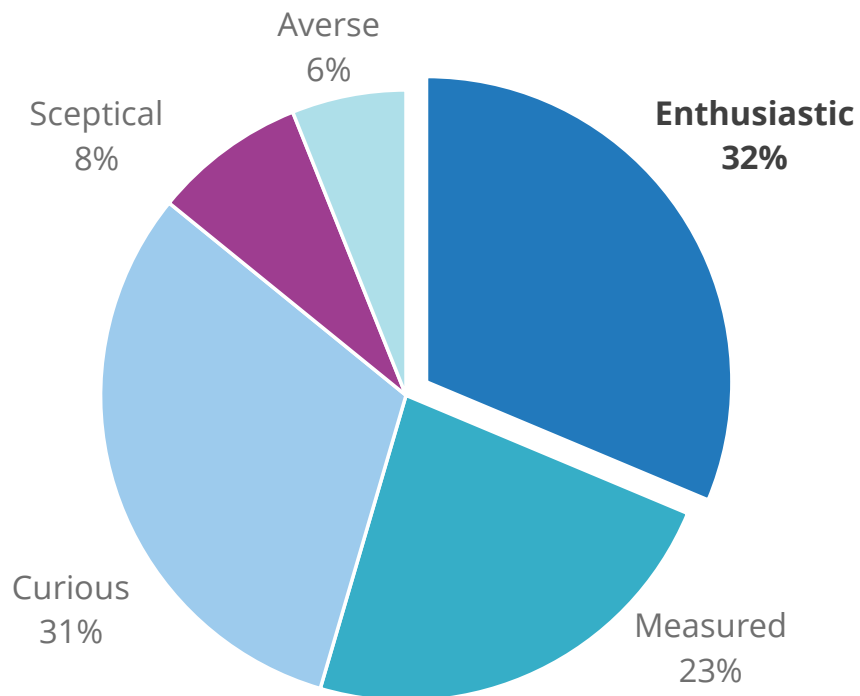
In **55%** of companies, the person chiefly responsible for all data and analytics reports to the CEO.

Trust is Built Through All Layers of Data Capability

Goals and Outcomes

Trusted data and analytics leads to trust in the decisions/outcomes, increasing adoption and reducing business risk

Culture / Literacy

Trust that people understand the data and know how to work with it responsibly

Data Literacy

Tools / Analytics

Trust that analytics and decisions are appropriate

Bias detection, fairness, explainability, decision intelligence

Pipelines

Trust that data is accurate, consistent, relevant

Data lineage, catalogs, data quality, transformation

Platforms

Trust that data is protected, complete, up to date

Anonymization, privacy compliance & management, integration

Trust

Engagement

Trust

How European Organizations are Building Trust and Engagement

"Think like a marketeer"

- "Sell" analytics to the business
- Heroes, sponsors, advocates across the business

"Establish a data commonwealth"

- LOB "owns" the data, monitors quality etc.
- Accessible across the business

"Constant dialogue at every level"

"Leverage education and training"

Recommendations

1 Uncertainty is Everywhere
To survive and thrive, you must excel at being able to anticipate, react and adapt – quickly and effectively.

2 Resilience, Agility, Efficiency... AND Innovation
All these priorities are important – the ability to power business change with data is central to all.

3 Trust is Everything
Trustworthy insights must be more than an aspiration. Trust is a golden thread that runs through everything.

Thanks!

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