DIGITAL NERVOUS SYSTEM
Average company lifespan on S&P 500 Index (in years)

Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor’s
SILICON VALLEY’S DATA MACHINE

- Uber
- Tesla Motors
- Google Shopping Express
- Amazon Fresh
- Netflix
- Stitch Fix
- Square
- Flatiron
- Evolv
- IFTTT
“… let's seek to understand how the new generation of technology companies are doing what they do, what the broader consequences are for businesses and the economy.”

– Marc Andreessen
Big data brings business agility
big data applications

well understood systems
UP vs. OUT — Enterprise Edition

Different use cases put different demands on the data infrastructure.

Increasing cost per unit of capability from scale-up architectures causes rationing of resources. Only the most valuable use cases are pursued.
CONVENTIONAL DATA STRATEGY
“WHAT YOU DO TO DATA”

CLEAN
VALIDATE
CONTROL
PROTECT
MODERN DATA STRATEGY

“WHAT YOU DO WITH DATA”

ATTRACTION NEW CUSTOMERS

TARGET VIP CUSTOMERS

AUTOMATE
THE DATA VALUE CHAIN

DRAW VALUE FROM YOUR STRATEGIC DATA ASSETS

Discover    Ingest     Process     Persist     Integrate     Analyze     Expose
NOT ALL DATA IS EQUAL

Conventional data strategy

EDW
Governance
Security
NOT ALL DATA IS EQUAL

Modern data strategy

EDW

Governance

Security
WHAT IS A DATA STRATEGY?

- Business strategic ambitions
- Existing data & technology
- Possible data & technology

**Priorities**

**Constraints**

**Roadmap of investments**

**Tools to update and assess roadmap**
FOCUS ON THE VALUE

PRIORITIES

DIMENSIONS

OVERCOME YOUR ASSUMPTIONS
DEFINE YOUR ROADMAP
FROM IDEA TO PRODUCTION

We identify the business goals, distill those into use cases, and then work in short, iterative cycles to achieve tangible gains.

What can we do with data?
AN EXAMPLE
DATA STRATEGY FOR THE DOGS
AN EXAMPLE
DATA STRATEGY FOR THE DOGS

“...We've been investing in new capabilities to help us capture and use customer and pet data, and this year, we will deliver on new methods to use this data to drive growth.

— David Lenhardt
PetSmart CEO

NOTE: PetSmart is not an SVDS client. This is a fictional example based on public information.
http://risnews.edgl.com/retail-news/PetSmart-Leverages-Analytics-for-Personalized-Experience91783
Connect with pet parents in a personalized way
BUSINESS OBJECTIVES

Capture and use customer and pet data
Deliver personalized recommendations and offers
Track and share real-time store inventory
USE CASES

Recommend new pet products based on past purchases at point of sale

Recommend upcoming store/community events based on customer preferences

...
WORKLOAD

Recommendation engine
✓ Incremental revenue
✓ Time to market
✓ Economic functional implementation
✓ Cost avoidance
✓ Brand benefit
✓ Goodwill
DATA STRATEGY CHECKLIST

- Identify your business objectives
- Go from objectives to tactics
- Include all stakeholders in the conversation
- Look at how technology can support strategic workloads
- Exploit patterns and reuse
- Prioritize the possibilities to figure out where to start
- Define your roadmap with an end-point in mind
- Lather, rinse, repeat
THE EXPERIMENTAL ENTERPRISE

Data science allows us to observe our experiments and respond to the changing environment.

We need to both support investigative work and build a solid layer for production.

The foundation of the experimental enterprise focuses on making infrastructure readily accessible.
LEAD A DATA REVOLUTION

• Can only win with situational awareness
• New architectures offer new opportunities
• Creation of data-driven value requires new approach
• Create an Experimental Enterprise
• Business must lead, and understand the potential of the technology
Edd Dumbill
edd@svds.com
@edd

Yes, we’re hiring!
svds.com/hiring