Digital Transformation at Symcor

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General Market Disruption in Data

1.0
Data for Specific Business Applications

2.0
Data for Enterprise-wide Business Processes

3.0
Data Powers Digital Transformation
We’re at a Tipping Point

~80% of leaders ...

Sources: RightScale, Gartner, Compuware.

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Digital Transformation: Powered by Data

53% of IT decision-makers are planning data-driven projects to generate value from existing data.

78% report that big data could fundamentally change the way their company does business.

71% feel strongly that data will create new revenue streams & lines of business within three years.

90% of the CIOs surveyed believe in Digital Transformation.

Only 15% are executing.

Source: CIO.com Survey
Managing Data Is Getting Harder in Data 3.0

**Explosion in Data Volume**
- 20.6 zettabytes per year in global data center traffic

**New Users**
- 500 million business data users and growing

**New Data Types** (mobile, social, IoT)
- 20 billion connected devices

**Data in the Cloud**
- Over 94% of data center traffic will come from the Cloud

**Machine Learning/AI**
- 1 billion workers will be assisted by machine learning or AI
Welcome to the Forefront of Data

Enterprise Cloud Data Management

- DATA INTEGRATION
- iPaaS
- BIG DATA MANAGEMENT
- DATA QUALITY & GOVERNANCE
- MASTER DATA MANAGEMENT
- ENTERPRISE DATA CATALOG
- DATA SECURITY
Symcor’s Data-Driven Strategy Drives Transformative Results

In this fireside chat session, you’ll hear how this Canadian data services and analytics firm is managing the intersection of people, processes, and technology to drive digital transformation. Using the concept of a data factory, Symcor is focused on improving data literacy across the individuals responsible for not just technology and business processes, but also throughout the front- and back-office operations. You’ll also learn why a platform of integrated capabilities is critical for Symcor to scale the execution of data governance activities across the entire data lifecycle.

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