

Digital Transformation at Symcor

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CIO100



General Market Disruption in Data

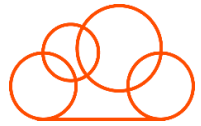
1.0
Data for Specific
Business Applications

2.0
Data for Enterprise-wide
Business Processes

3.0
Data Powers Digital
Transformation

We're at a Tipping Point

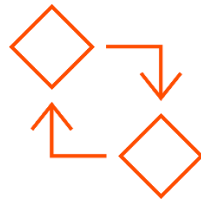
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~80% of leaders ...



... are looking at multi-cloud strategy, averaging about 5 clouds



... say in 2 years companies will compete on customer experience



... will adopt self-service BI initiatives



... define data/analytics strategy as top CDO responsibility



... admit they don't know where all their customer data resides

Sources: RightScale, Gartner, Compuware.

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Digital Transformation: Powered by Data

53%

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: IDG

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



MULTI-
CLOUD



BIG DATA



REAL TIME/
STREAMING



TRADITIONAL



DATA
INTEGRATION



iPaaS



BIG DATA
MANAGEMENT



DATA
QUALITY &
GOVERNANCE



MASTER DATA
MANAGEMENT



ENTERPRISE
DATA CATALOG



DATA
SECURITY



Informatica



*Della Shea
Chief Data & Privacy Officer
Symcor*

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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