



SUMMIT
ONLINE

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Activating data as a strategic asset

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BDM Data and Analytics
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Agenda

Challenges to leveraging data as a strategic asset

Notes from a customer journey

The future of data analytics platforms

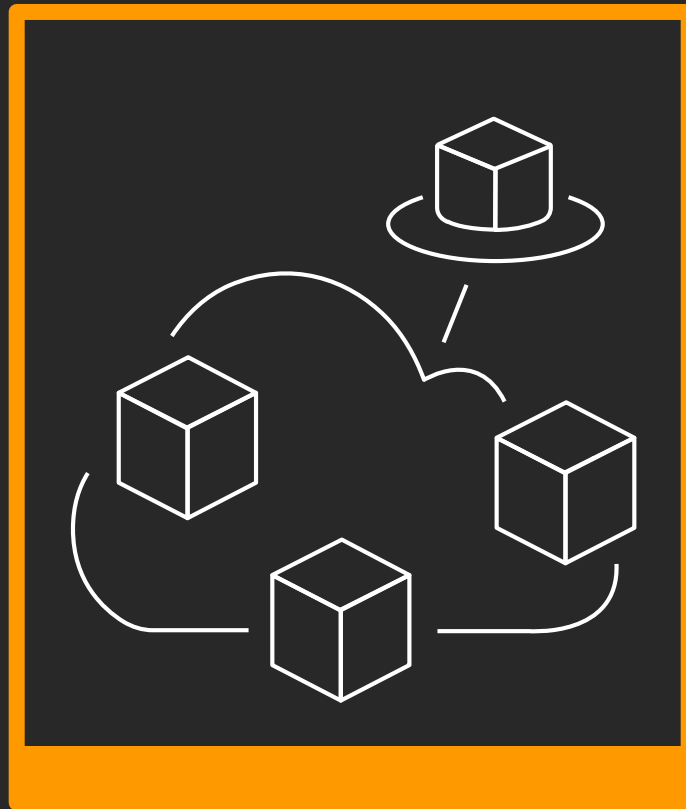
How to get started?



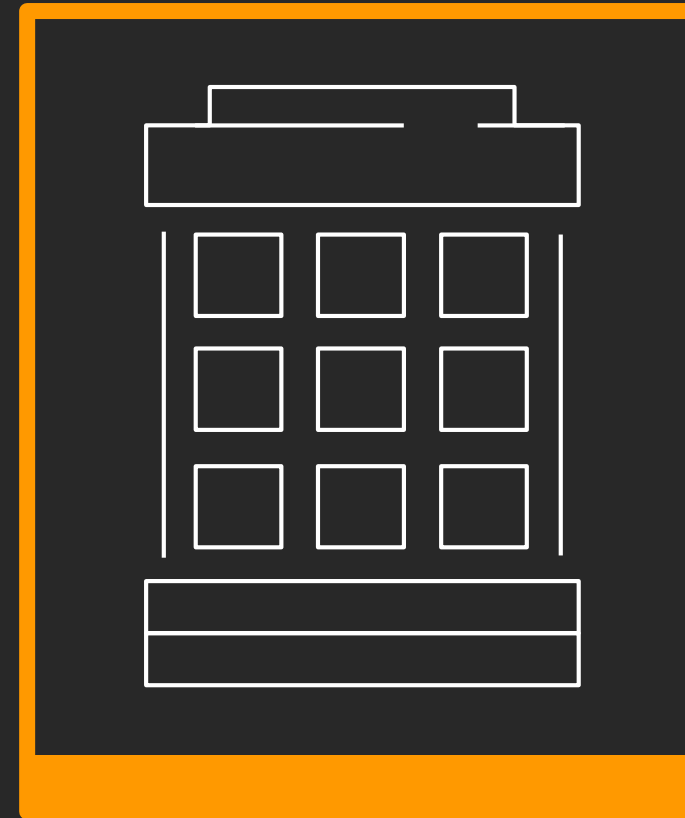
Why is data strategic?

Activating data as a strategic asset - the challenges?

Technology



Business



Business challenges



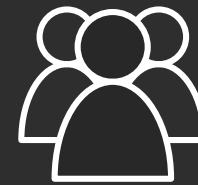
Alignment
to value



Democratised
data ownership
and access



Cultivate a data
driven, test and
learn culture



Talent
management



Operating
model

Technical challenges



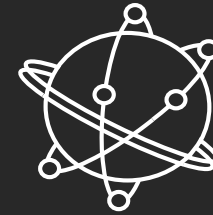
Rigid
architectures



Tightly-
coupled



Silos of data /
proprietary
formats



Foundation
for AI/ML



Diverse data
growing
exponentially

Notes from a customer journey

Notes from a customer journey

Context

- Clarity on the business problem - maximising the value of every interaction
- Started with a traditional approach
- Transformation within a transformation

Starting point

- Well defined business problem
- Well defined architecture
- Traditional operating model
 - Separation of IT and the business

Evolution

- Business problem evolves
- Architecture evolves to meet business needs
- Operating model evolves
 - Tight linkage between business and the IT team

Notes from a customer journey

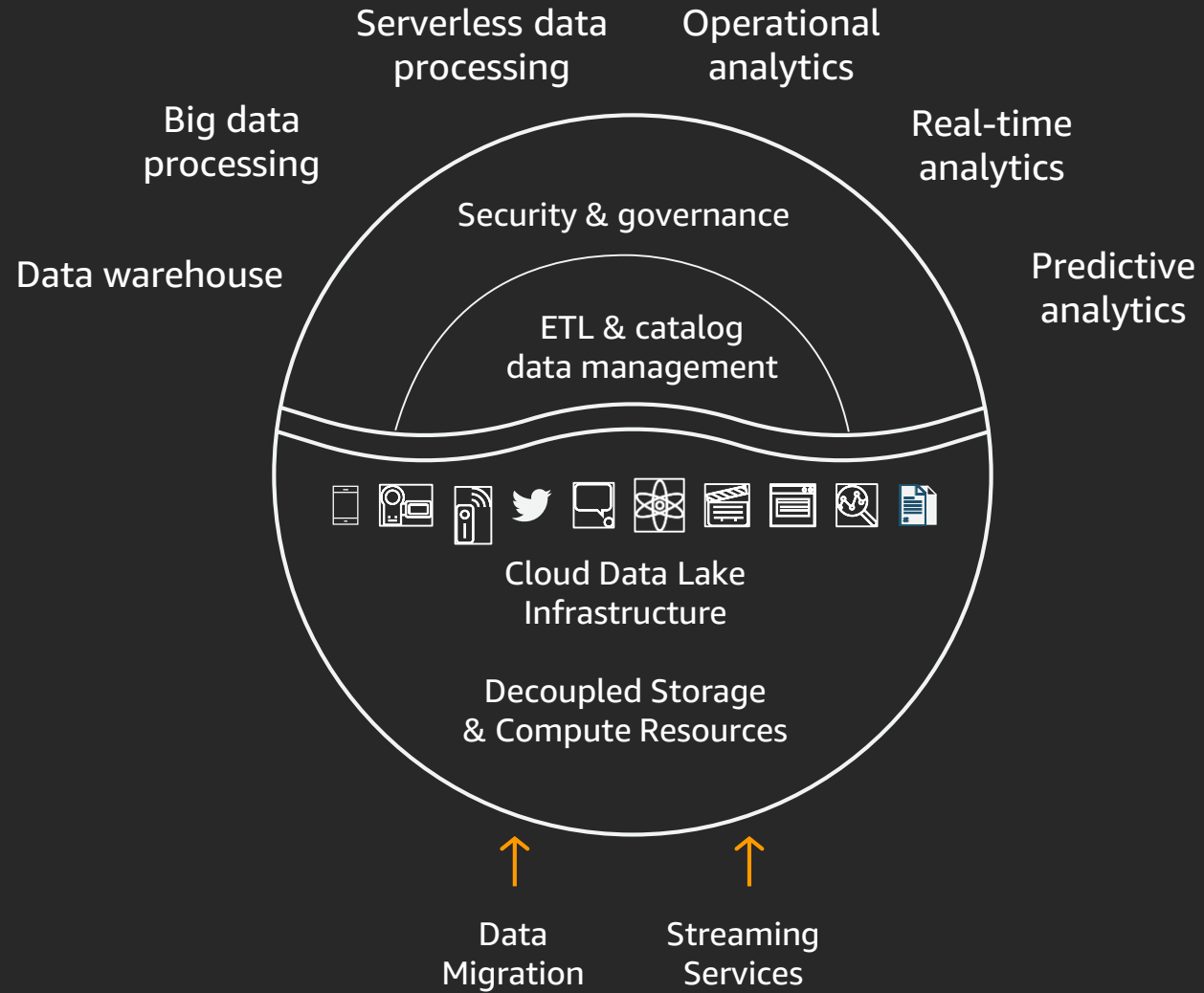
Lessons learned

- BAU versus innovation
- Reality of enabling experimentation in a constrained environment
 - develop an operating model that allows for both
 - solved on the journey (and evolved overtime ... the answers were sometimes clear in hindsight)
- Business needs to come on the journey
- Managing the stakeholders
- Winning/influencing hearts and minds

What's next?

The future of data analytics platforms

Cloud data lakes are the future



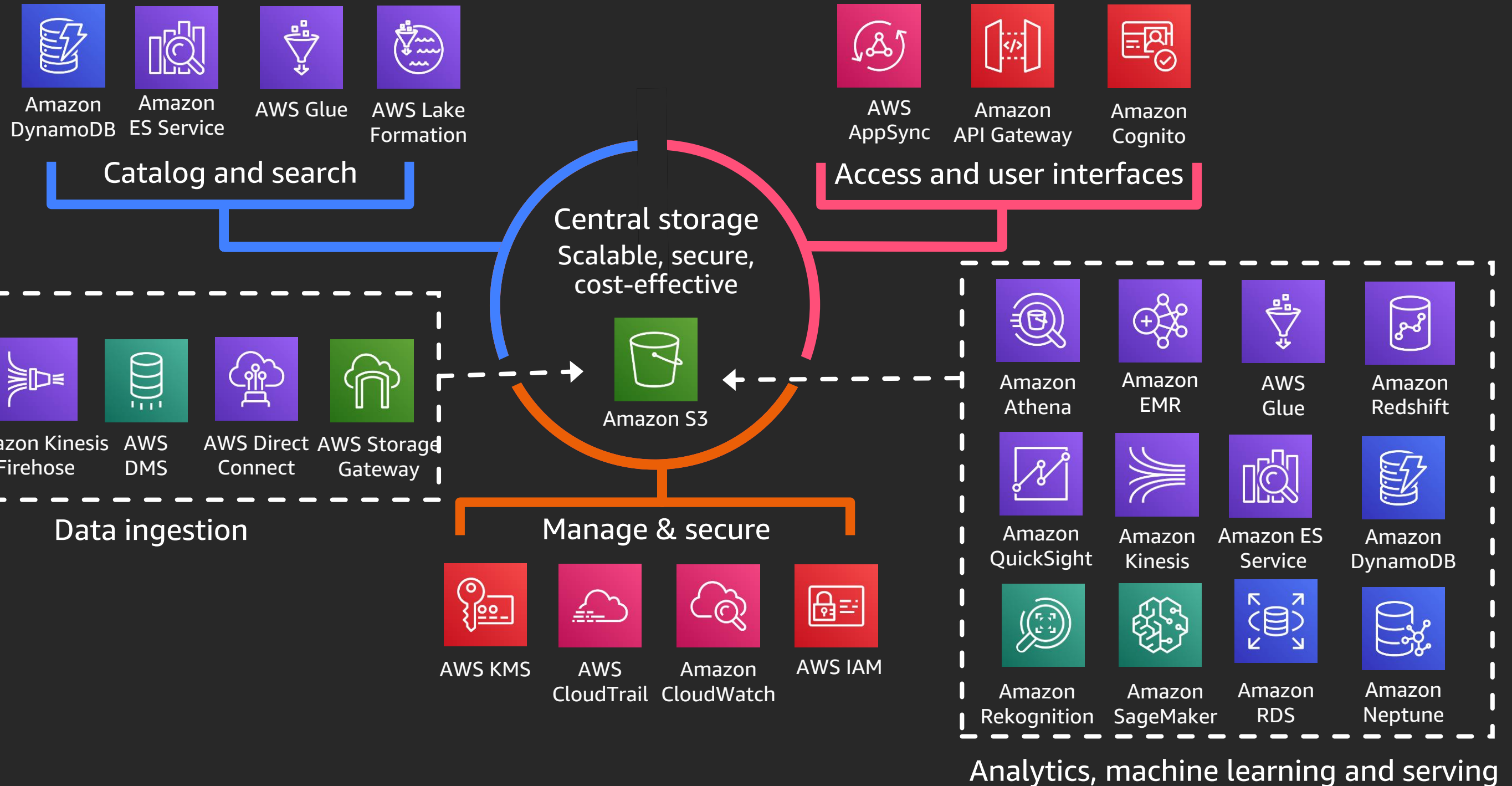
Customers want:

A **single data store** that is scalable and cost effective

To store data **securely** in **standard formats**

To analyse their data in a **variety of ways**

Data platforms on AWS



Data Driven Enterprise (D2E)

The transformation is challenging, requiring a strong vision, new culture, skills and technology



Understanding what
great looks like



Identifying value
drivers and
prioritising use-cases



Creating
sponsorship and
business case



Cultivating a data
driven, test and
learn culture



Gaps in skills and
technologies



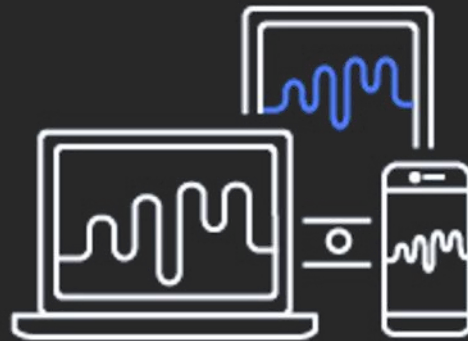
Data privacy, security,
compliance and
governance

Getting started

AWS customer journeys for data and analytics



Data-driven
everything



Data from
day one



Experiment
to value



Data warehouse
modernisation

Related breakouts

ANA02 - State of the art cloud data warehousing

ANA03 - Data lake best practices: Setting yourself up for success

ANA04 - Bridging the gap between digital marketing and operational data

ANA06 - Harnessing the full potential of IoT data with AWS IoT and Analytics Services

ANA07 - Supercharged customer experience with AWS Amplify, Amazon Pinpoint, and Amazon Personalise

ANA08 - A path to Event Sourcing with Amazon Managed Streaming for Apache Kafka

Thank you!

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