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Overcoming your biggest headache: Dealing with data systems changing using a Data Fabric

CDAO Brisbane March 2023

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General Manager, Australia & New Zealand

WHO AM I SPEAKING TO TODAY

1. Data platform & delivery

2. Data curators & producers

3. Chief Data Officers

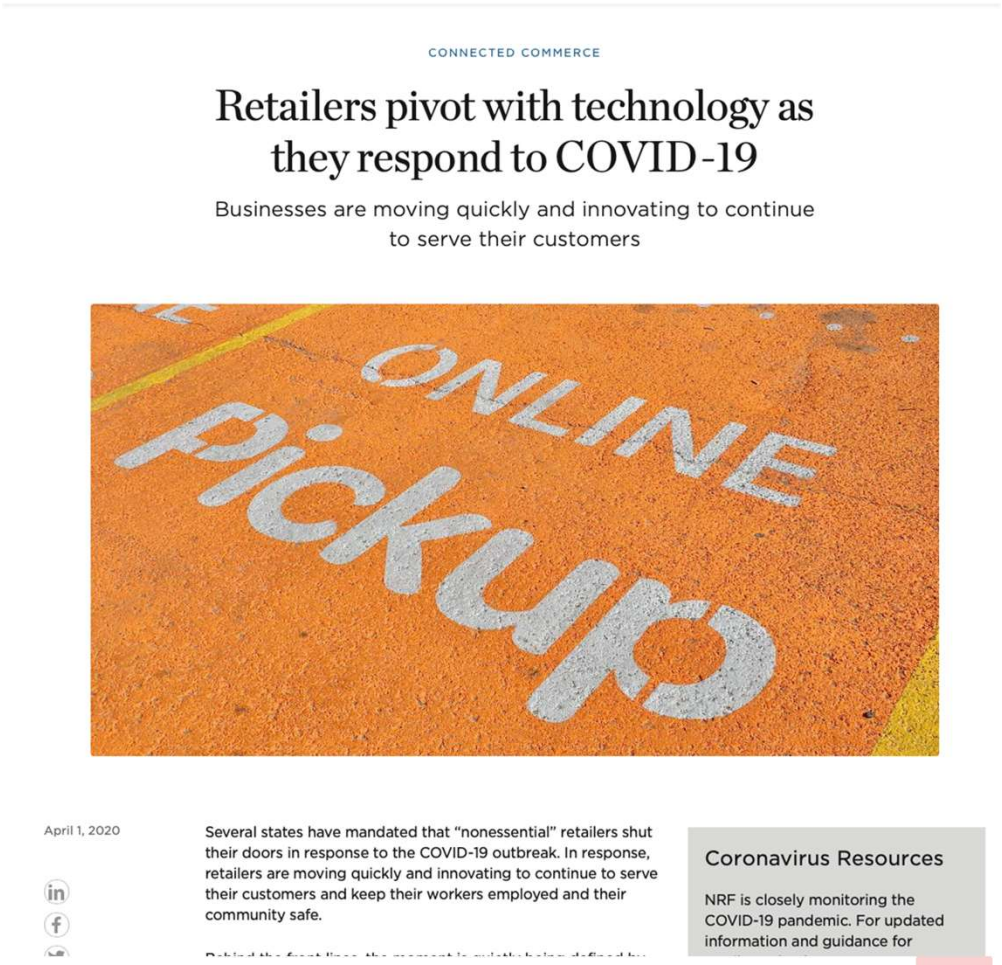
Change Agents

Three Words of the 21st Century Market (2020):

Innovation

Adaptability

Resiliency (Biz model)



CONNECTED COMMERCE

Retailers pivot with technology as they respond to COVID-19

Businesses are moving quickly and innovating to continue to serve their customers

April 1, 2020

Several states have mandated that "nonessential" retailers shut their doors in response to the COVID-19 outbreak. In response, retailers are moving quickly and innovating to continue to serve their customers and keep their workers employed and their community safe.

Coronavirus Resources

NRF is closely monitoring the COVID-19 pandemic. For updated information and guidance for

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SYSTEMS DESIGNS FOR DATA

COMPOSABLE DATA ARCHITECTURE = ADAPTABLE ORGANISATION

Business composability is a way of planning, organizing and operating based on reassembling modular components into **new business capabilities and workflows.** Modular design allows business to be **adjusted to drive business value.**

SYSTEMS DESIGNS FOR DATA

40-50

1,000

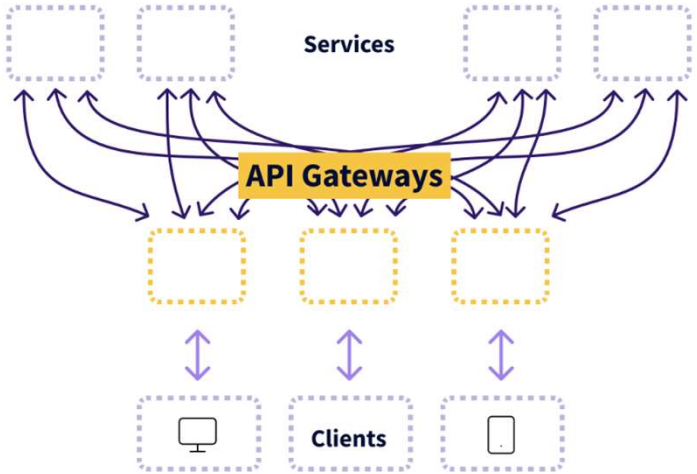
AVE 6-12

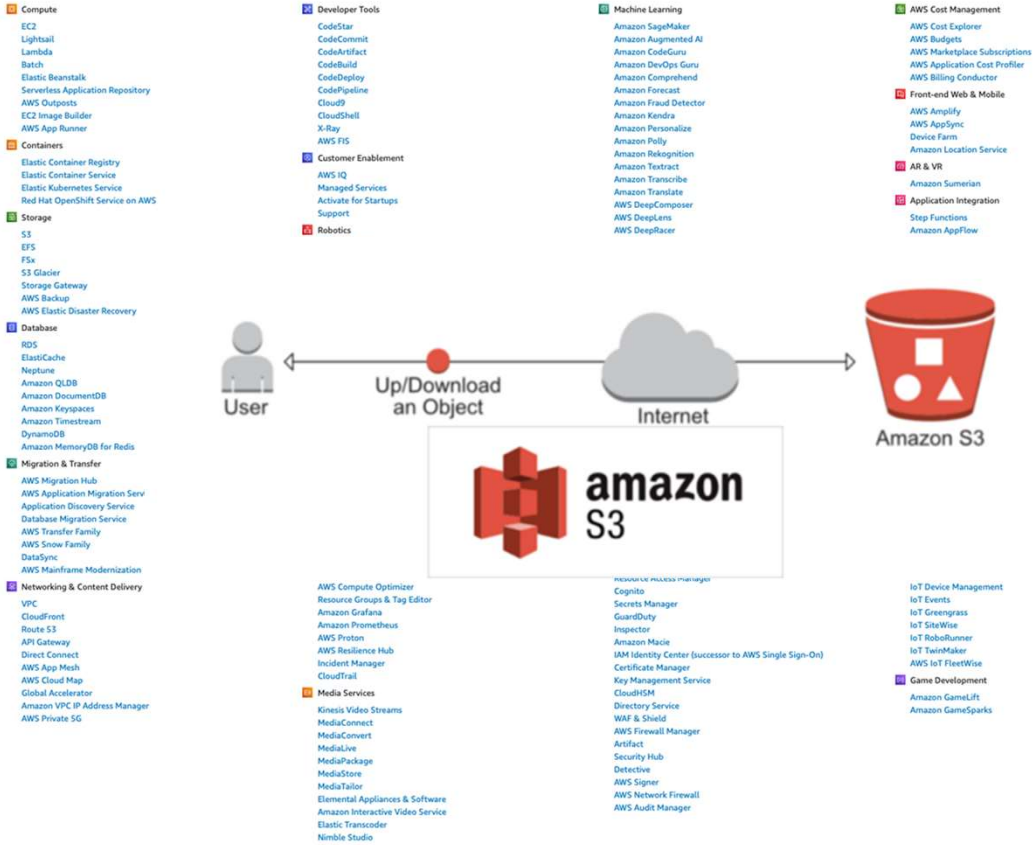
$45,000

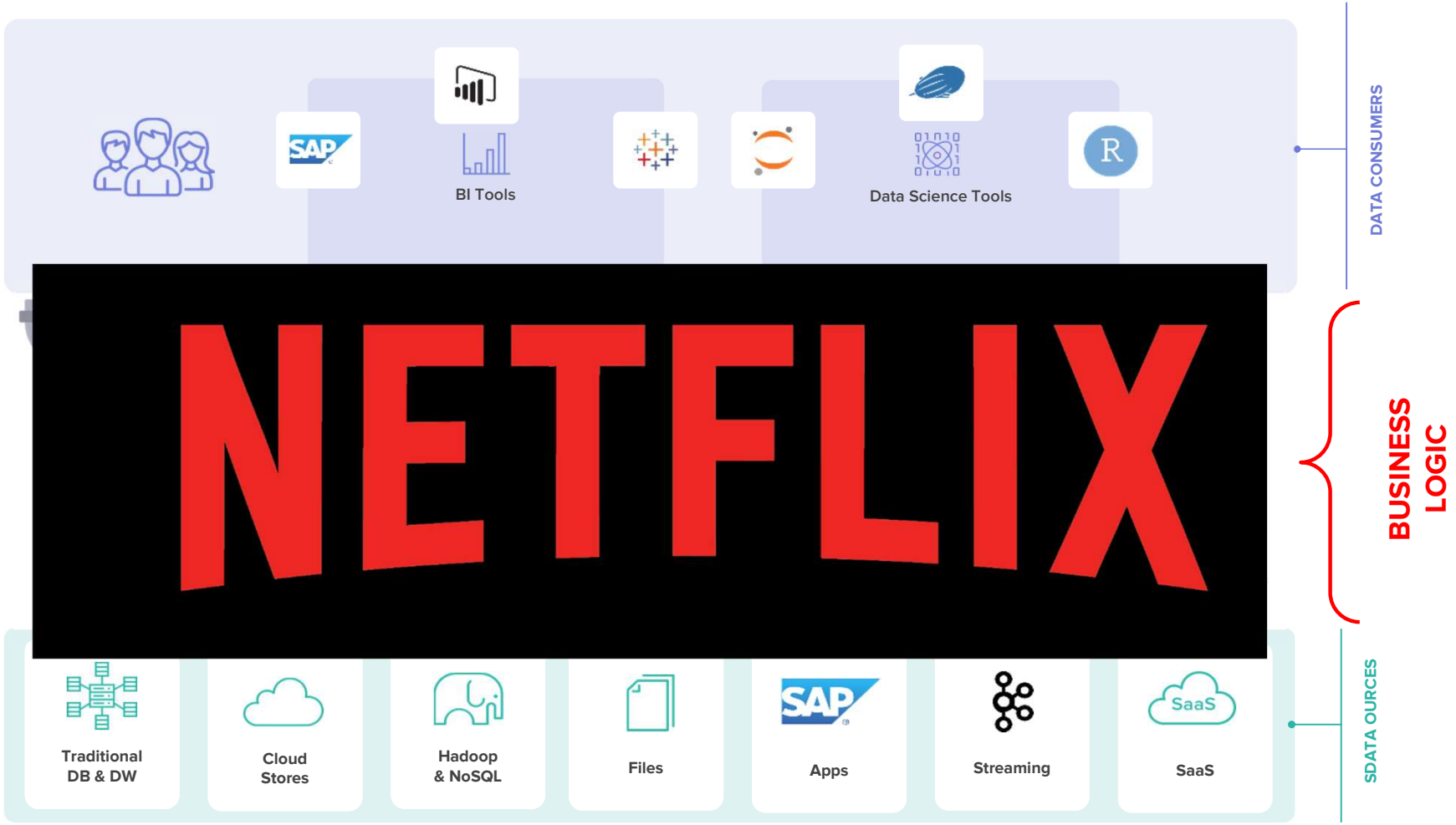
50%

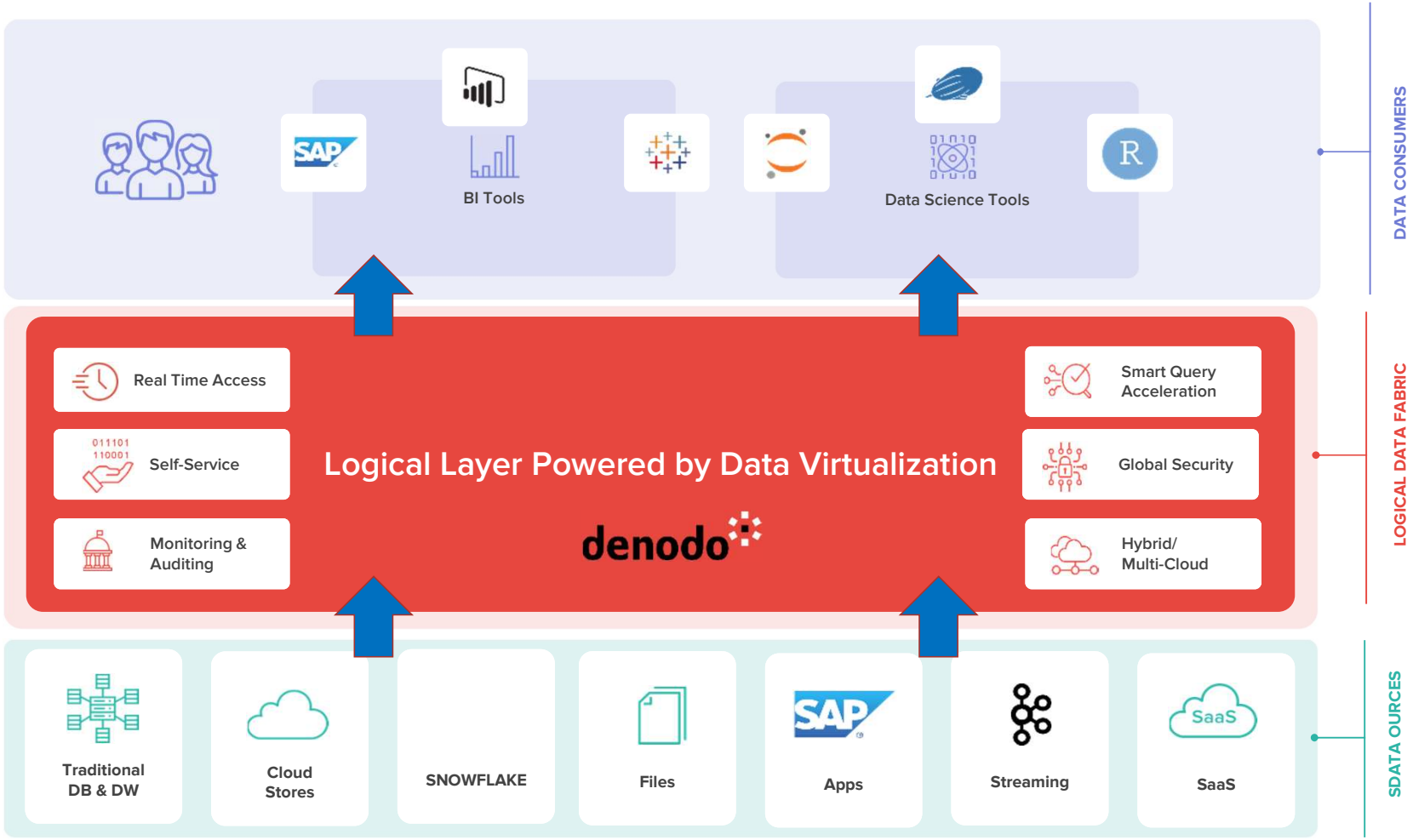
1. Decouple data access & delivery from data storage

The power of decoupling






BI Tools
Data Science Tools
DATA CONSUMERS
NETFLIX
BUSINESS LOGIC
Traditional DB & DW
Cloud Stores
Hadoop & NoSQL
Files
Apps
Streaming
SaaS
SDATA OURCES


BI Tools
Data Science Tools
DATA CONSUMERS
Real Time Access
Self-Service
Monitoring & Auditing
Logical Layer Powered by Data Virtualization
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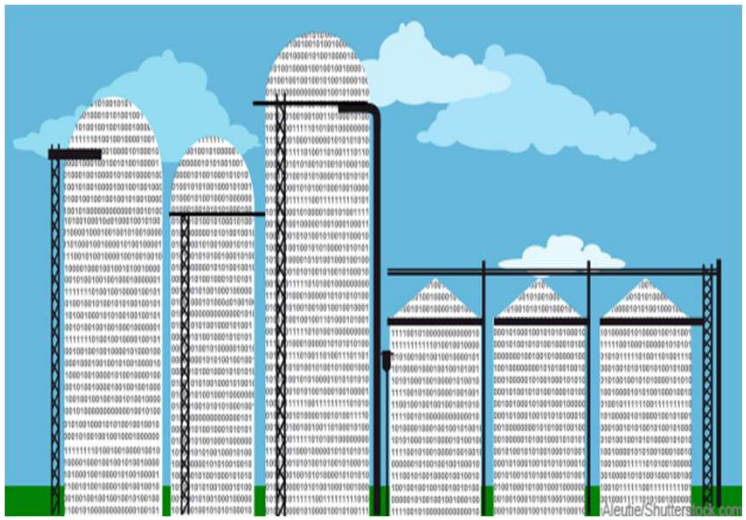
Smart Query Acceleration
Global Security
Hybrid/ Multi-Cloud
LOGICAL DATA FABRIC
Traditional DB & DW
Cloud Stores
SNOWFLAKE
Files
Apps
Streaming
SaaS
SDATA OURCES

2. Focus on agile Data Provisioning

From Collecting Data to Connecting & Delivering Data

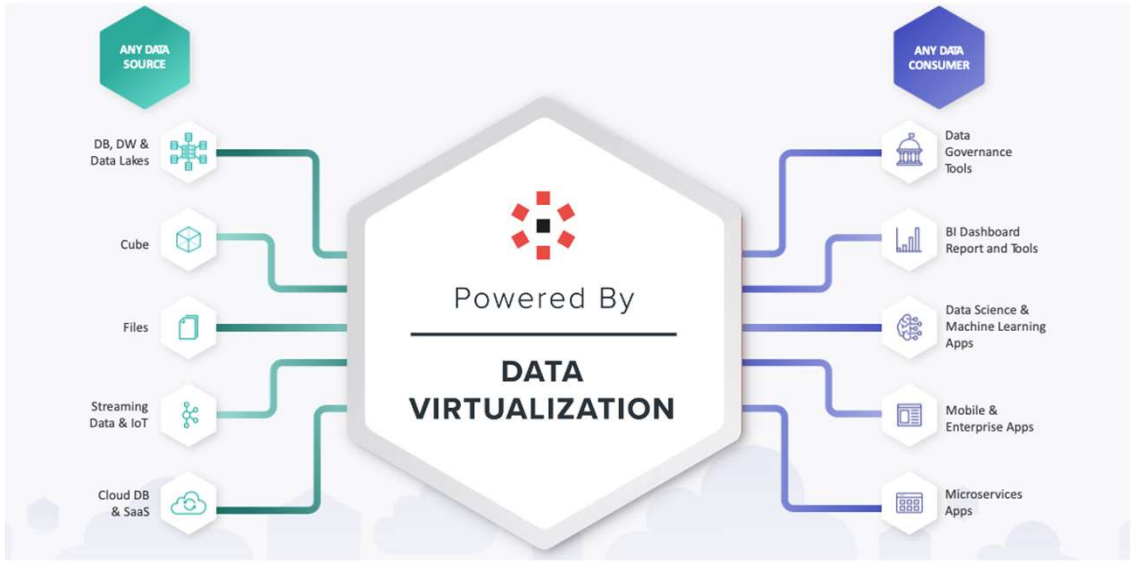


EDW

Big Data/
Data Lake

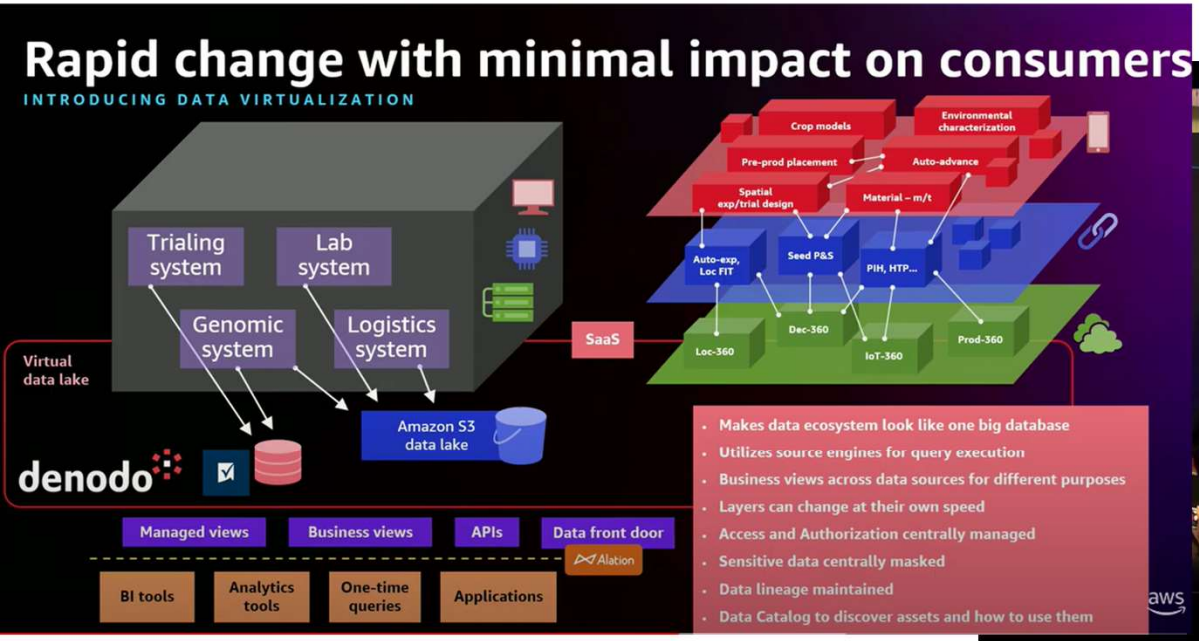
Cloud
Data
warehouse

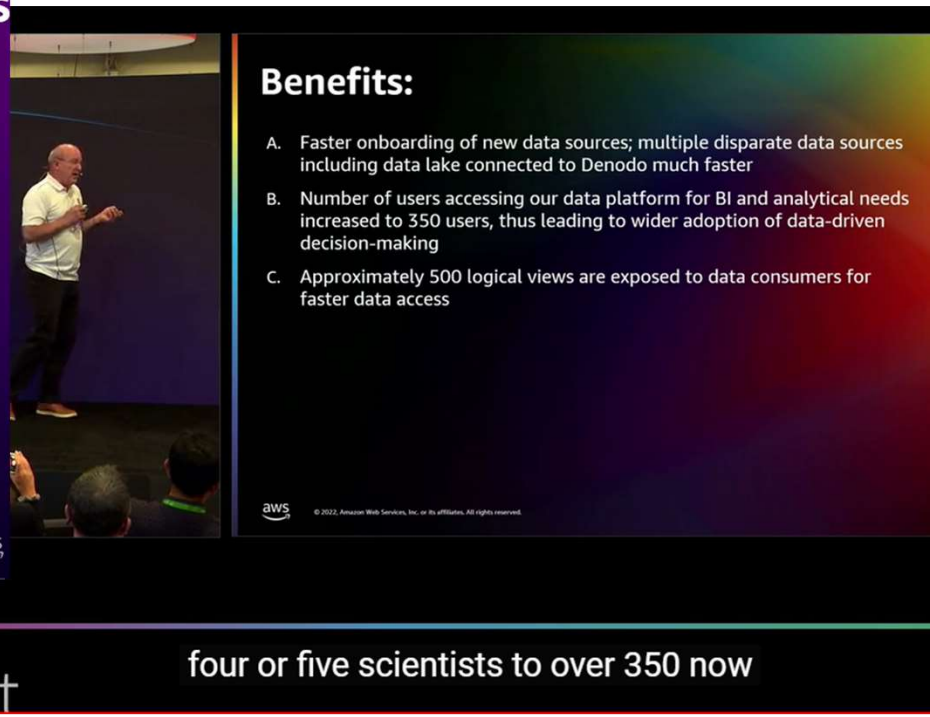
“14
”



LAST MILE DELIVERY

Syngenta - Rapid Provisioning





12 MONTHS

4 **350**

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3. Data Products and Data Marketplace

Data as a Product

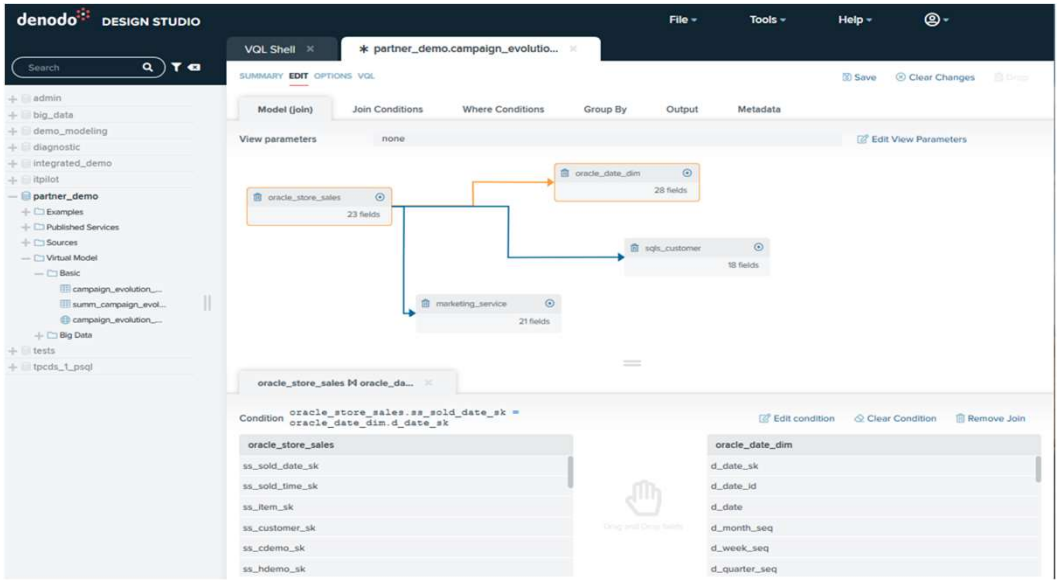
Easily Discoverable

Easily Understandable

Easily Re-Usable

The processes and pipelines to generate the product are internal implementation details and hidden to consumers

Data Products Supply Chain



Publish

REST

OData

SQL

GraphQL

GeoJSON

Combine

Connect

Data products that are easy to create

Data products that are easy to consume

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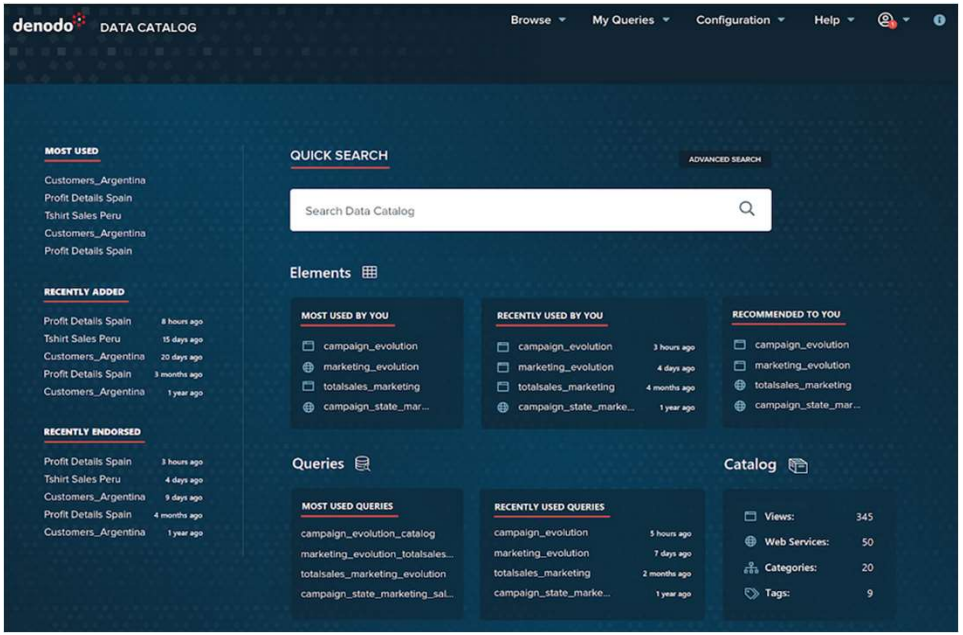
Data Products Supply Chain



tableau

python

Qlik

Power BI

jupyter

Apache Zeppelin

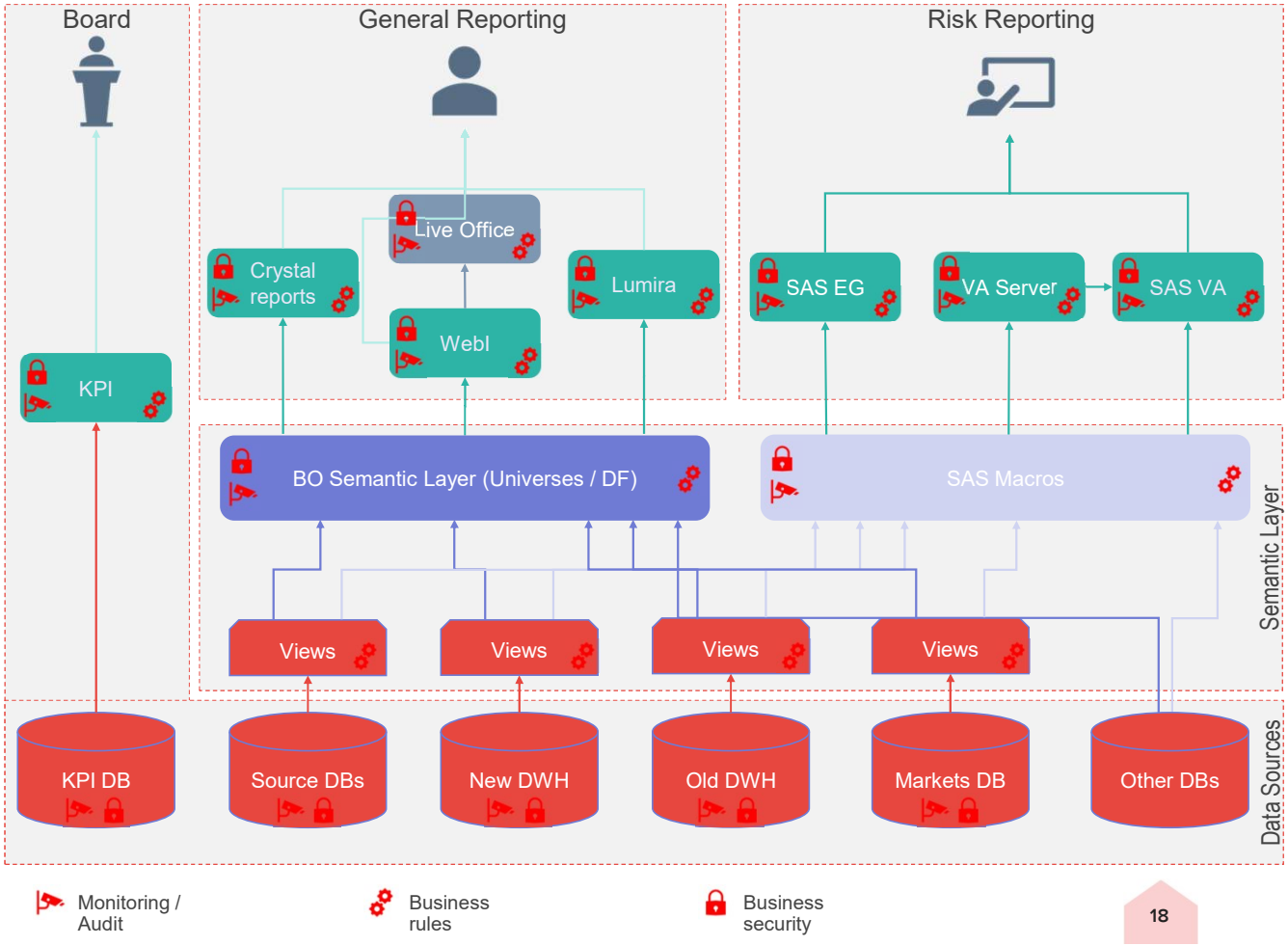
ThoughtSpot

Data products that are easy to find

Data products that are easy to access

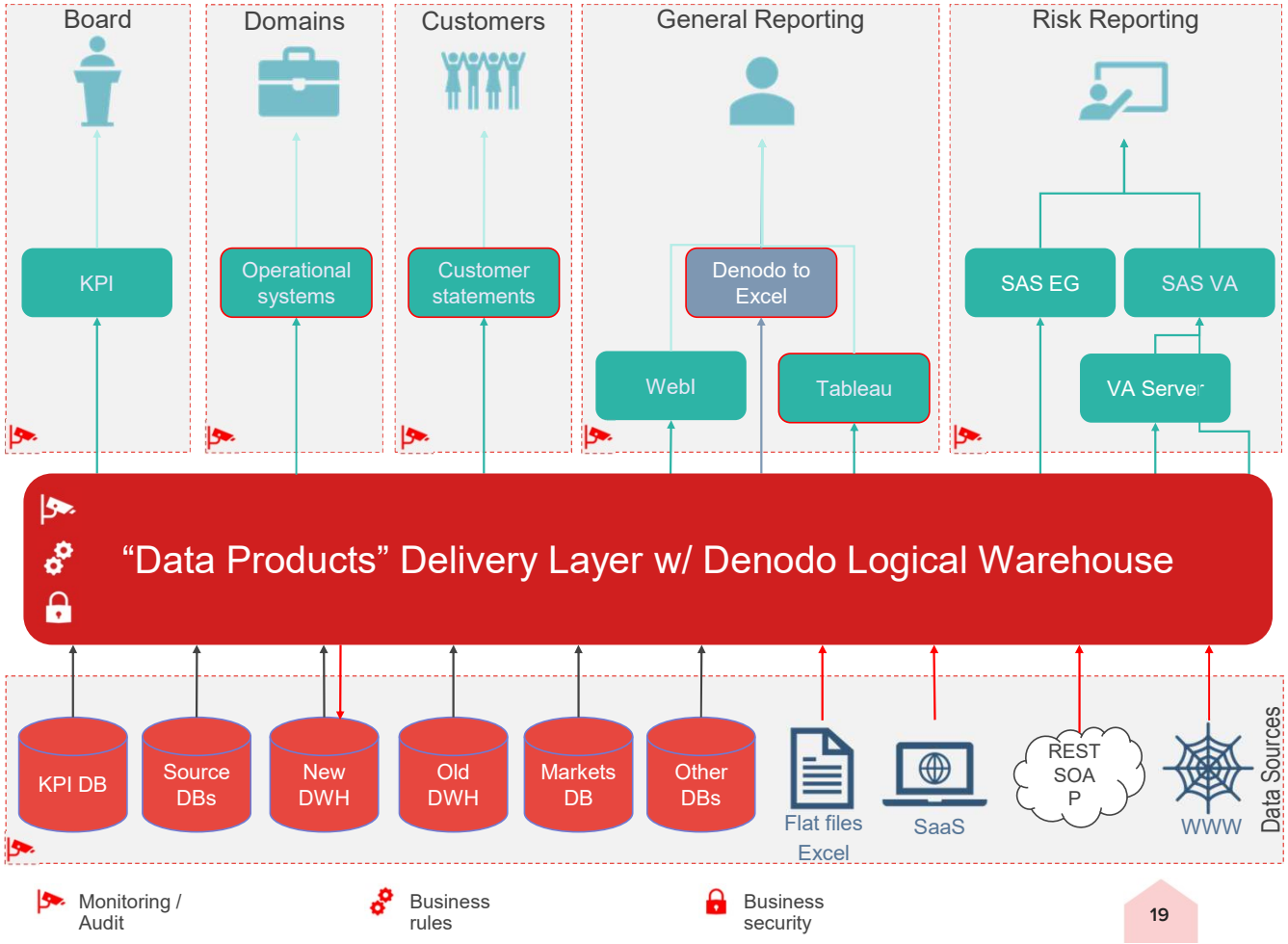
Data Products Supply Chain - Before

- Too many query points
  - Heterogeneous technologies
  - Complex source systems
- Scattered business rules
  - Semantic layers in BI
  - Business logics in DB views
- Many points of access control
  - Audit points all over the place
  - Each system has its own access control



Data Products Supply Chain - After

- A simplified process
  1. Domains provided with a development space
  2. LDW developers combine views
  3. Domains publish data
  4. Operational systems access the data
- Top-down modelling
  - Using interface views *(data contracts)*



Decreased Data Delivery Times Over ETL

CHALLENGE

They primarily relied on ETL processes to fulfill data-set requests. As a result, these organizations were unable to leverage real-time data as these ETL processes were limited by batch processing.

FORRESTER®

DENODO SOLUTION

The Denodo Platform enabled interviewees to execute data pulls at their organizations faster and to deploy releases more regularly.

With Denodo, multiple types of data workers were able to realize immediate efficiencies in fulfilling their data-set requests driven by the Denodo Platform's capabilities, such as optimized querying and letting data live where it is stored.

Customer Experience

"Now, we can do weekly releases. We're able to add new data sources within 2 to 3 hours. We're about 60% faster than we were in the old world."

-VP of Data & Analytics, Real Estate

65% Reduction in delivery times over ETL

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https://www.denodo.com/en/document/analyst-report/forrester-study-total-economic-impact-data-virtualization-using-denodo

Denodo Customers Across All Sectors

1000+ customers, including many Fortune 500 and Global 2000 companies across 30+ industries

Thriving In Times of Rapid Change - Call to Actions

1. Start by adapting your current architecture incrementally
2. Focus on connecting data and not collecting data
3. Data consumers, products and marketplace

Come to our booth

Felix Liao
Director of Product Management APAC

https://bit.ly/3RZtFrS

Get Started Today

Try Denodo for a Test Drive with a 30-day free trial in the cloud marketplaces

CHOICE
Under your cloud account

SUPPORT
Community forum AND remote sales engineer

OPPORTUNITY
30 minutes free consultation with Denodo Cloud specialist

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Q&A

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Thanks!

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