



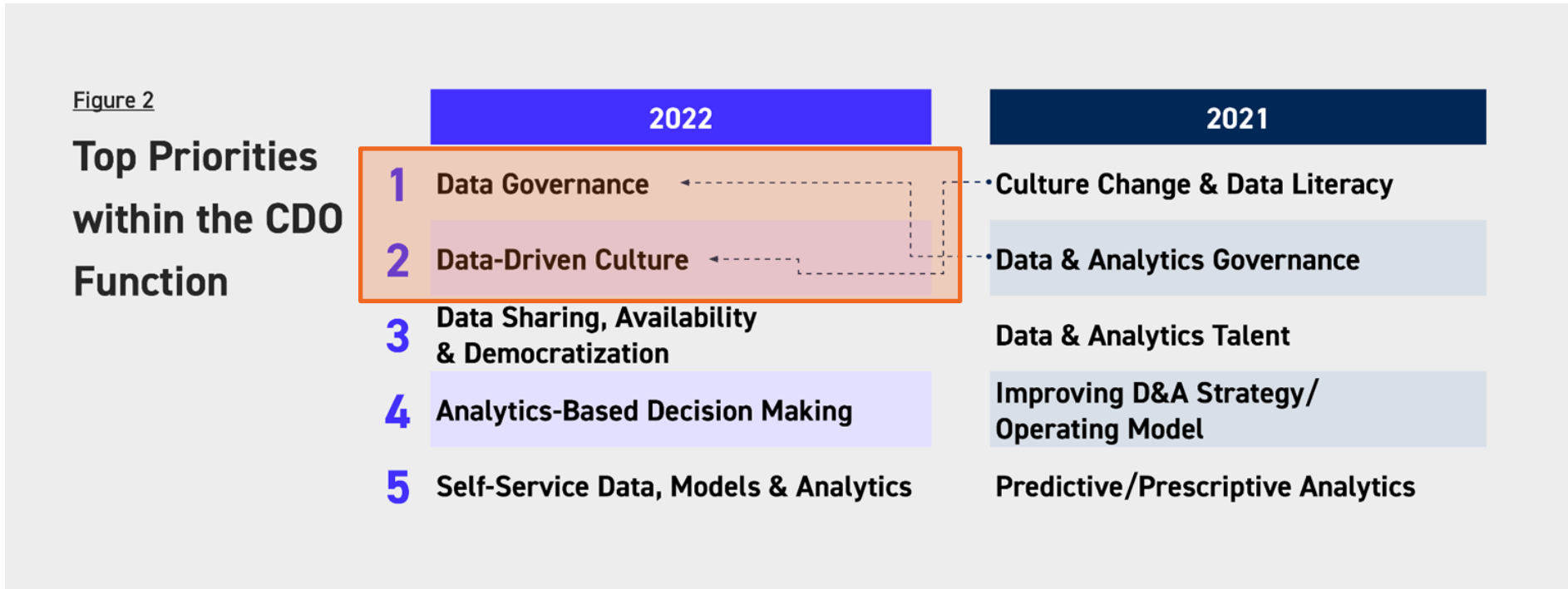
The Blueprint for Driving Data Culture

Murali Krishnamurthy, Presales Manager Asia Pacific | Alation
CDAO Singapore

The Most Successful Businesses are Data-Driven

90% of Companies with Top-Tier Data Culture Meet or Exceed Revenue Goals

Data Culture and Data Governance are Top 2 Priorities



[Evanta 2022 CDO Leadership Perspectives](#)

The Most Successful Businesses are Data-Driven

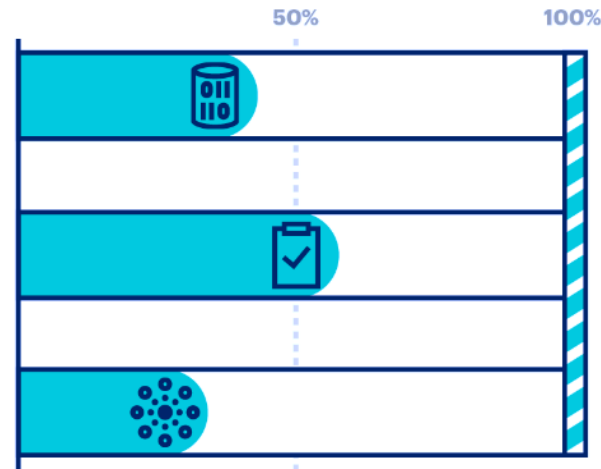
90% of Companies with Top-Tier Data Culture Meet or Exceed Revenue Goals

But...It's Hard

Only 42% have **successfully optimized data** for business processes and productivity.

Only 55% have **successfully improved compliance** with laws and regulations related to information management.

Only 35% have **successfully used data and analytics as a differentiator** to drive new business and/or operating models.



Just 26.5% of organisations have established a data-driven organisation

“The governance we have is failing us...”

[Gartner Infographic: Data and Analytics Governance Survey: IT Says Mission Accomplished; Business Disagrees](#)

[New Vantage Partners: Data & AI Leadership Executive Survey 2022](#)

Barriers to Becoming Data-Driven

Data Explosion

- 163 ZB by 2025 (volume)
- 300+ DBMSs (variety)
- IoT and Edge (velocity)



Hard to find

Changing Workforce

- Broad range of users
- Turnover, restructuring
- Hybrid work (WFH)



Hard to use

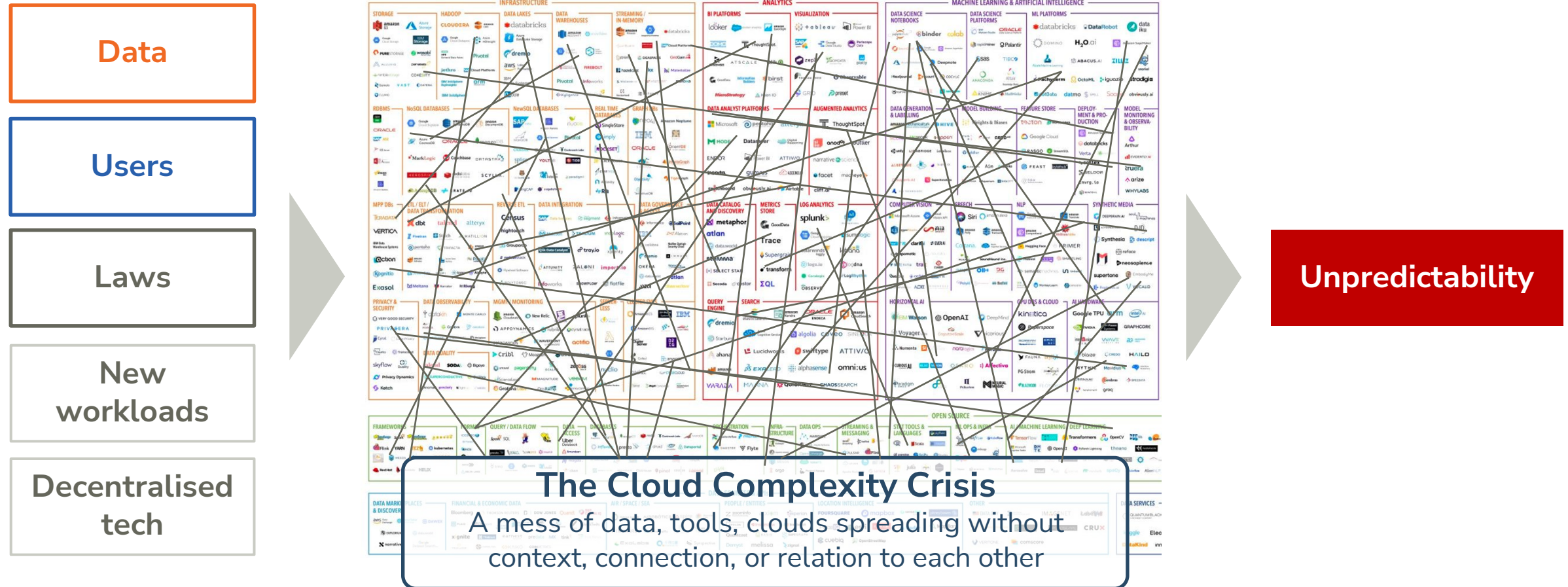
Evolving Laws

- Privacy & Risk
- Data Residency
- Industry-specific Regulations

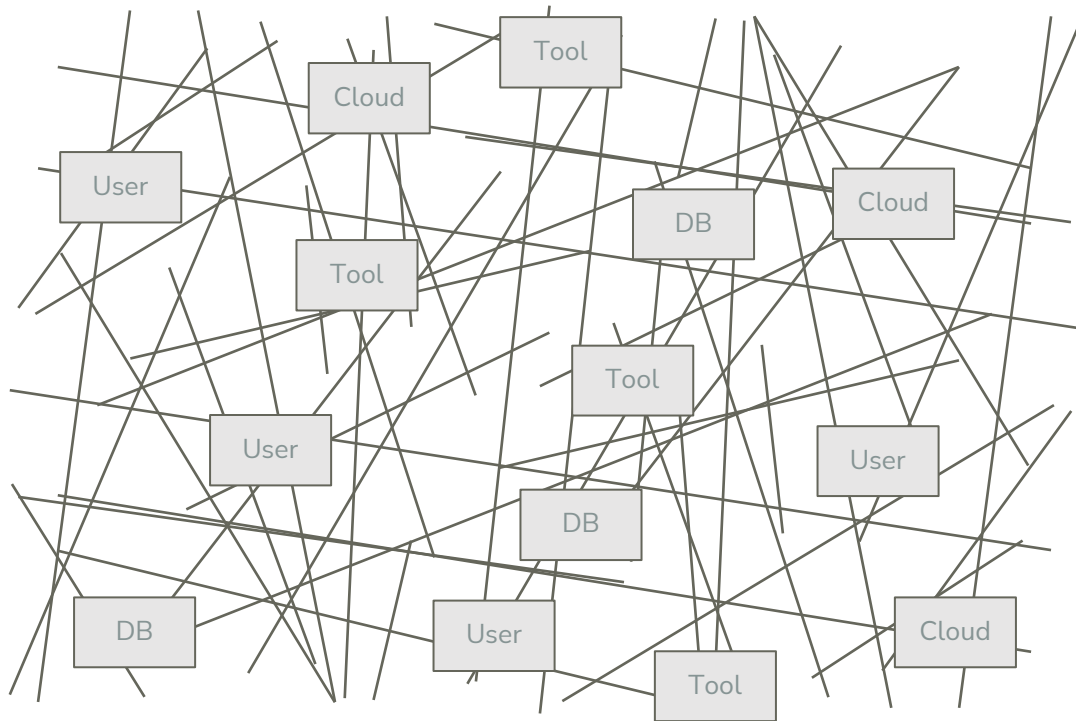


Hard to comply

The Cloud Creates Opportunity, but also Fuels Chaos



The Consequences are Dire



Subpar, irrational decisions

Individuals act on whatever data is available



Fail to leverage the right data, biases creep in

Decisions are made in isolation



Fail to leverage the power of the team

Data is improperly used



Fail to comply, increasing reputational risk

Potential of every individual isn't fully leveraged

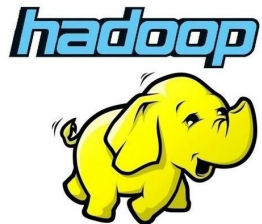


Fail to keep talent

Business' ability to succeed is destroyed

Frameworks of Today Offer Viable Solutions

Big Data / Data Lake



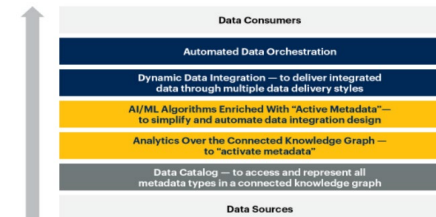
Cloud Data Warehouse / Lakehouse



Data Fabric

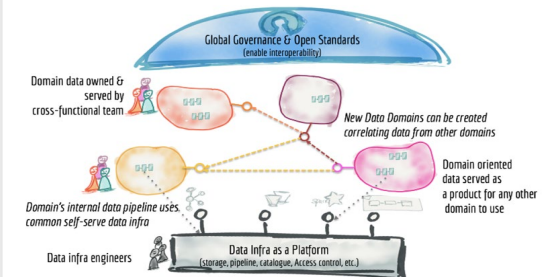
Key Pillars of a Comprehensive Data Fabric

■ Data Integration Layer ■ Knowledge Graph and Active Metadata Analysis ■ Data Catalog/Metadata Layer



gartner.com

Data Mesh

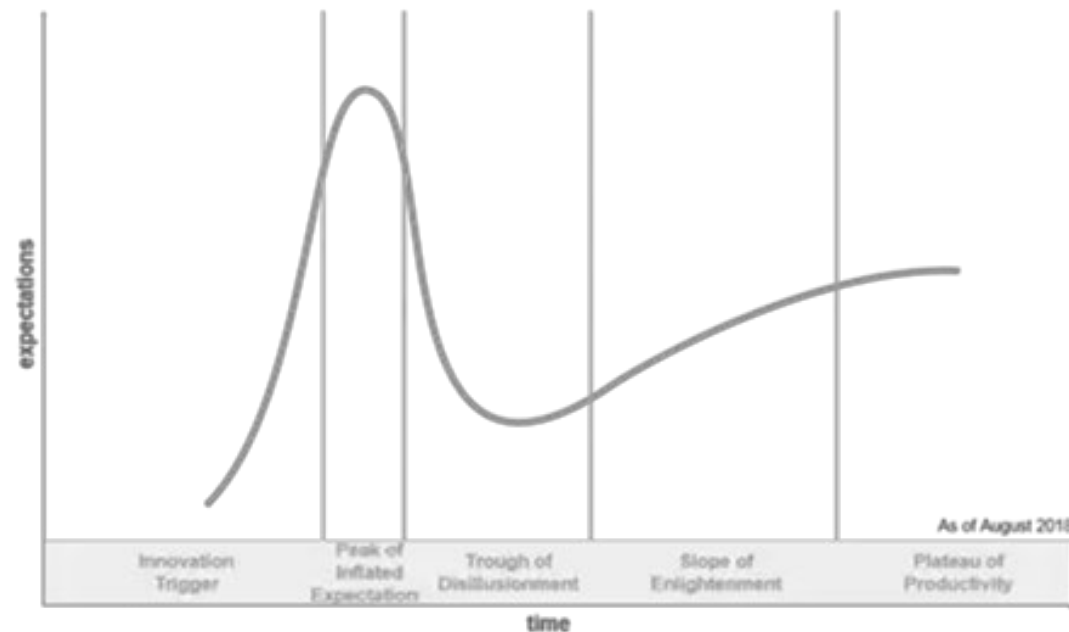


Frameworks of Today Offer Viable Solutions

But resources get funneled into ever-changing architectures. At what cost?

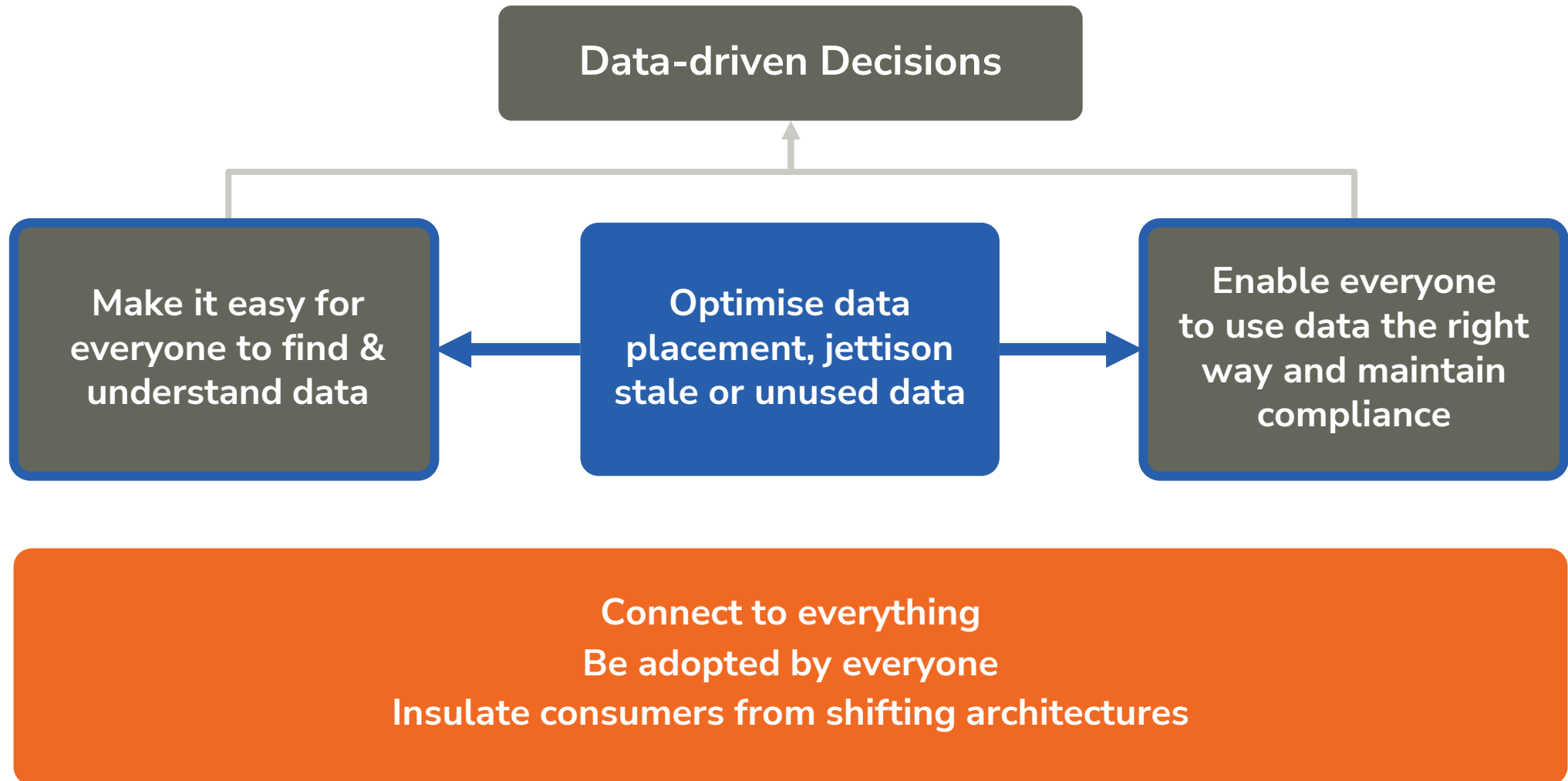
Framework of Tomorrow

The Hype Cycle

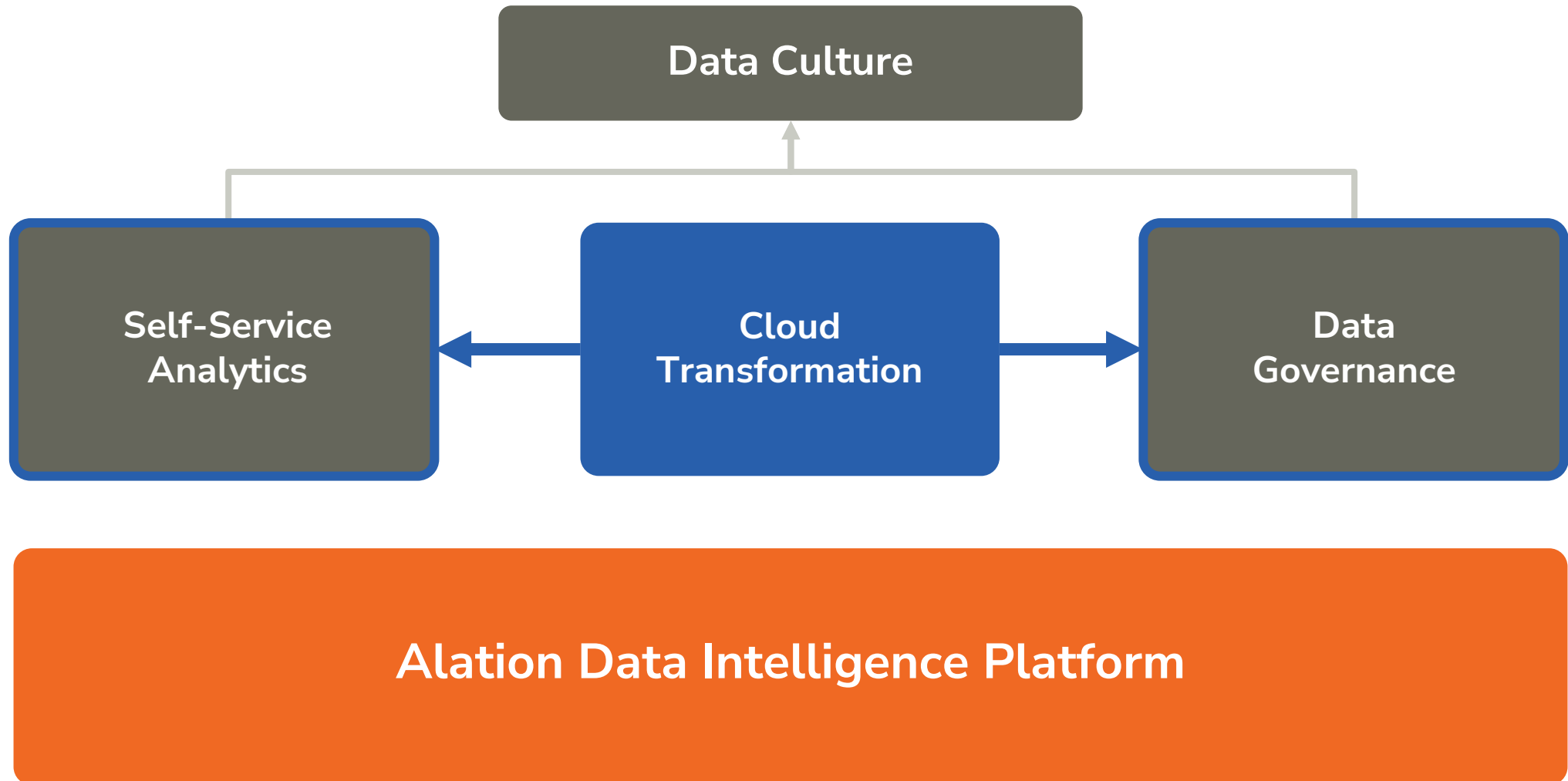


© 2018 Gartner, Inc.

The Enduring Blueprint for Driving Data Culture



The Enduring Blueprint for Driving Data Culture



Challenge Analysts were spending >60% of their time finding, understanding, and trusting data across disparate data sources, slowing time to insights.




Business Outcomes

- Increased analyst productivity 8.5x by having one location to search disparate sources and access SME knowledge
- 5% cost reduction for data projects due to faster speed to insight and decreased reliance on IT
- Ability to trust data and use it with confidence

Alation Capabilities

- **Search:** Enables more immediate access to data using natural language
- **Conversations:** Connect users with SMEs to scale tribal knowledge
- **Automation:** Efficiently migrate and upload existing metadata sources

Alation Value Drivers

-  Analyst productivity
-  Accelerate cloud transformation
-  Build a data culture

Data Platforms

Teradata

Business Intelligence Tools

Tableau, SAS



Challenge Low data maturity, siloed data, and a lack of communication between business areas meant that decision makers weren't getting consistent information. Meanwhile, a planned migration to the cloud loomed large.




Business Outcomes

- **Facilitates Data Discovery:** Analysts can find data faster so they can spend more time on analysis
- **Improves Data Literacy:** Users will understand which data to use, and can trace lineage back to the source
- **Builds Data Governance:** First-ever governance framework will help address data usage and quality issues

Alation Capabilities

- **Search:** Enables easy access to data using natural language especially for the company's many non-technical users
- **Collaboration:** Contributes to a more data-driven company culture
- **Data Glossary:** Creates a single definition for key terminology across business units to facilitate more accurate reporting
- **Migration Curation:** Ensures that only accurate and relevant data gets moved to the cloud

Alation Value Drivers

-  Actively govern data
-  Accelerate digital/cloud transformation
-  Build a data culture

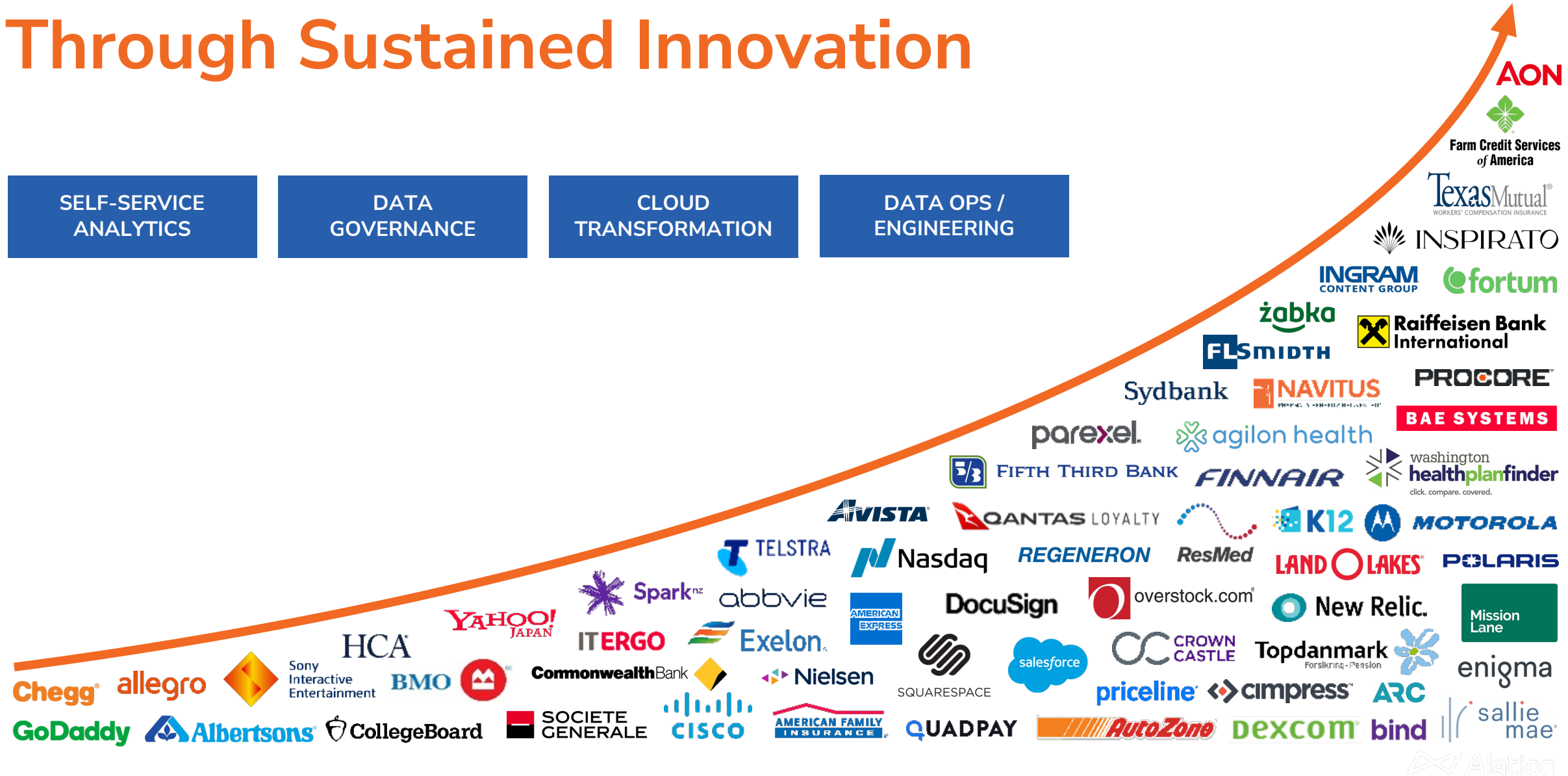
Data Platforms

AWS Databricks

Business Intelligence Tools

Power BI, SAS, Cognos

Unlocking Customer Value Through Sustained Innovation



Why Do 500+ Customers Choose Us?



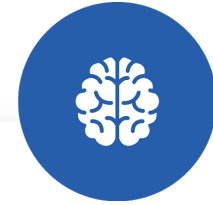
Time to Value

- Faster deployment
- Reduced ramp time
- Automate & scale stewardship



Adoption

- Broad range of users
- Collaboration & sharing
- Engagement and gamification



Behavioral Intelligence

- Data popularity
- Top users
- Governance at point of use



Appendix