ORACLE

Data Transformation: Unlocking the Power of Your Information

CEE Global Leaders' Virtual Meeting

Andrew Sutherland
SVP Business Development - Technology

Data transformation is an entry point into trimodal IT

Estate Modernization

Audience: CIO, CTO, CFO

PROCESS

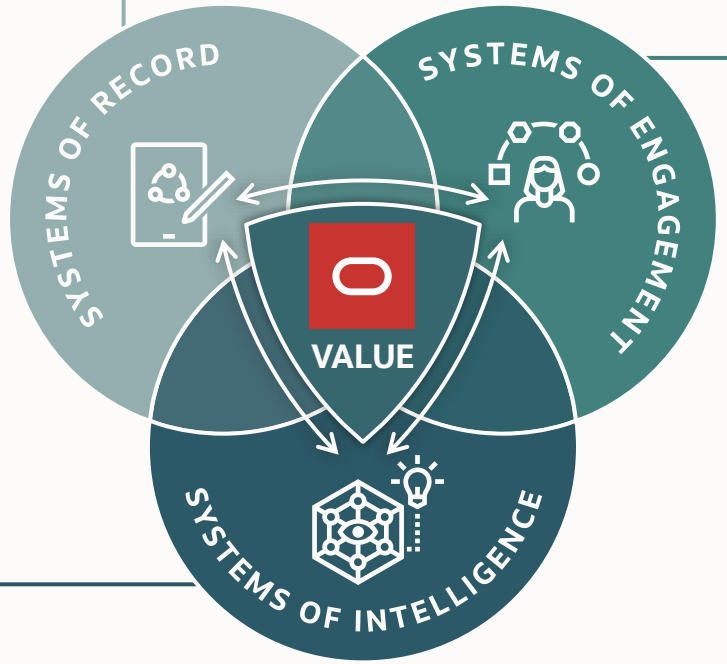
- Maintenance
- Centralized, structured
- Transactional
- Infrequent and slow

Data Transformation

Audience: CIO, CDO, Analytics

DATA

- Growth
- De-centralized & unstructured data
- Adaptable, self-optimizing, Autonomous
- Continuous



Digital Transformation

Audience: CIO, CDO, CMO, LOB

PEOPLE

- Investment
- Structured and unstructured
- Collaborative + Transactional
- @speed of business

Source: Stephanie Trunzo

Why take the data transformation journey?

AI innovators succeed

81% of companies that adopt AI report >10% growth, compared to just 33% of slow-adopters.

Source: Accenture

Data transformations increase revenue

60% of transformations create new revenue streams, and 68% increase revenue in existing streams.

Source: McKinsey

AI is fueling disruption across all industries

AI has lowered the barrier to entry to industries that were previously impervious to disruption (e.g., financial services, healthcare, insurance).

COVID-19 has made AI mission-critical

61% of high-performing companies increased investment in AI during the pandemic, compared to just 25% of all other companies.

Source: McKinsey

What challenges do you face on the data transformation journey?

Dated, disparate systems and processes inflate costs and impair innovation

Technical debt

Lack of investments and redundant legacy systems

Business isolation

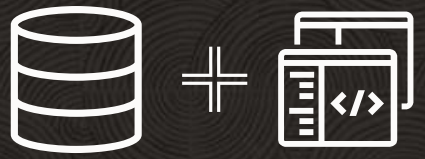
Siloed data, processes, and application bound data across operating companies

Lagging customer experience

Customers and employees expect more

Resolving the challenges: data de-coupling for future proofed architectures

Before



Data and applications locked together

After

Applications

Data platform

Data

Data and applications decoupled

Checklist on your path to data transformation

1. Not on path
2. On a path that could be improved
3. Doing it right --- why not accelerate?

Not on path

- Data viewed as a byproduct of business activities; generally structured, generally historical
- No enterprise-level approach to data capture or infrastructure
- Disparate pockets of in-house analytical skills working on siloed projects

On a path that could be improved

- Company has approach to data capture, infrastructure, and analysis
- Data investment not generating compelling ROI; unclear how to justify continued attention
- Gap between data technology and business owners/business impact; data still seen as “other”

Doing it right --- why not accelerate?

- Company has fully formed and effective data ecosystem
- Investment is generating ROI, but company demand outstrips capacity
- Bottlenecks in data capture, infrastructure, or analysis throttle system-level effectiveness

Leadership choices and constraints

So what can you do now …

Incremental

- Demonstrate immediate value on short term projects with existing data
- Create scalable future proofed architecture to lay groundwork for enterprise scale (plan for success)
- Invest in core competencies and critical mass for talent and business value creation

Oracle’s data transformation POV today

- Every existing enterprise and startup will become increasingly autonomous
- AI and ML will be cognitive and pervasive
- Take decisions today to be ready to build an Autonomous Enterprise tomorrow
- First step: free data from application constraints, move it onto OCI and make it accessible
- Establish a data center of excellence (COE)


ORACLE