



Becoming a Data-Centric Organization



Data is a big deal.

“The world’s most valuable resource is no longer oil, but **data**”
—The Economist

2006

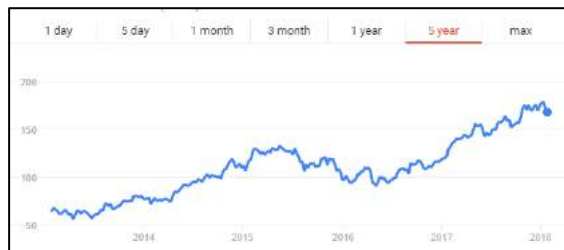
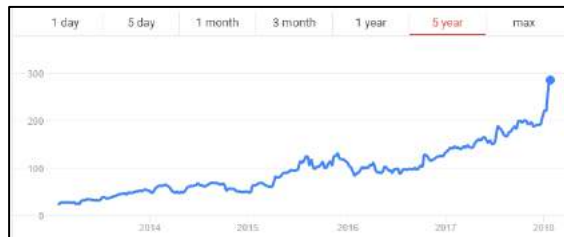
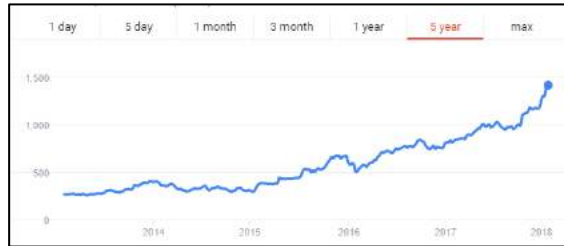
The top 5 firms in the world are oil & energy

2018

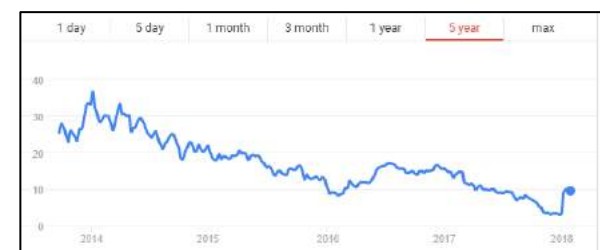
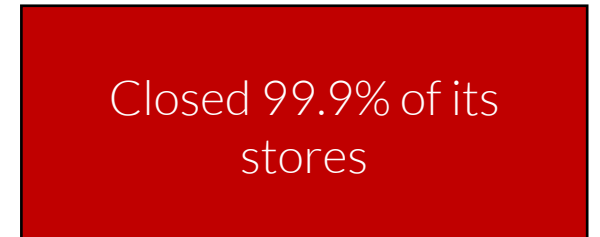
The top 5 firms in the world are Google, Amazon, Apple, Facebook, and Microsoft



Brands that value data dominate the market

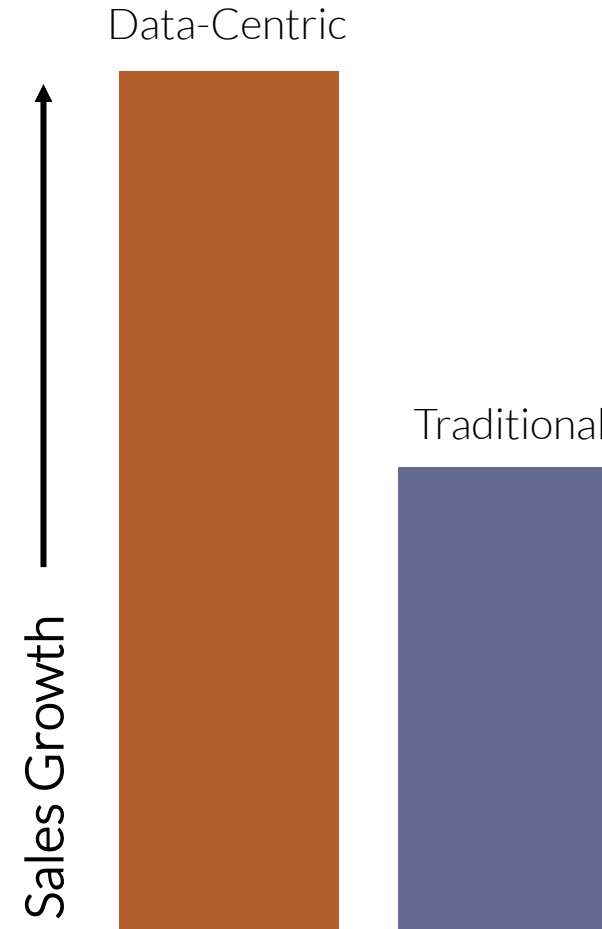


Brands that don't become obsolete



Future success means investing in data

“Organizations that leverage end-user data outperform peers by **85% in sales growth**”
-Gallup | *Behavioral Economics*



You're already doing digital marketing



Each time an end-user interacts with your brand, they generate data
(the world generates 2.5 quintillion bytes of data each day)

But what are you doing *with* it?

You need a solution to capture that data

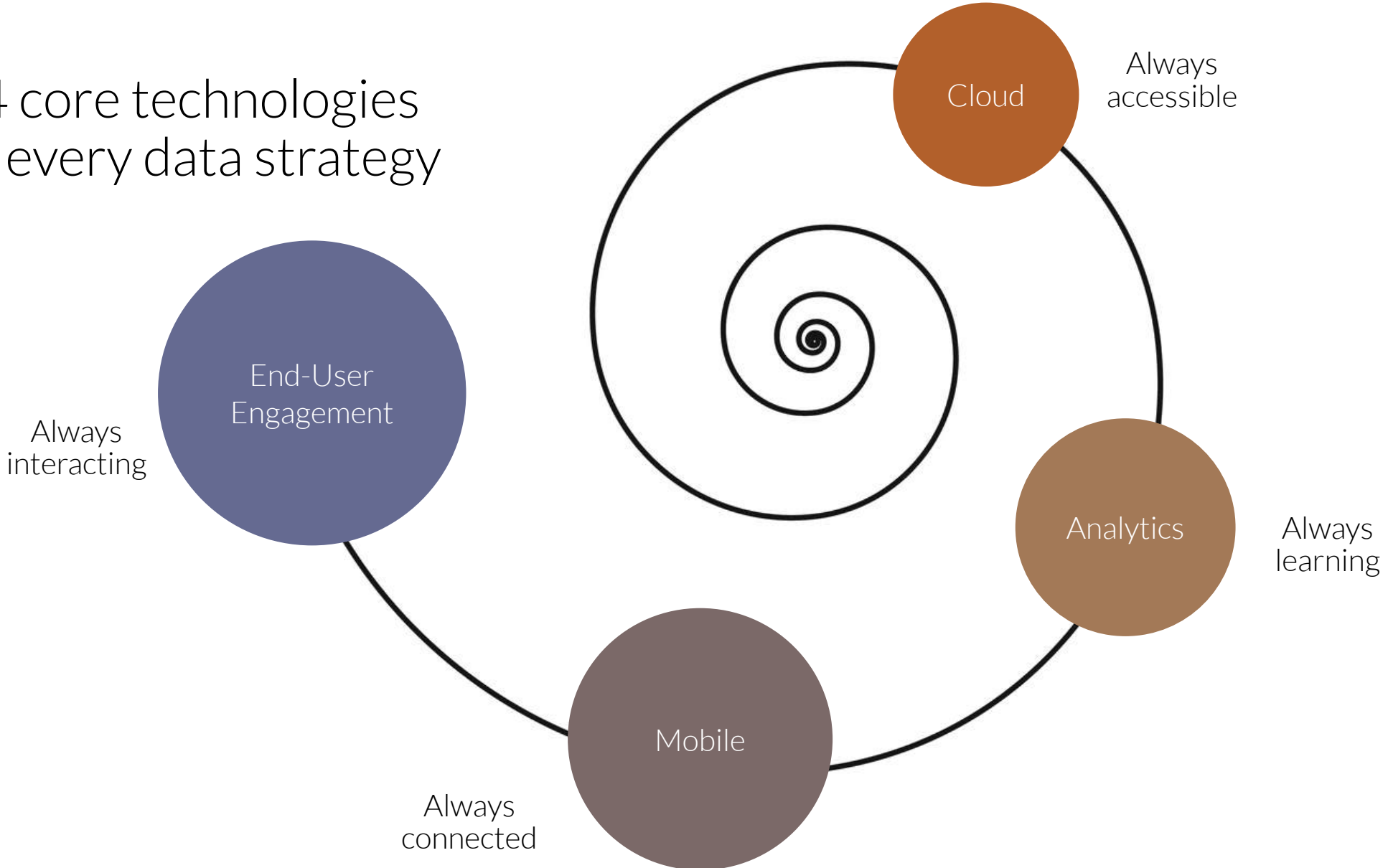


End-user engagement



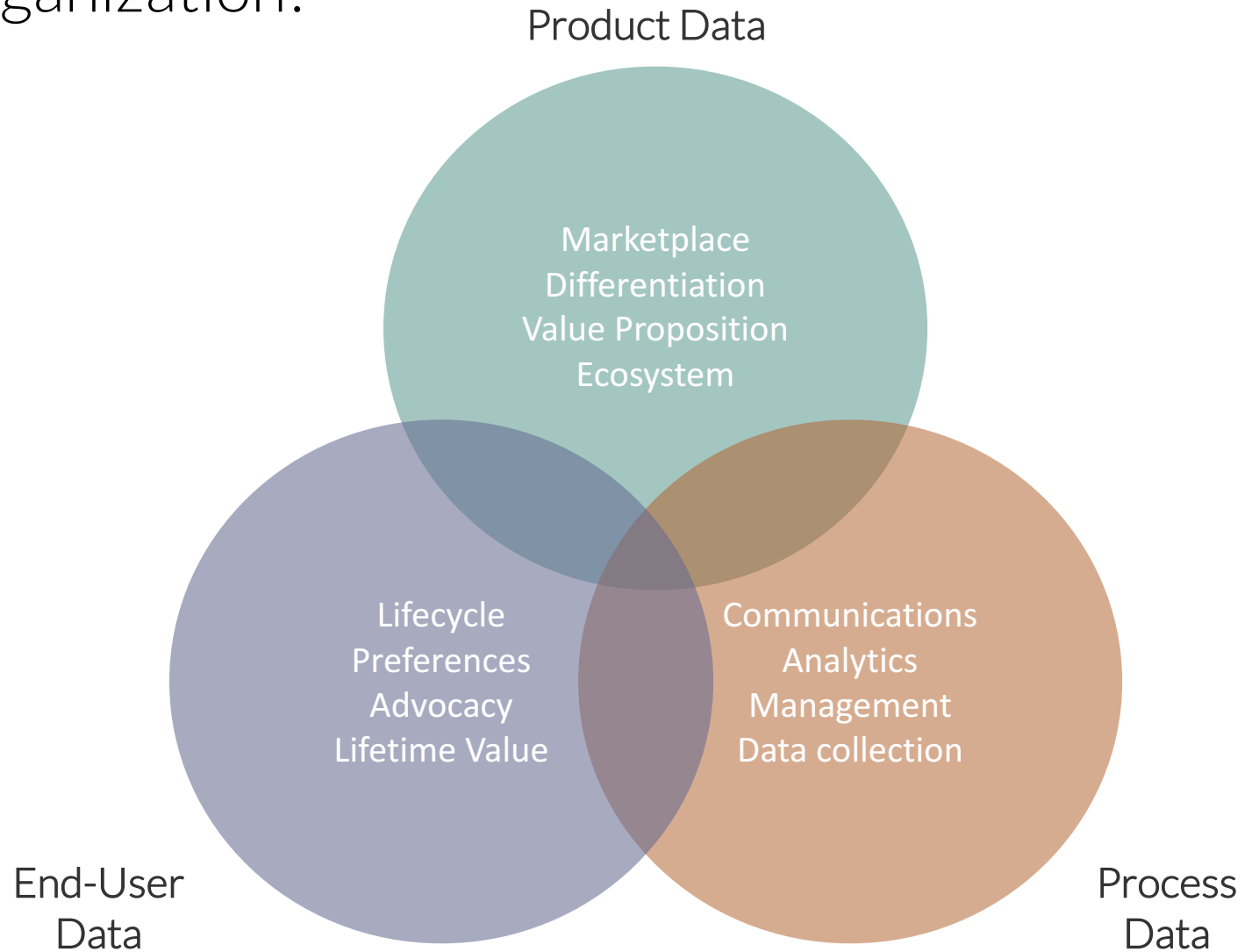
Software collects the data, communicates insights to your organization

There are 4 core technologies that power every data strategy

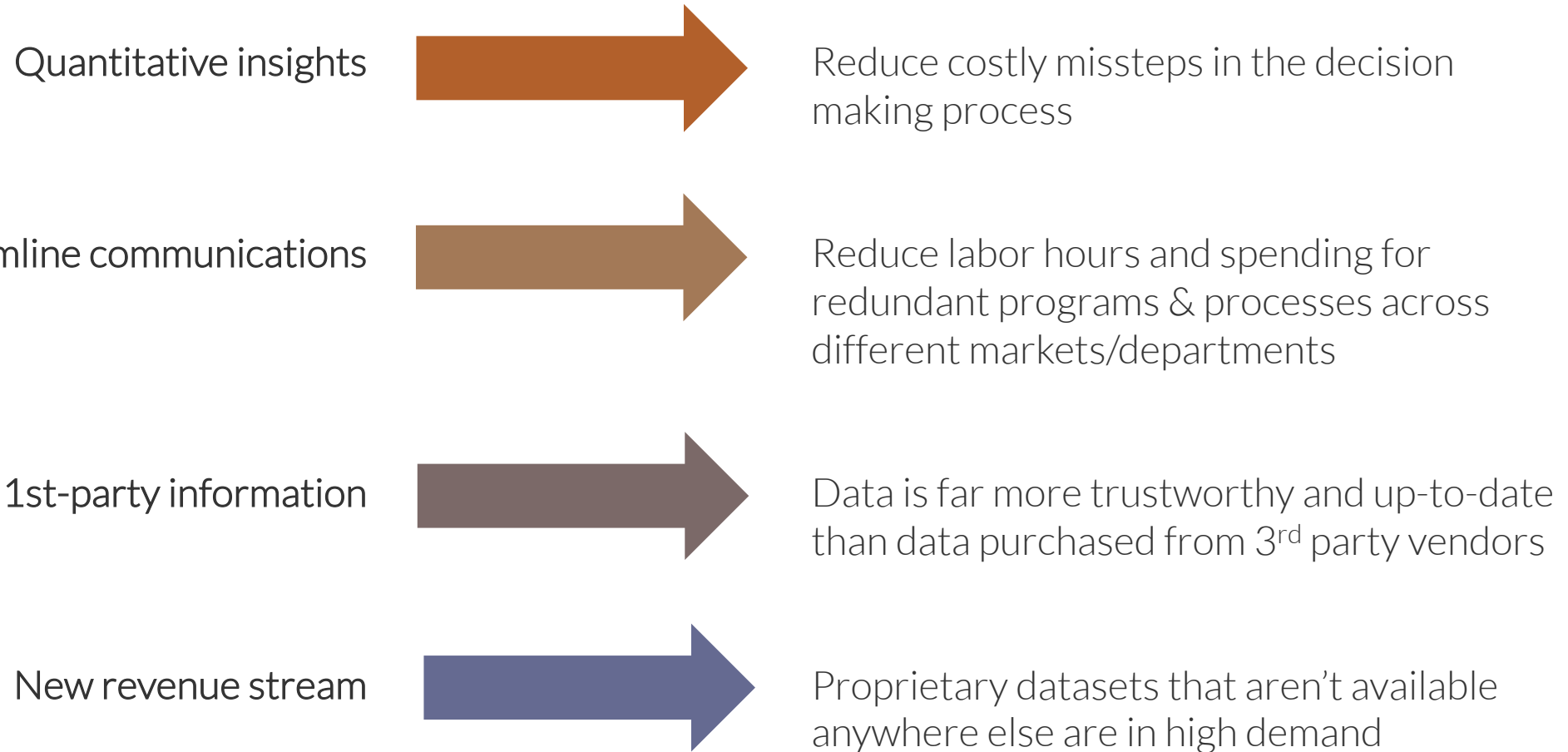


What is a “data-centric” organization?

- Views data as its most valuable organizational asset
- Uses data to make evidence-based decisions
- Leverages 4 core technologies:
 1. End-user engagement
 2. Mobile communications
 3. Analytics
 4. Cloud-based solutions



How does all this data actually translate into value?





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