

WEBINAR

CDO TIPS & TRICKS TO FORGE A DATA- DRIVEN ENTERPRISE



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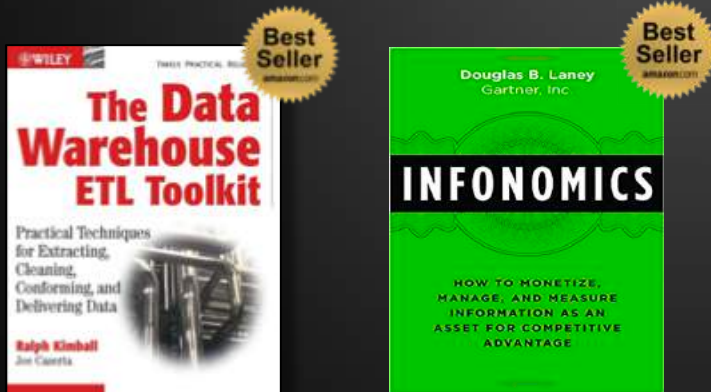
About Caserta

Established in 2001

- World-Class Award-Winning Company
- Founded by Industry Thought Leader, Speaker, Educator
- Strategists, Architects, Analysts, Engineers, Scientists

Lead by Industry Leaders

- The Data Warehouse ETL Toolkit, Industry Standard
- Infonomics, CIO Magazine's Must-Read Book of the Year



Transformative Strategic Consulting

- Business Intelligence
- Data Intelligence
- Data Monetization

Data Ecosystem Design

- Data Warehousing
- Data Lakes
- Data Integration

Advanced Implementations

- Data Architecture
- Data Engineering
- Data Governance
- Data Science

What We Do

Areas of Expertise



Big Data



Modern Data
Architecture



Advanced Analytics
and ML



Data Visualization



Data Warehousing



Cloud Migration &
Cloud Re-engineering



Business Intelligence



Enterprise Data
Management

Information is not the “new oil”



- We help our clients treat and leverage data as an actual, unique asset.
- We provide our clients the tools to measure, manage, and monetize data with true asset principles, and practices.



The Caserta Approach



Assessing the value locked up in available data assets inside and outside your organization

Apply real asset management principles and practices to your data

Unleash the value of your data for your organization, your customers, and your partners

Making data strategy a business reality.





**Data Leadership
Requires Data Leaders**



Famous Data-Driven Leaders

- “We collect every piece of data even if we don’t know what we are going to do with it right away.” --- *Jeff Bezos, CEO, Amazon*
- “Don’t tell me what you think, tell me what the data says.”
--- *Gary Loveman, former CEO Harrahs | Caesar’s Entertainment*
- “My Sabre (*Data*) & Revenue Management System (*Analytics*) complex is our *most strategic weapon* in the war of airline de-regulation; we forecast passenger demand, set prices, dynamically optimize inventory allocation across fare classes, and maximize revenue, and achieve a competitive advantage.” --- *Bob Crandall, CEO American Airlines*

Successful CDO Characteristics & Capabilities

Fact-based,
data-driven

Curious about
the business

Analytically-
inclined

Business
value
focused

Understands
strategic &
tactical
data uses

Partners with
tech
leaders

Change agent
using data

Strong
communicator

IT-savvy

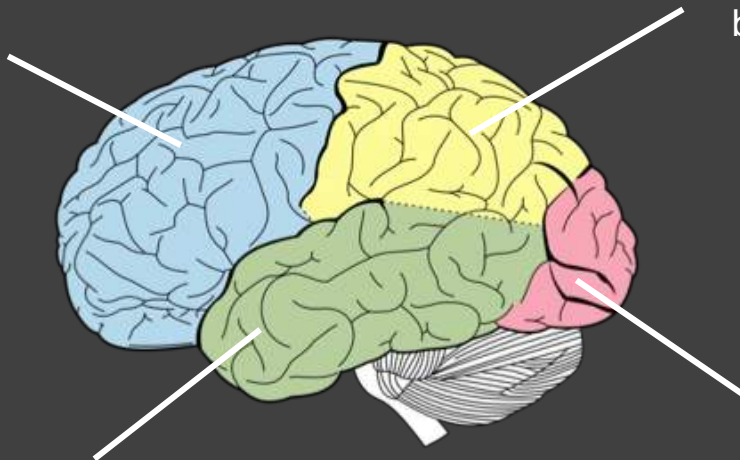
Comfortable with
delivery execution
and project
management



Successful CDO Mindsets

People that are talented, committed, with a range of skills are instrumental to all successful data endeavors

Data is a means to an end of generating business value



Processes and technology are the means to the end of curating and delivering data

Data is strategic to achieving enterprise objectives



Common Successful CDO Profile

Successful transition to data or path through data

“High Potential” Track Leader

Quantitative BS degree; MBA



Successful CDO Characteristics & Capabilities

Industry veteran or a “pivot”

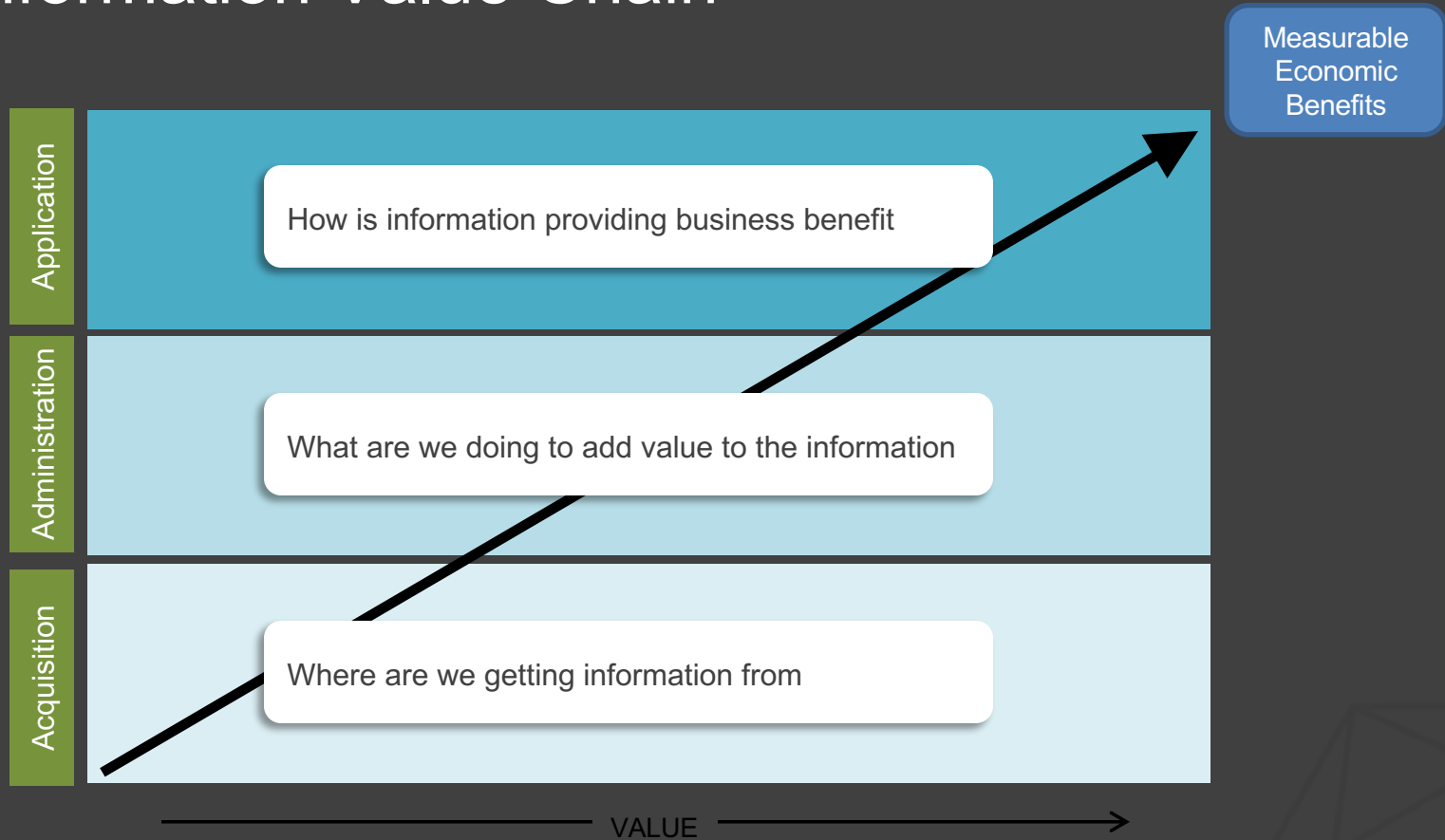
Company veteran or a “new hire”



Building The Information Value Chain

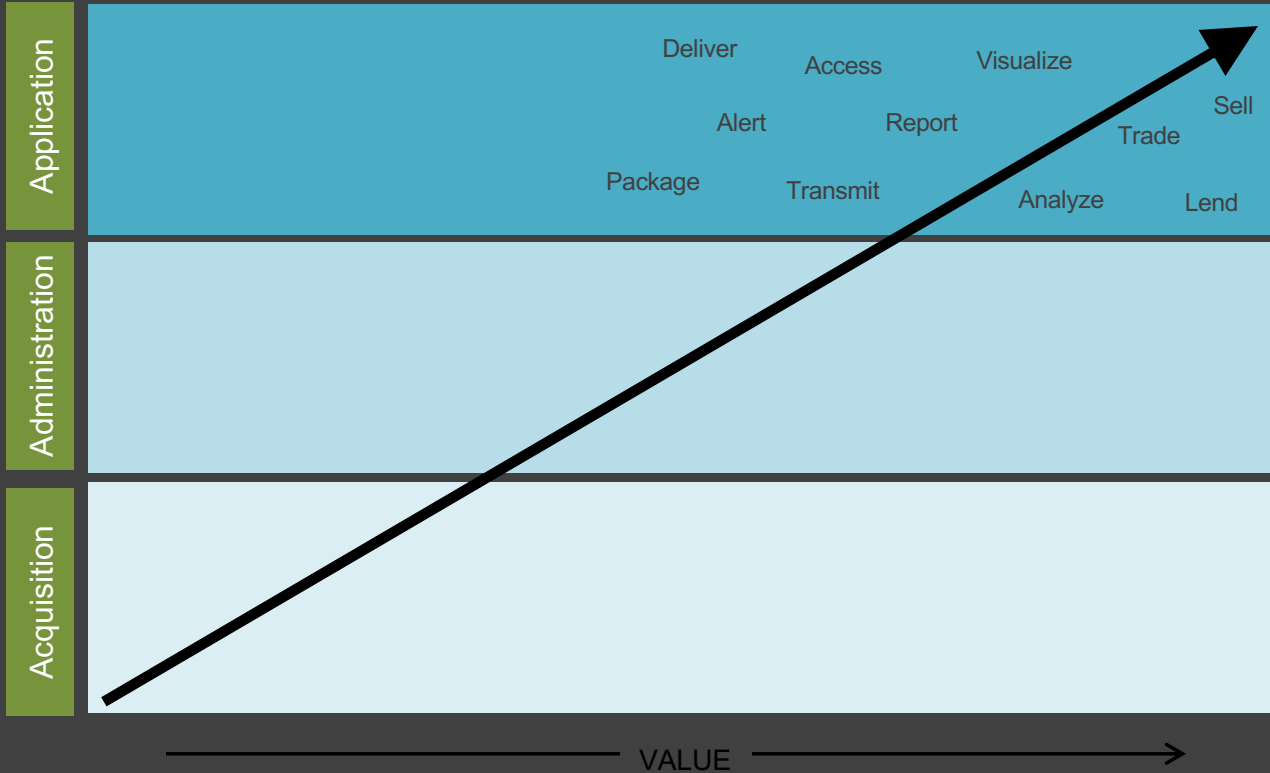


The Information Value Chain



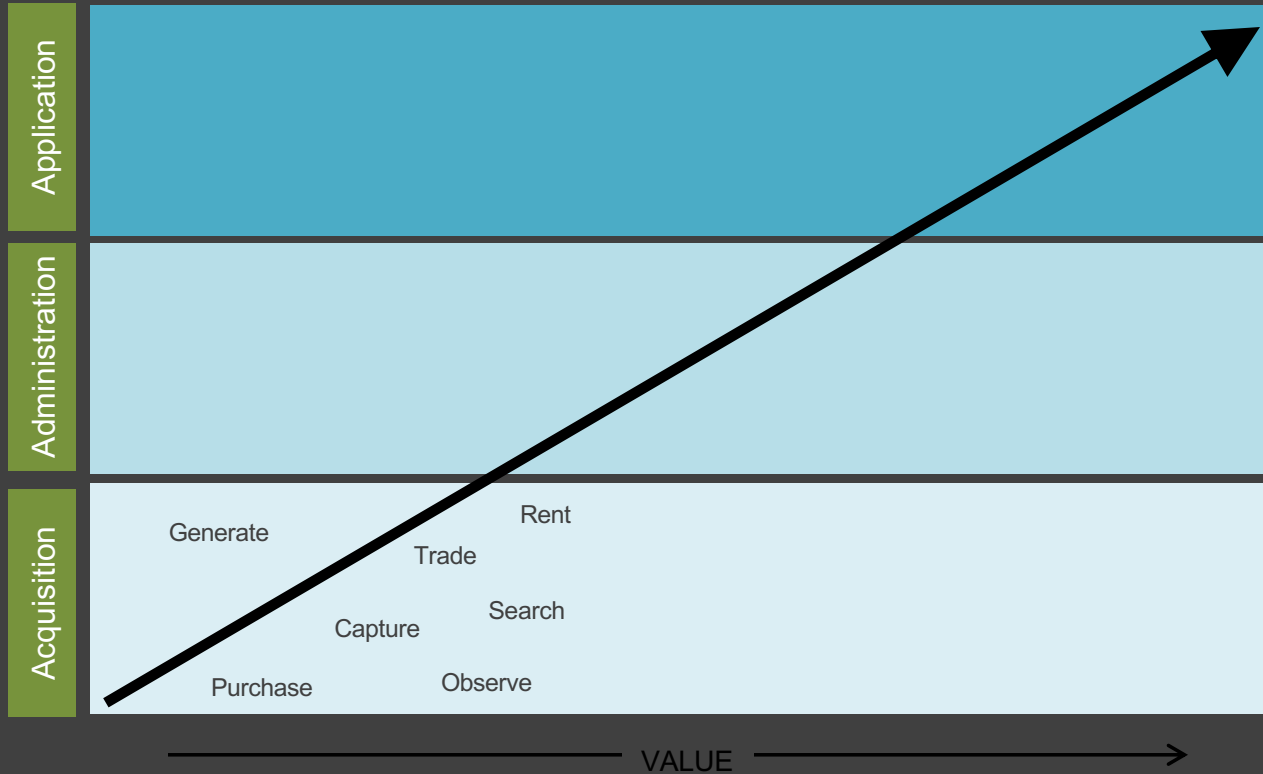
The Information Value Chain

Measurable
Economic
Benefits



The Information Value Chain

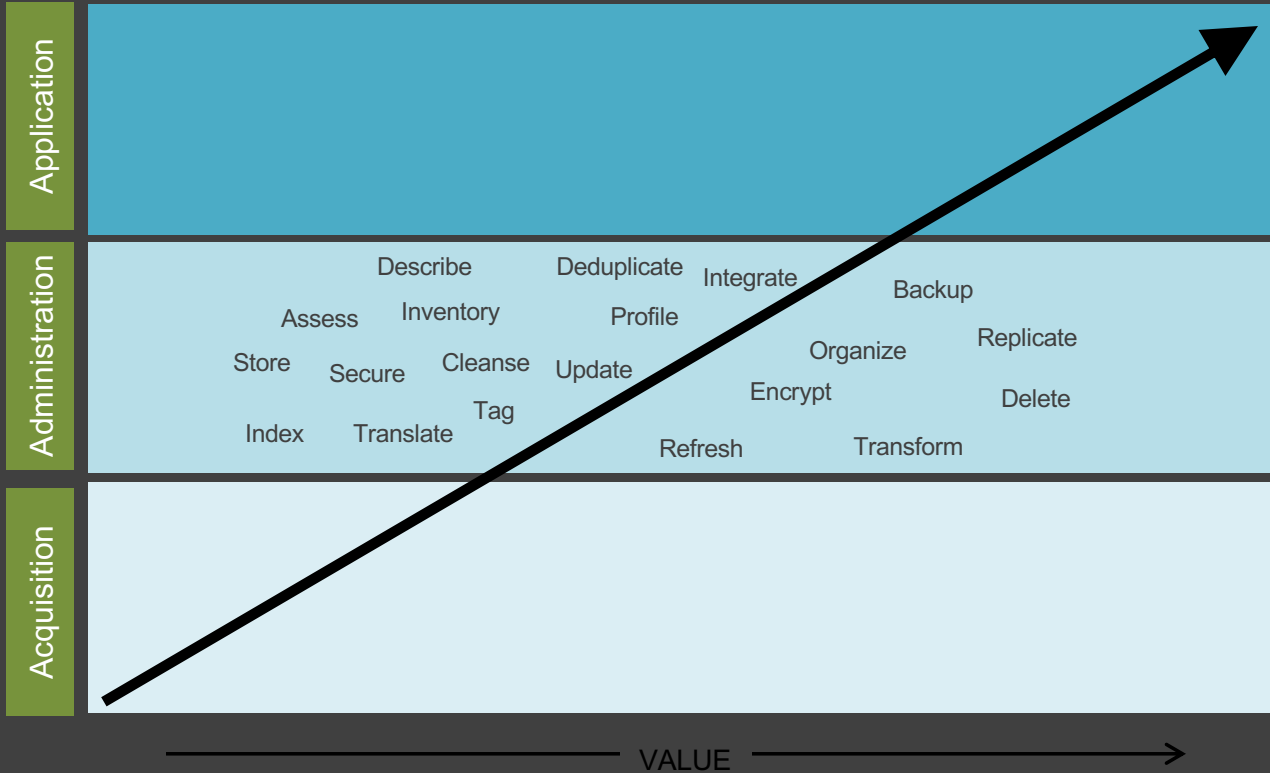
Measurable
Economic
Benefits



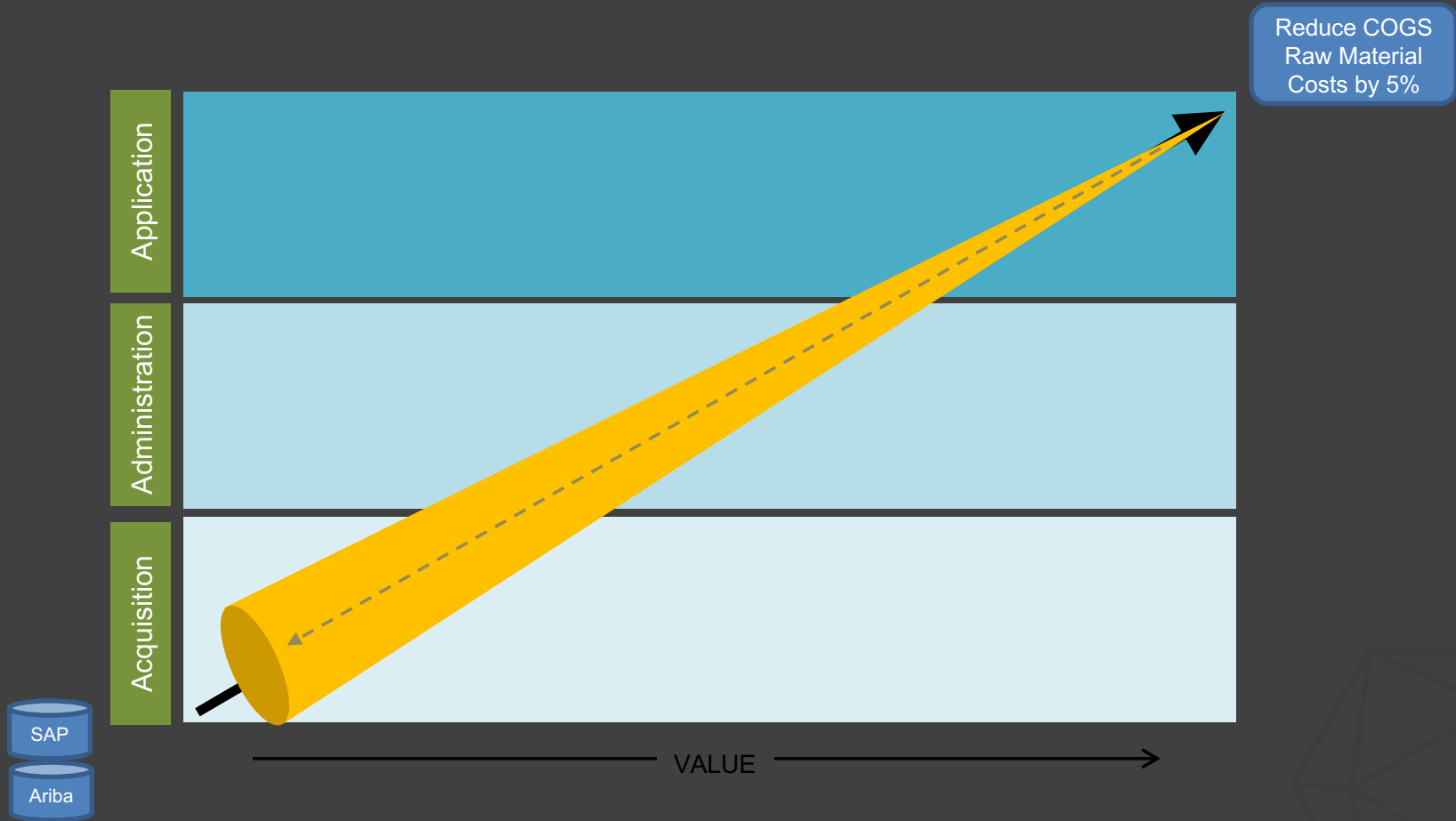


The Information Value Chain

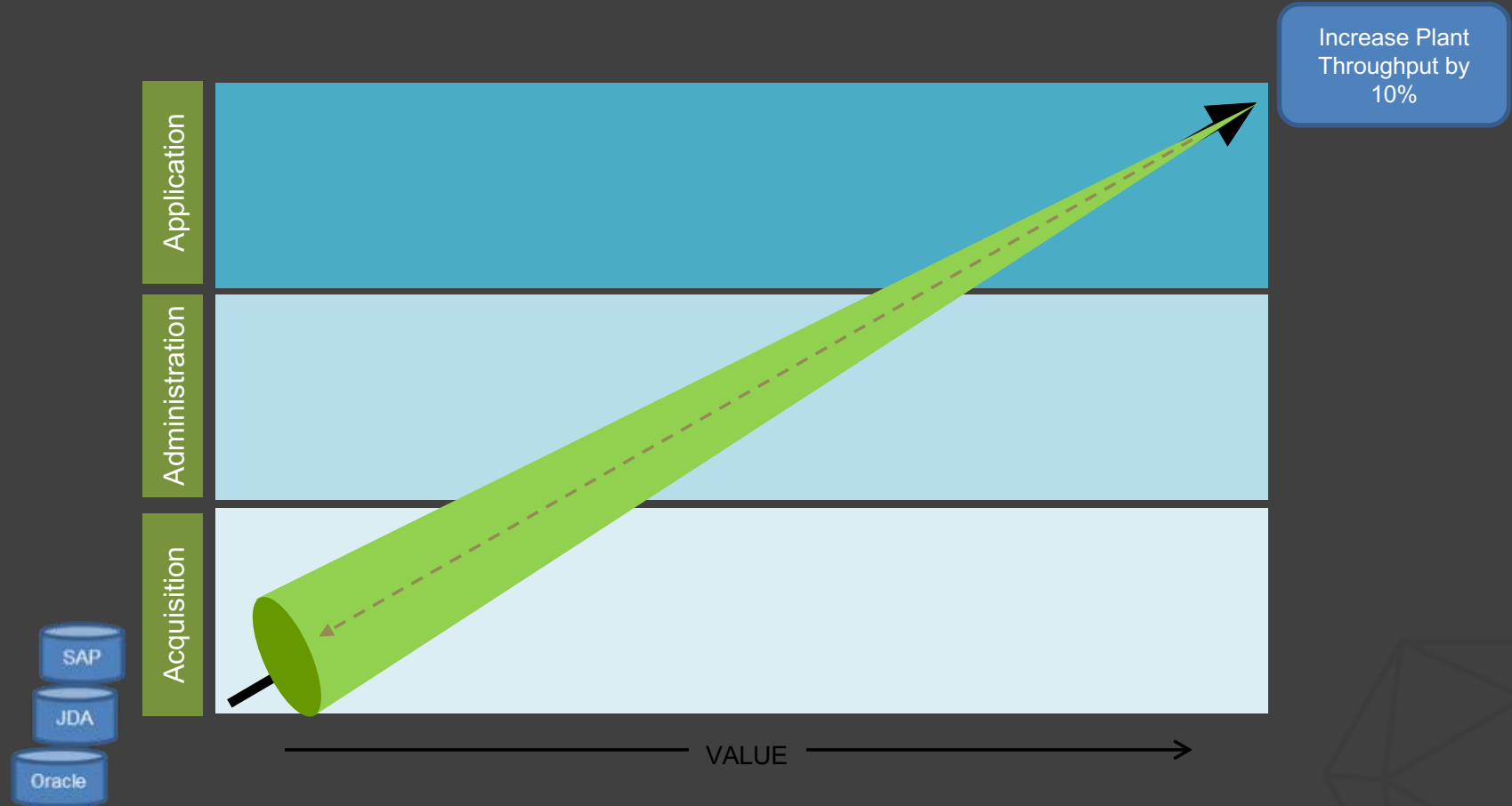
Measurable
Economic
Benefits



The Information Value Chain

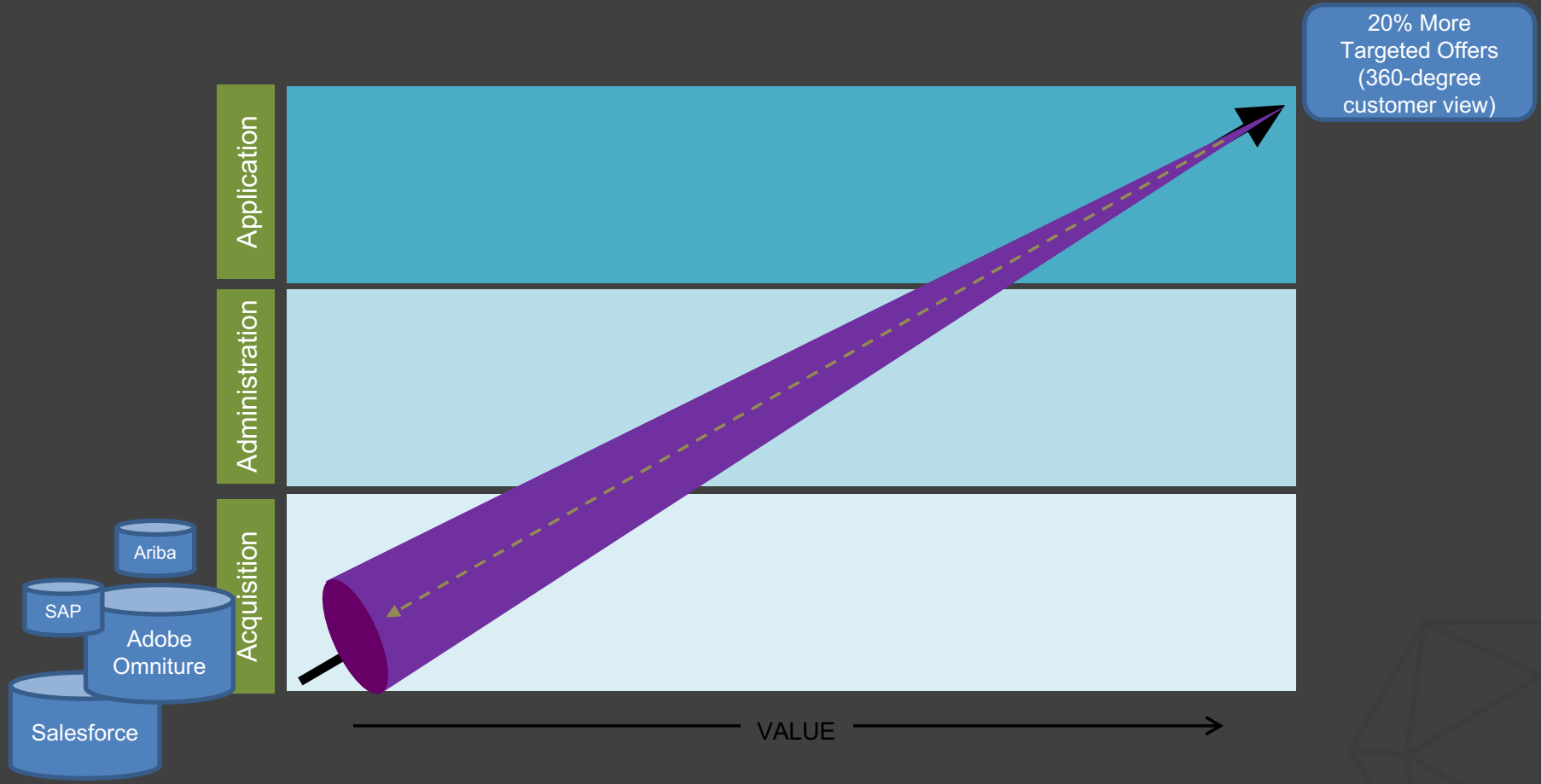


The Information Value Chain





The Information Value Chain





Architecting for Analytics

Corporate Data Pyramid



Usage Pattern

Arbitrary / Ad-hoc Queries and Reporting

Munging, Blending
Machine Learning

Organize, Define,
Complete

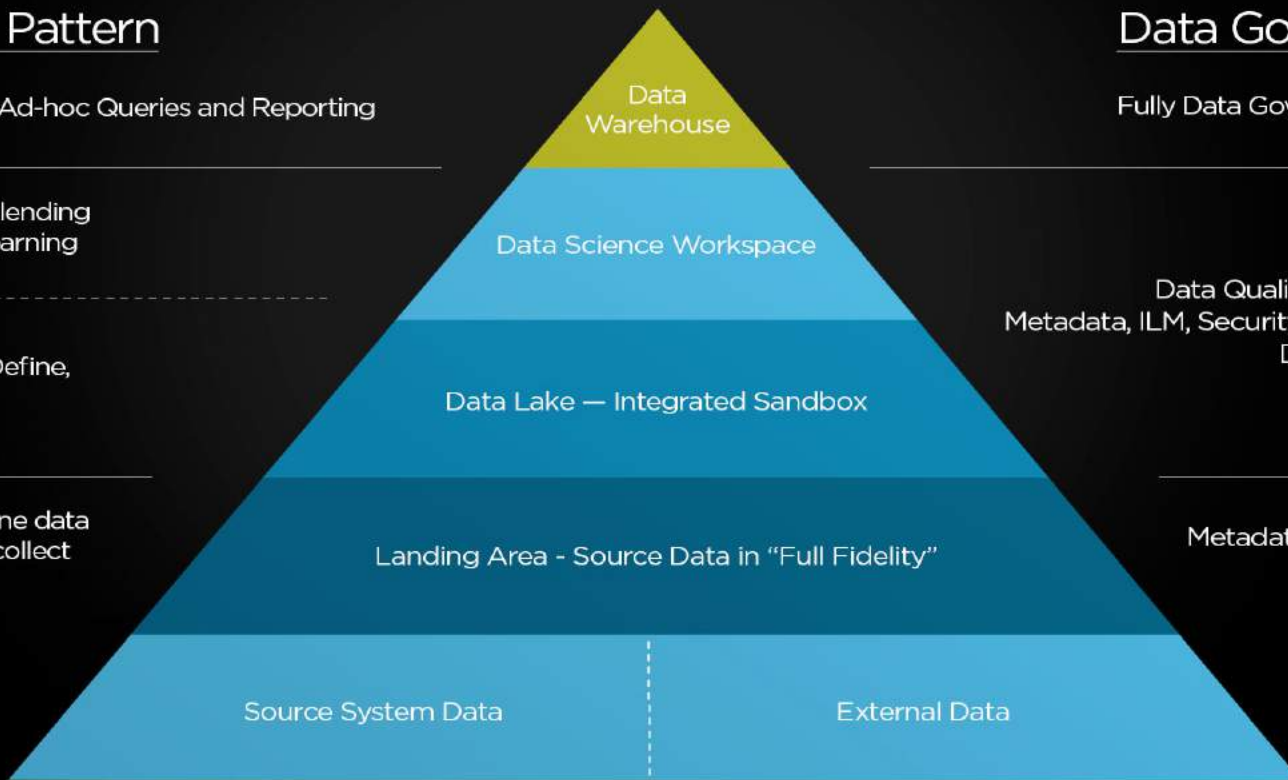
Raw machine data
collection, collect
everything

Data Governance

Fully Data Governed (trusted)

Data Quality & Monitoring
Metadata, ILM, Security, Data Catalog,
Data Integration

Metadata, ILM, Security



Data
Warehouse

Data Science Workspace

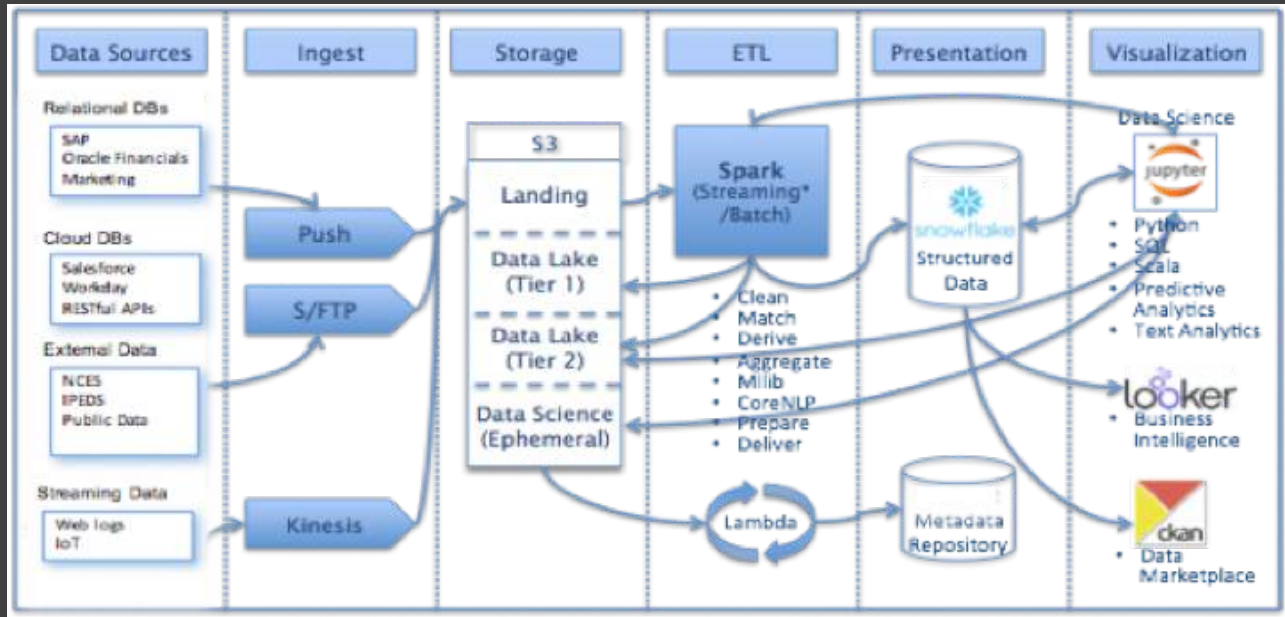
Data Lake — Integrated Sandbox

Landing Area - Source Data in "Full Fidelity"

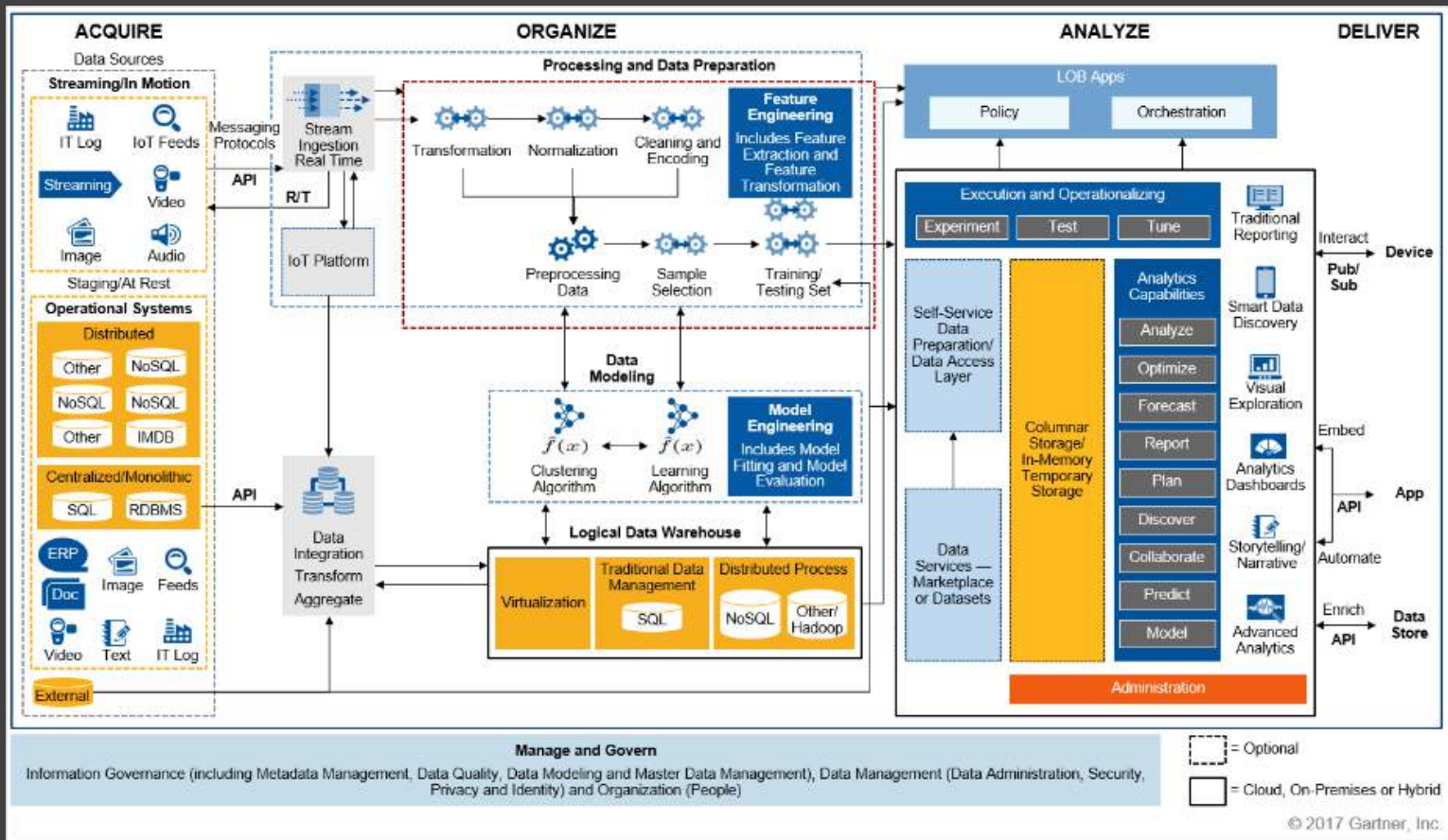
Source System Data

External Data

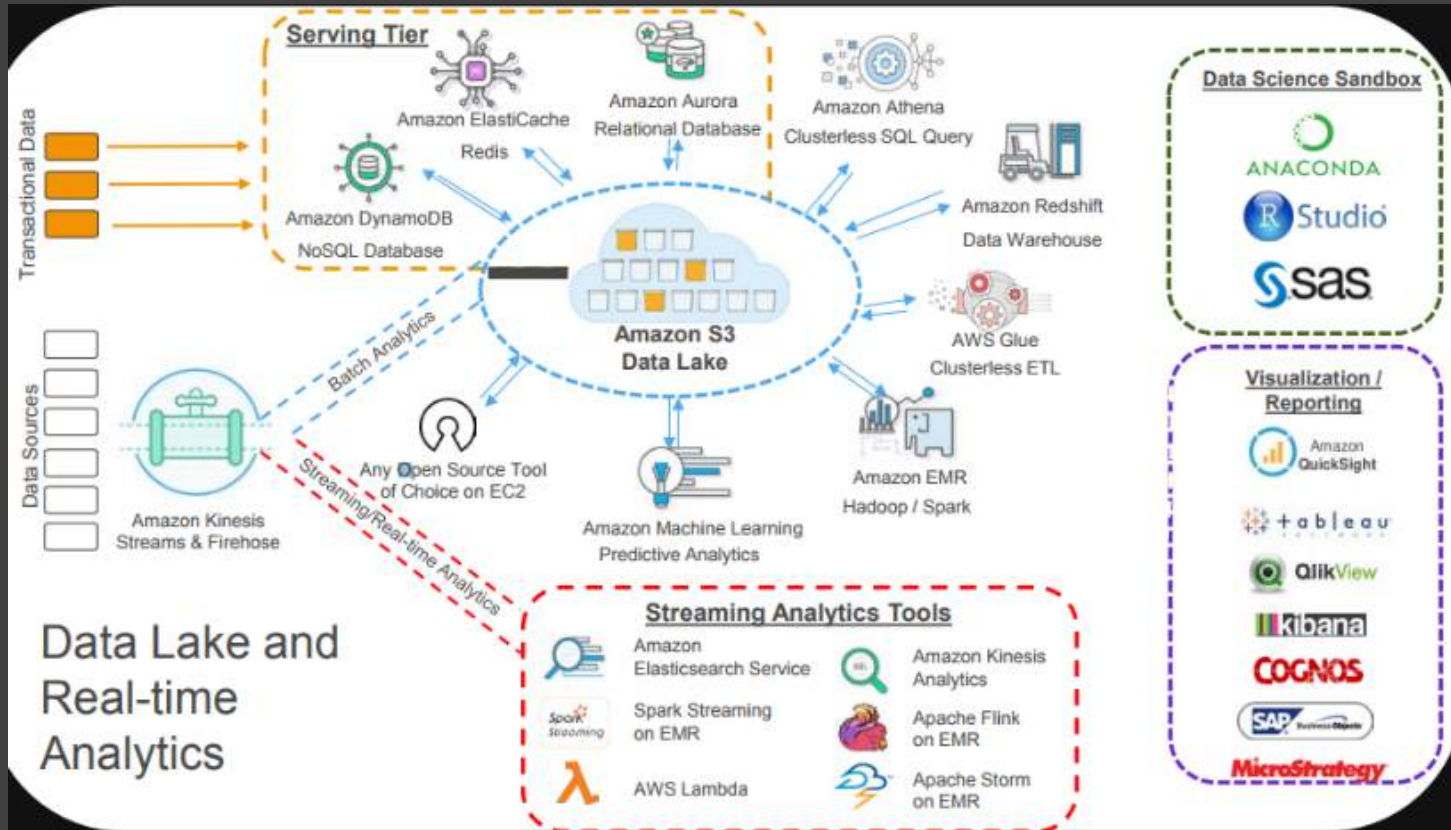
Client Sample Data & Analytics Reference Architecture



Gartner Data & Analytics Reference Architecture



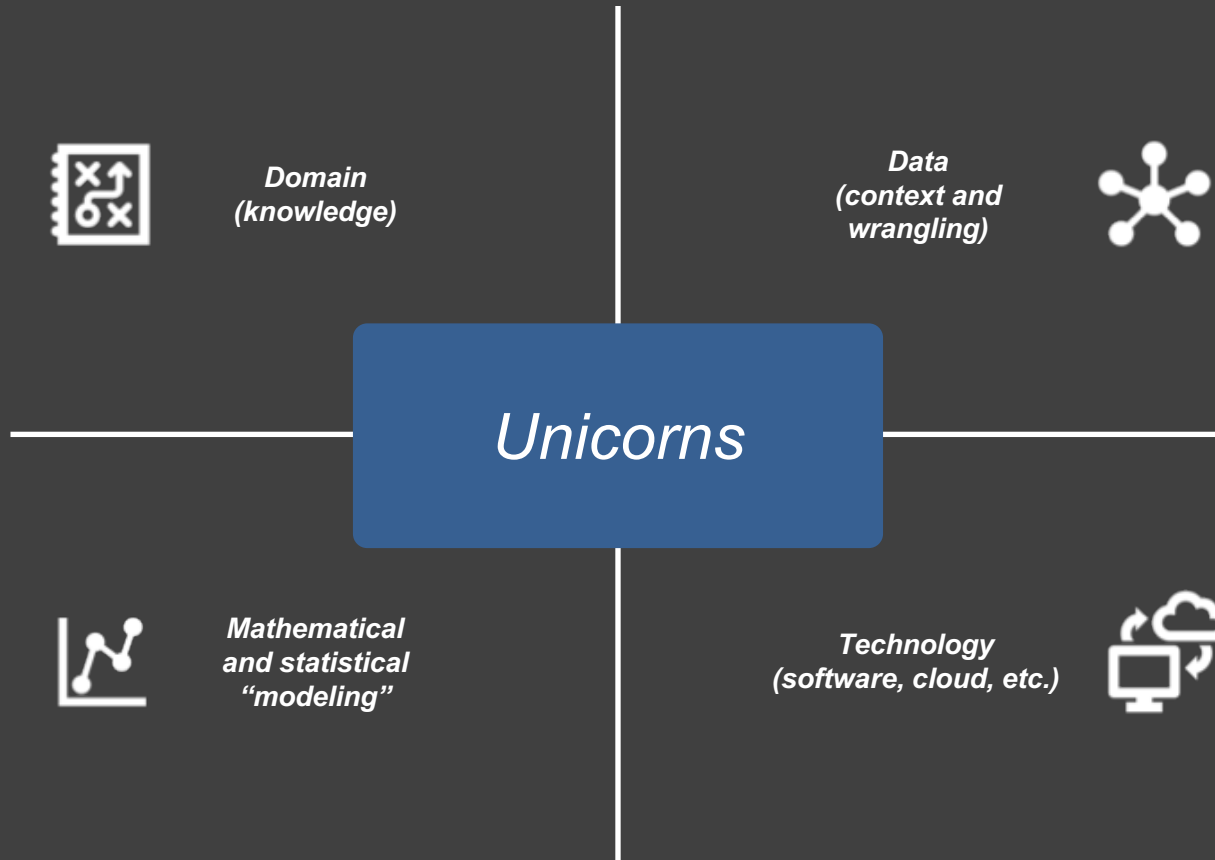
AWS Data & Analytics Reference Architecture



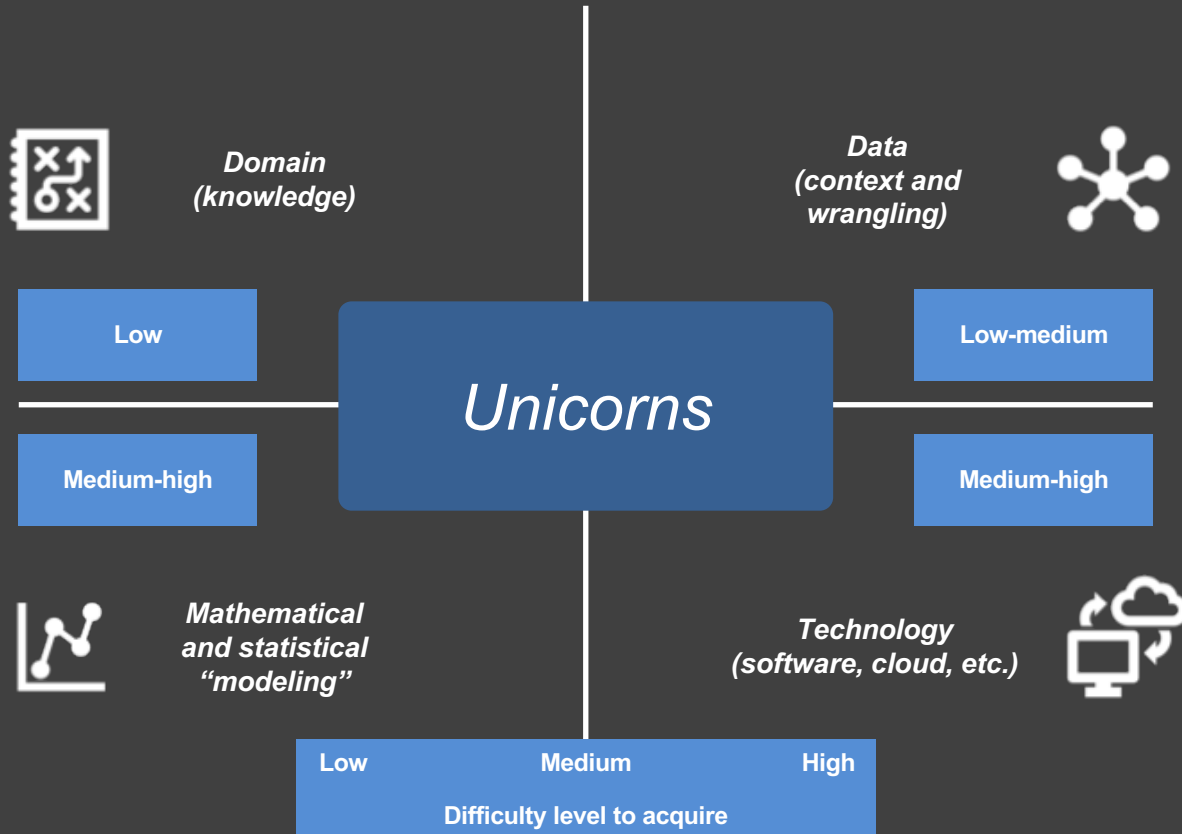


Organizing for Analytics

Data Organizational Skillsets



Data Organizational Skillsets

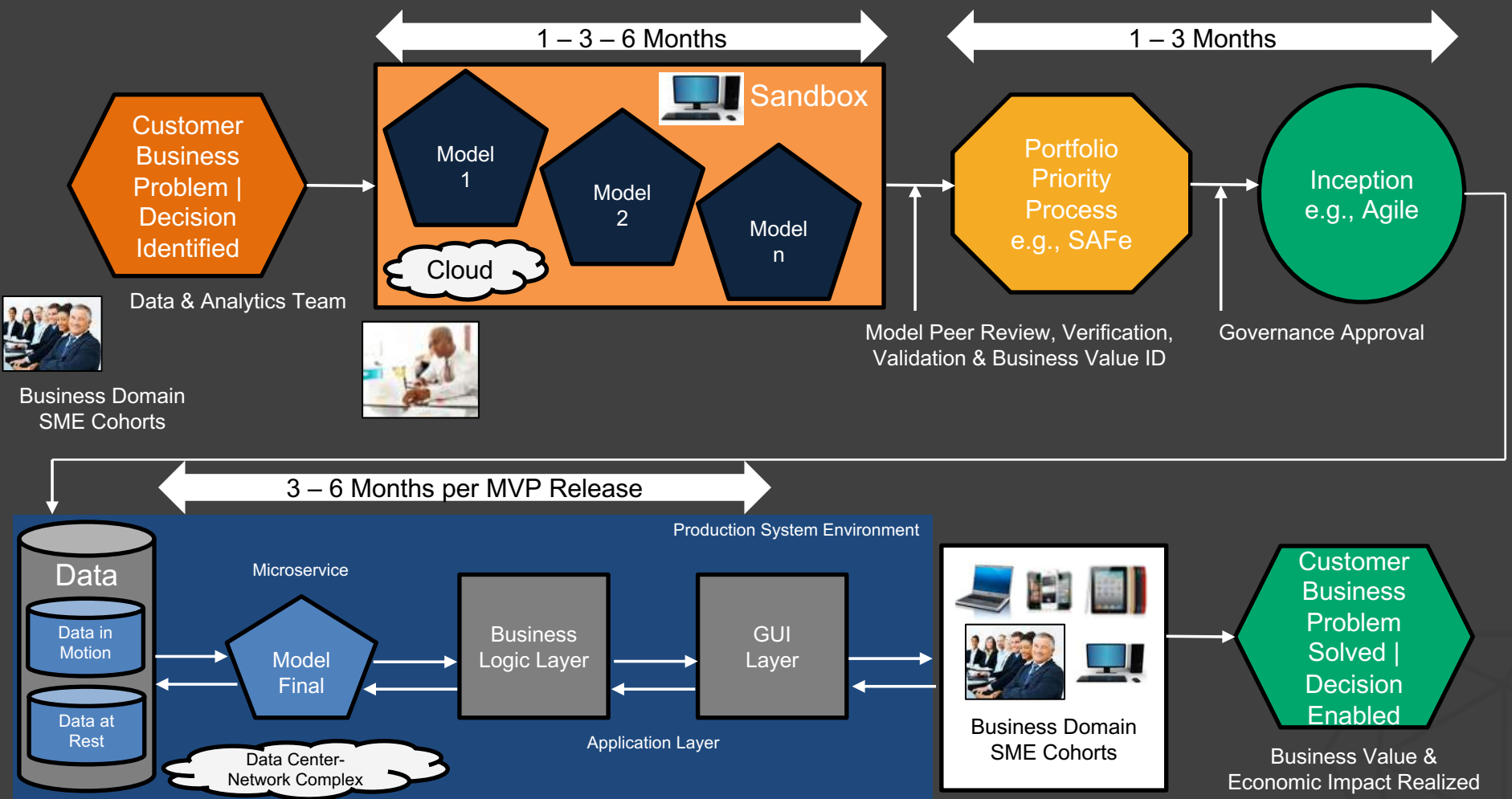




Planning for Analytics



Data & Analytics Project Delivery Execution Management





Avoiding the Pitfalls



Top 10 Common CDO Pitfalls

- × Embarking on ethically-dubious uses of data
- × Not working hard enough on your CIO relationship
- × Getting too fixated on solving explicit business problems over innovation enablement
- × Falling into the “single source of truth” trap
- × Assigning data “owners”
- × Only looking to your own industry for examples
- × Only looking within your own organization for data
- × Only looking for internal ways to generate data-driven benefits
- × Failing to measure information’s quality and value
- × Just *talking* about managing data as an asset



Key Takeaways

- Successful data-driven leaders share common characteristics, capabilities, and mindsets.
- The right combination of people, process, technology and data are the formula for creating business value.
- CDOs must be *catalysts* for using data and analytics to drive business transformation.