



Data Is the New Oxygen: You're Data-Driven, Or Dead

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2020-21: a Perfect Storm

65%

of European organizations experienced serious operational decision-making challenges through 2020-21 as a result of the pandemic.

56%

Lack of flexibility in incorporating contextual and human intelligence

46%

Models too reliant on rigid rules

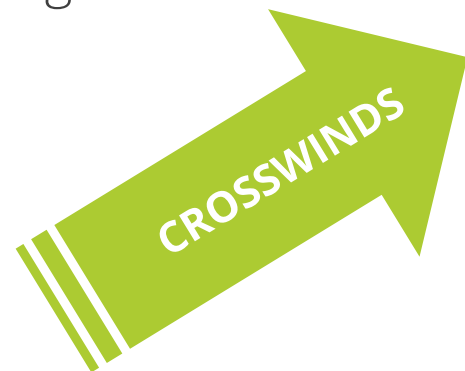
The Winds of Change Will Keep on Blowing, Hard



- Enterprise Digital Innovation
- Digital Consumer Demand
- Government Stimulus
- Business Automation
- Digital Ecosystems Blooming



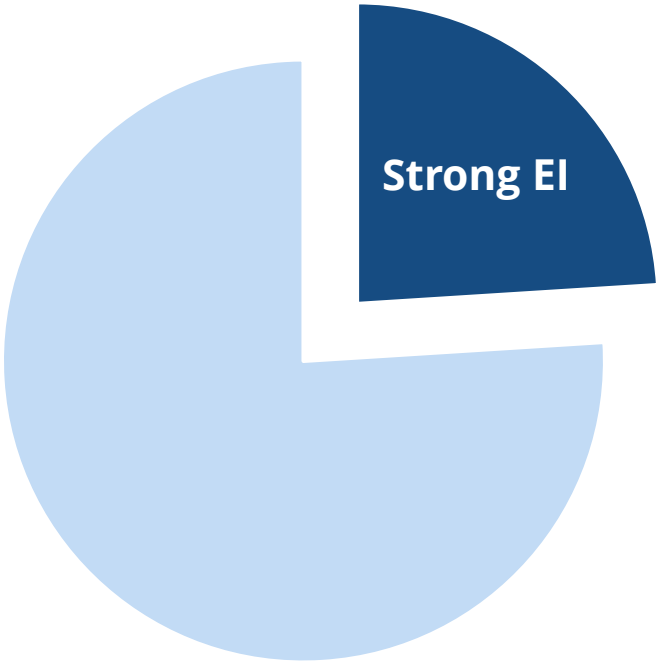
- War
- Supply Chain Bottlenecks
- Digital Skills Disparity
- Pandemic Management
- Inflationary Pressure



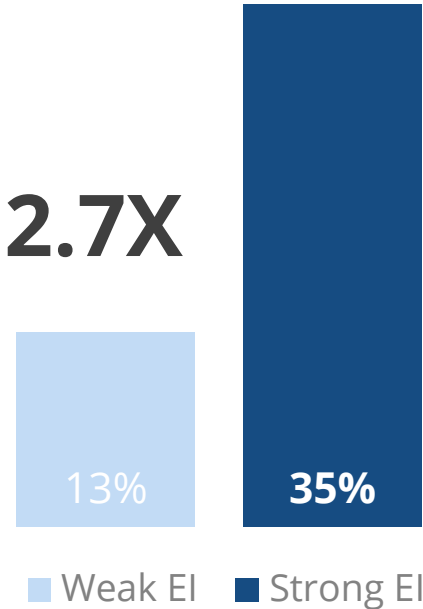
- Sustainability Expectations
- Tech Ethics Implications
- Digital Sovereignty
- Cybersecurity Threats

Enterprise Intelligence is Delivering Vital Business Impact

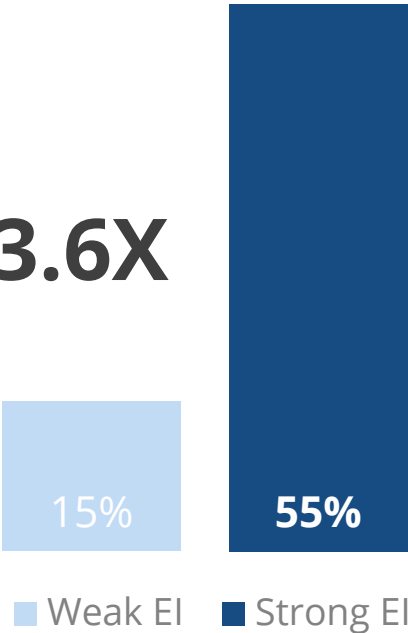
Under 1/4 of organizations are strong in EI today



Significantly improved revenue growth



Significantly improved time to market





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STAVANGER

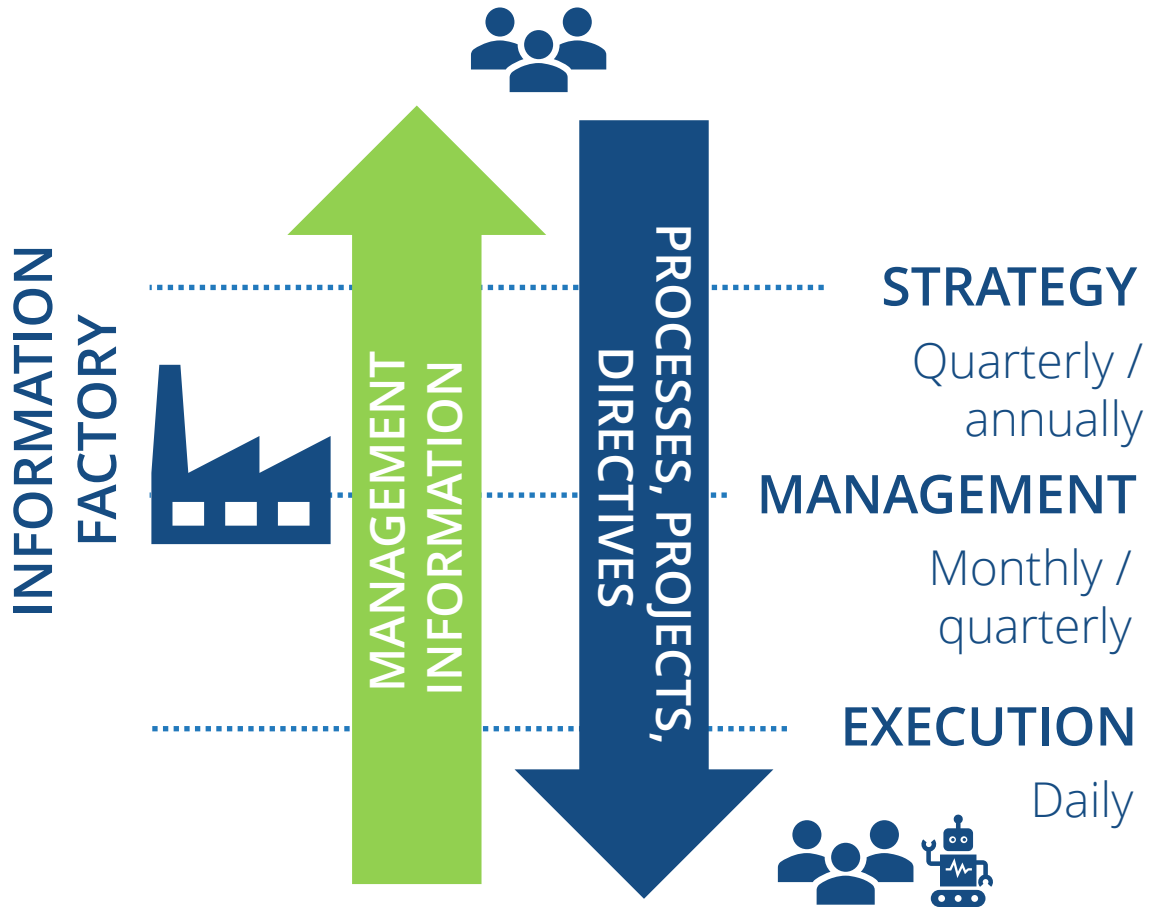
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Photo credit: [Maria Lupan](#) on [Unsplash](#)

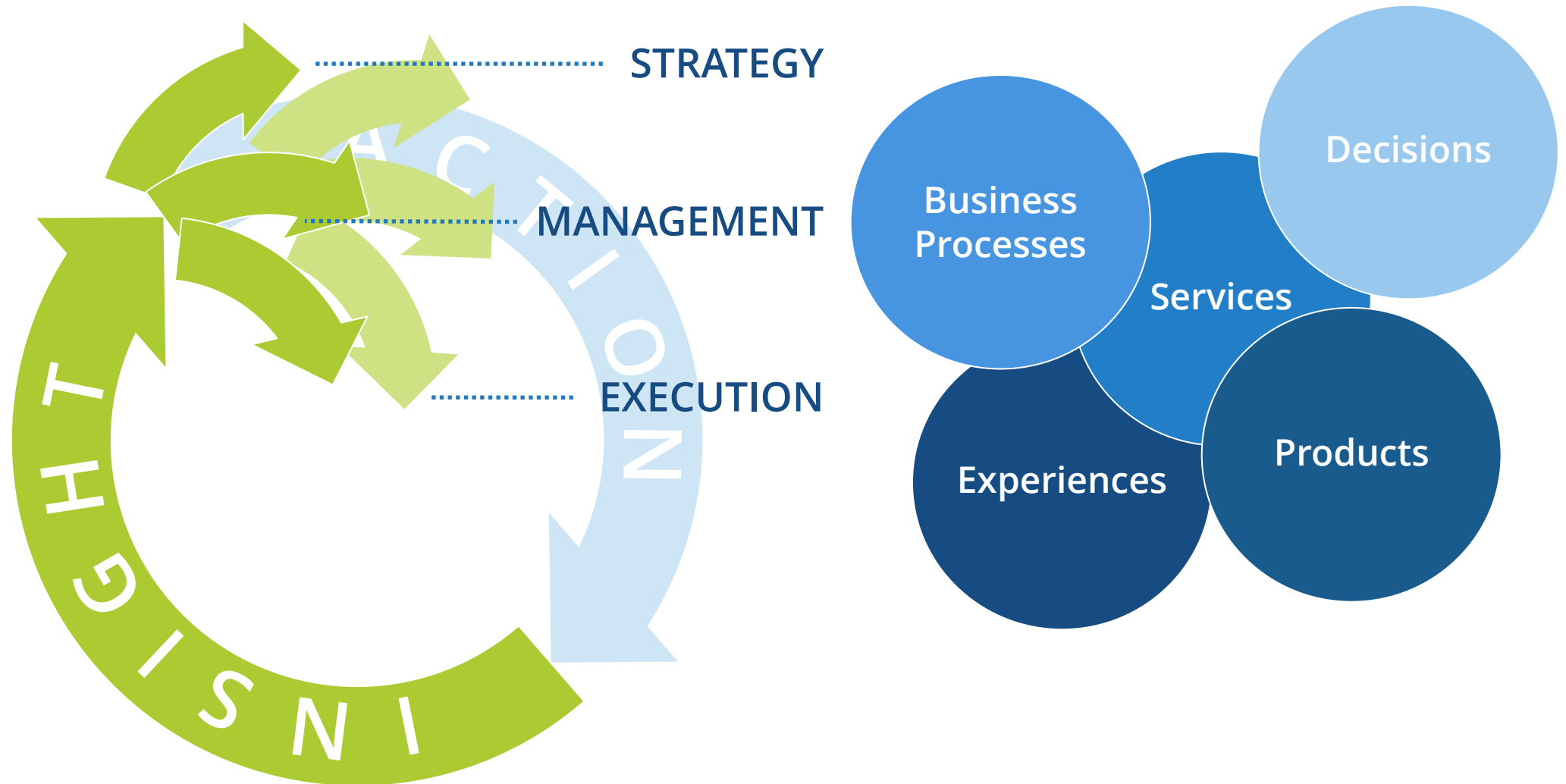


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From Information Silos to Data-Driven Cycles



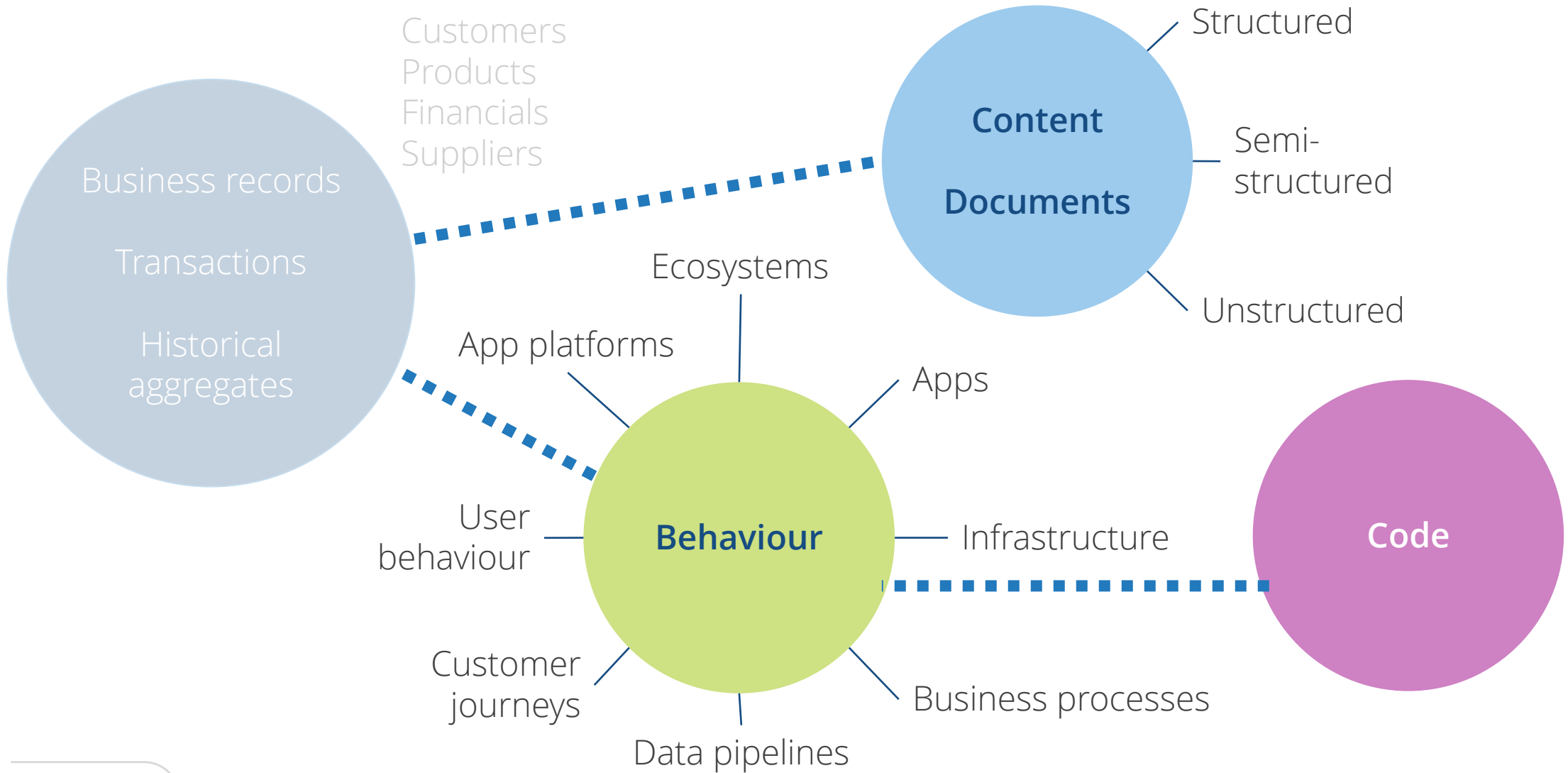
More Digital Actions Create More Targets For Insights



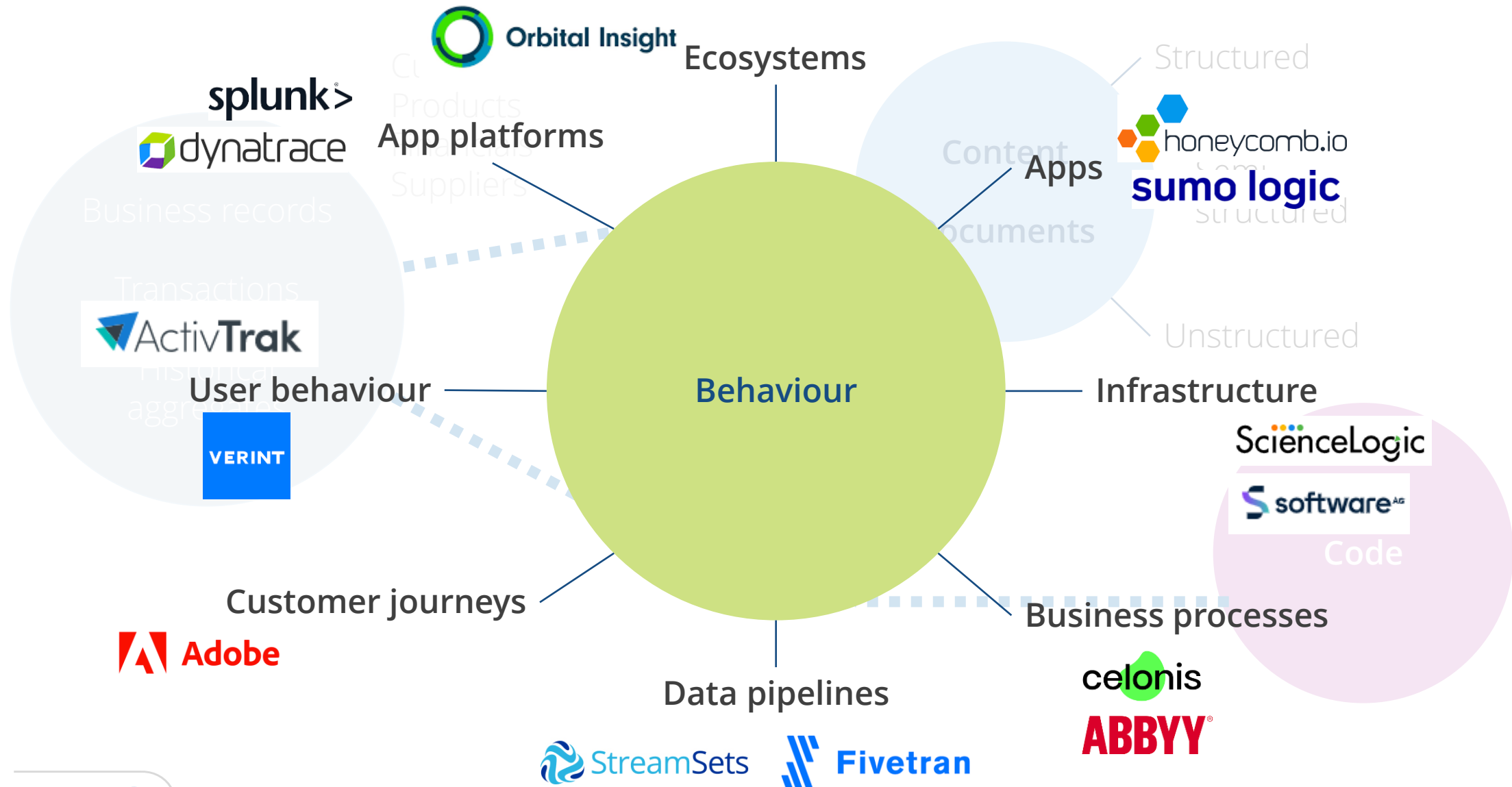
More Digital Actions Create More Data



Data is Everywhere We Look, and Only Becoming More So



As Actions Digitise, All Actions Become Instrumented



Data is Code; Code is Data

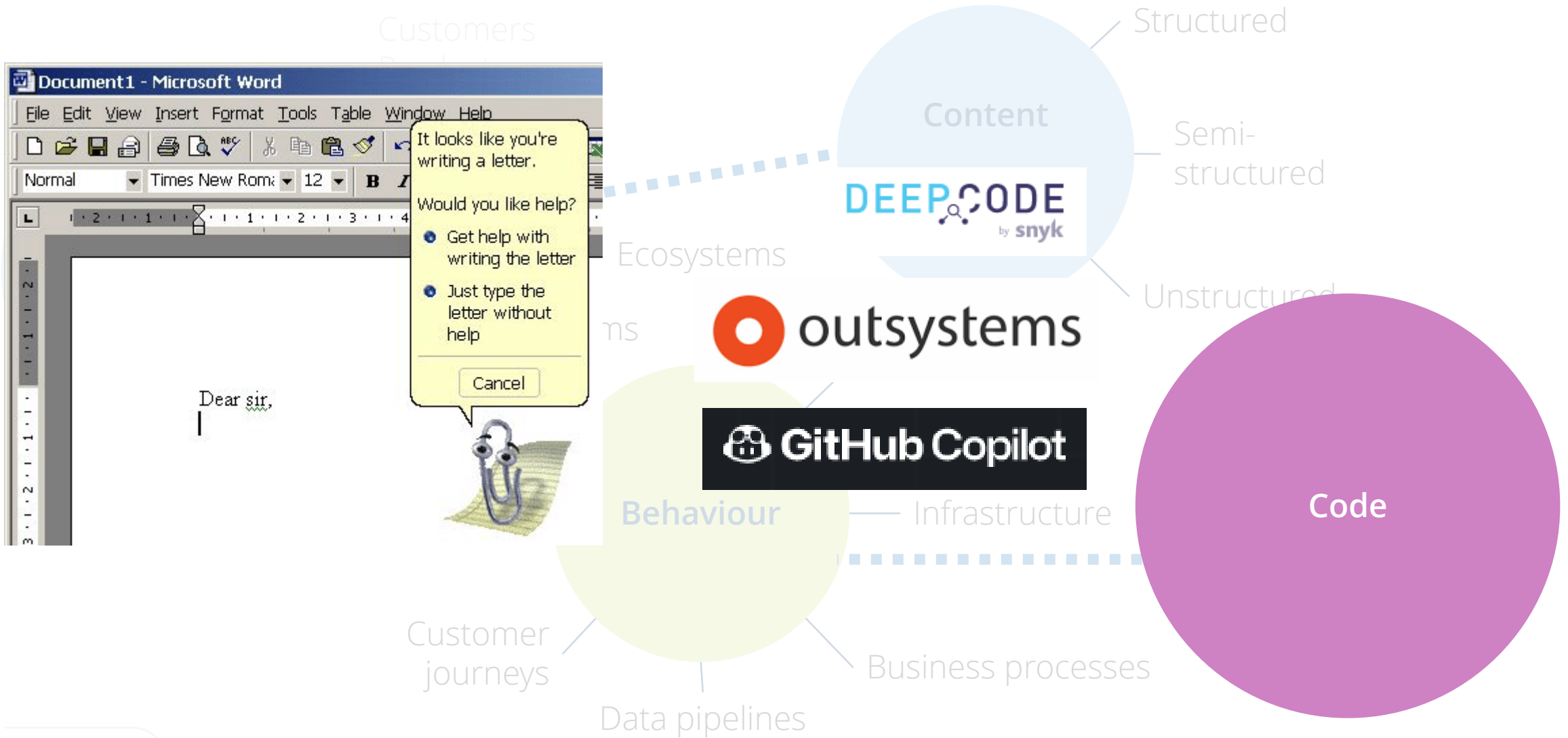
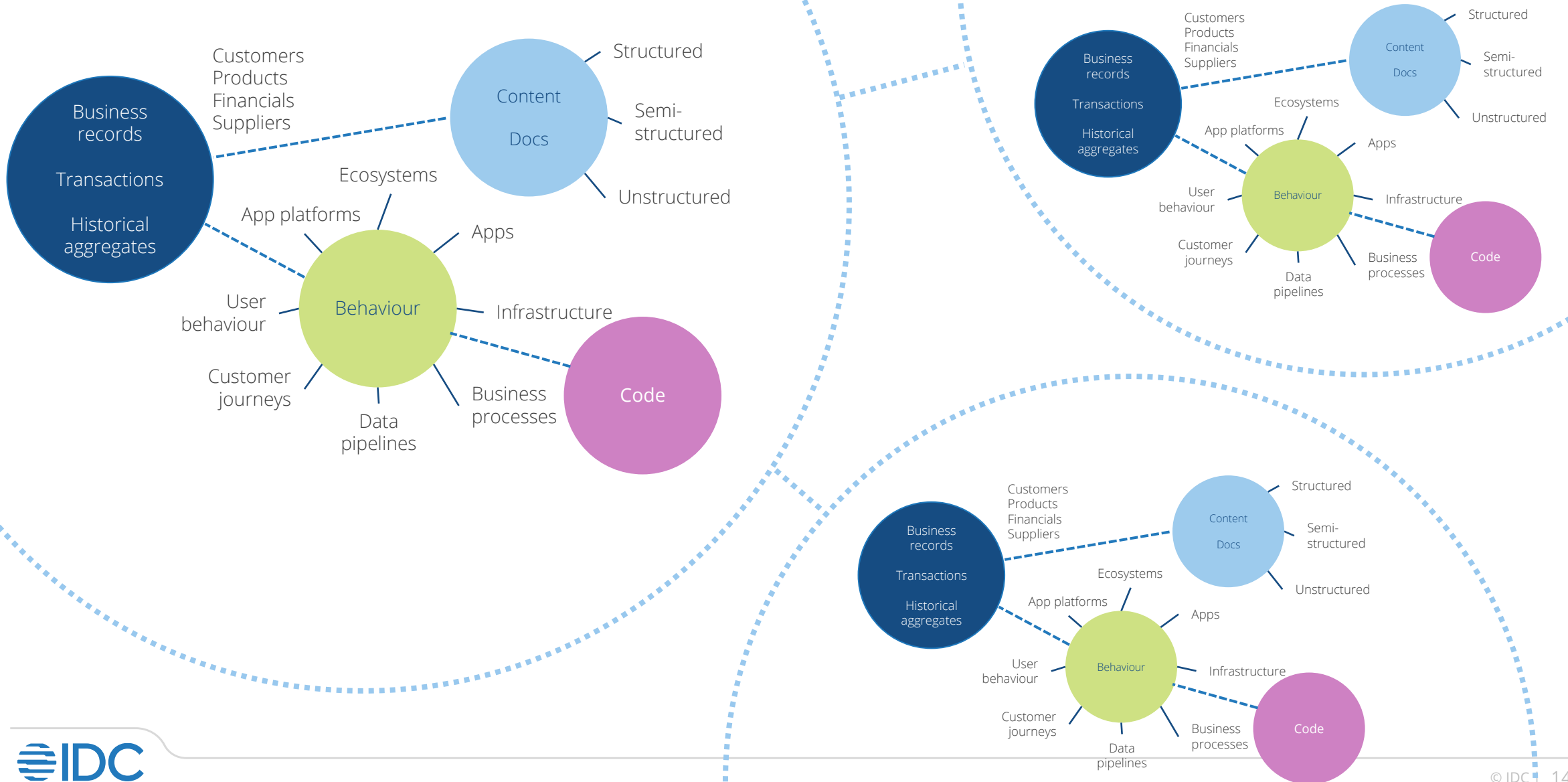




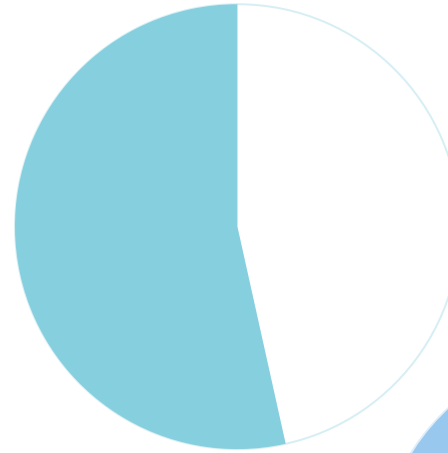
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My Data + Your Data

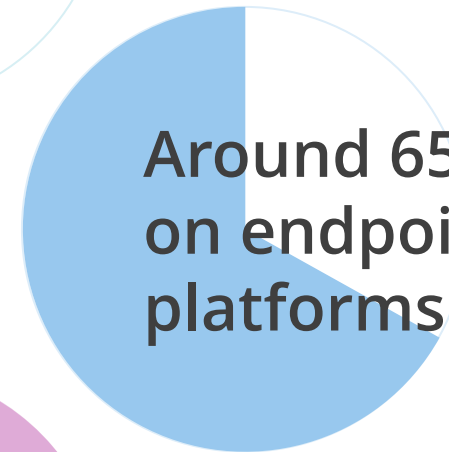


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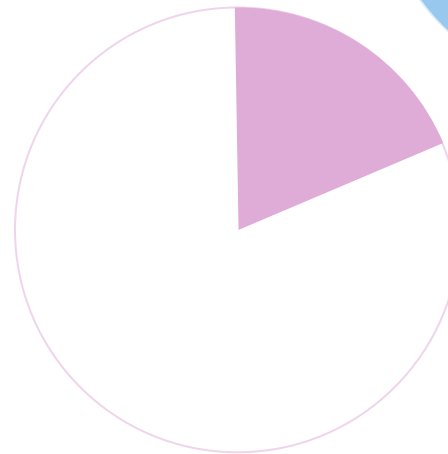
Data created
in 2021



Over 50% created
by enterprises



Around 65% distributed
on endpoints and edge
platforms



19% real-time



Photo by [Ricardo Gomez Angel](#) on [Unsplash](#)

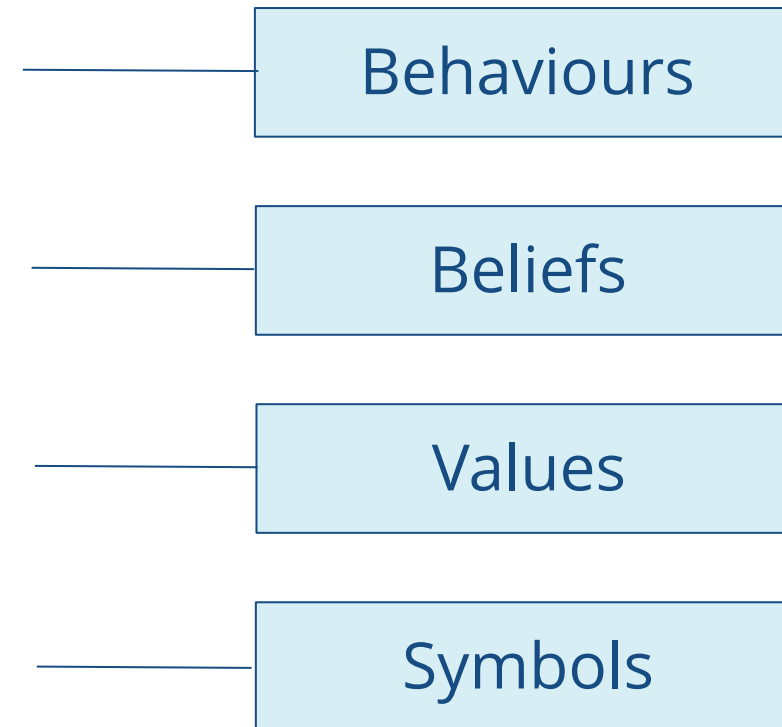
More Consumers
More Producers
More Paths to Value

Beyond Tools: Culture

46% Say “Enabling / Encouraging a True Data-Driven Culture” Is Their Primary Goal

“Culture is a way of coping with the world by defining it in detail”

- Malcolm Bradbury





You Have Never Been More Important!

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